



THE **CYNOPSIS**MEDIA BOOT CAMP

RATING ANALYSIS | SOCIAL MEDIA REVENUE OPPORTUNITIES | PROGRAMMATIC ADVERTISING

FEBRUARY 10, 2015 | YALE CLUB, NEW YORK CITY

WORKBOOK

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WELCOME!

Welcome to the annual Cynopsis Media Boot Camp. We are excited to have such a prestigious group of attendees and appreciate you taking the time out of your schedules to be with us today.

We want to share with you a few details to help make your day run more smoothly. This day is designed to be interactive and we encourage you to introduce yourself to fellow attendees and to actively participate in the sessions. Please contact the Cynopsis Media staff if you have any questions or suggestions throughout the day.

Panels:

Please review your agenda included in this program for panel details. The sessions will run from 9:00 am to 3:30pm, with closing remarks at 3:30pm

Meals:

A lunch will be available from 12:30pm to 1:30pm. There will also be coffee, soda and snacks available during the 10:45-11:00am Networking Break. If you have special dietary needs, please let the Cynopsis Media staff know.

Miscellany:

Complimentary WiFi is available throughout the day and if you'd like to tweet during the boot camp, the hash tag for the event is #Cynopsis. There is an attendee survey in the back and we'd appreciate you giving us feedback on the content of this event.

There is an electronic version of this Workbook available for download at the following url: www.cynopsis.com/bcvisuals2

We want this day to be a success for you. Please let us know if there is anything we can do to help or if you have any questions.

– The Cynopsis Media Boot Camp Team

About Cynopsis Media

Cynopsis Media is a division of Access Intelligence LLC. The Cynopsis Media family of products includes Cynopsis, Cynopsis Digital and Cynopsis Sports daily e-publications, weekly Cynopsis Classified Advantage e-publication, Special eReports, Event/Summits and a strong database of Classifieds and more. Visit Cynopsis.com

Agenda-at-a-Glance

8:30 - 8:55am	Registration & Networking Breakfast
9:00 - 9:15am	Opening Remarks
9:15 - 10:00am	How To Read Cross-Platform Ratings
10:00 - 10:45am	Cross-Platform Ratings Clinic
10:45 - 11:00am	Networking Break
11:00 - 11:45am	Programmatic Advertising for Buyers and Sellers
11:45 - 12:30pm	Drilling Down on Demographics
12:30 - 1:30pm	Luncheon Keynote - Maximizing Mobile: The Next Frontier in Branded Content
1:30 - 2:15pm	Social Media: Quantifying & Monetizing Fans, Friends & Followers
2:15 - 3:00pm	Social Media Clinic
3:00 - 3:30pm	Baker's Dozen: 13 great ideas + takeaways from the day's Boot Camp
3:30 - 3:35pm	Closing Remarks

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Agenda

8:30 - 8:55am | **Registration & Networking Breakfast**

9:00 - 9:15am | **Opening Remarks**

9:15 - 10:00am | **How To Read Cross-Platform Ratings**

Last year wasn't quite the cross-platform juggernaut it was cracked up to be. But in 2015, look for alliances among industry leaders including the Nielsen Digital Content Ratings - being produced in partnership with Adobe - as well as offerings from Rentrak, ComScore and Google. Today's smart sellers need to be well-versed in the basics of reading ratings and their relationship to the new analytics that are creating the composite view of audiences that ad agencies and advertisers now demand.

TRAINER:



David Wong
SVP, Product Leadership
Nielsen Global Digital

SPEAKER:



Mainak Mazumdar
Chief Science Officer
Simulmedia

10:00-10:45am | **Cross-Platform Ratings Clinic**

Here's your chance to put the pedal to the metal and collaborate with your table to analyze data we'll provide from these new ratings platforms - and then present them to our experts.

10:45 - 11:00am | **Networking Break**

11:00 - 11:45am | **Programmatic Advertising for Buyers and Sellers**

You can't get away from programmatic buying, regardless of what side of the table you're sitting on. Programmatic, the automated buying, placing, and optimizing of advertising, is infusing every advertising channel, including TV, display, mobile, video, search, and social. Which means that it's part of a brand and agency's overall media strategy. So how to ride the wild beast when there's no consensus around safeguards and standards? Our trainers will fill you in on best practices.

TRAINER:



Jacqueline Corbelli
Co-Founder,
Chairman & CEO
Brightline

SPEAKERS:



Seth Goren
VP, Media Planning
Discover
Communications



Shivank Gupta
Account Director
AOL Platforms

11:45 - 12:30pm | **Drilling Down on Demographics**

Hispanics. Millennials. Plurals. Generation edge. It's difficult--but critical--to keep in step with the latest trends bubbling up among the different demographics consuming your content. Our expert panel will give you the most important current data and news about these segments, so you can tee up the most effective programming, outreach and campaigns.

TRAINER:



Mark Loughney
VP, Research
Turner Emerging
Consumers

SPEAKER:



Tom Maney
EVP, Advertising Sales
Fox Hispanic Media

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12:30 - 1:30pm | Luncheon Keynote - Maximizing Mobile: The Next Frontier in Branded Content

Key demographics are increasingly viewing on mobile devices. Successful content and brand executives need to keep ahead of the curve. Digital media pioneer Matt Wasserlauf will provide insights and actionable intel about the mobile market, focusing on how mobile programmers and brand advertisers can work together to reach desired audiences with optimal results.

SPEAKER:



Matt Wasserlauf
CEO & Co-Founder
Torrential

1:30 - 2:15pm | Social Media: Quantifying & Monetizing Fans, Friends & Followers

The true value of social media remains one of the most-debated topics among media and advertising executives. Our trainers will cut through the chatter to provide the most current, proven methods to calculate outreach on traditional social media including Twitter and Facebook as well as visual tools such as Instagram, Vine, and YouTube – and then monetize it. The result? You'll be able to captivate your audience, from tech aficionados to technophobes.

TRAINERS:



Jeff Semones
President
GroupM/M80



Andrew Stevens
VP, Strategy & Research
ShareThis

2:15 - 3:00pm | Social Media Clinic

Put your social skills to the test. Our trainers will give you the goals of a hypothetical brand and you'll pitch the clients on how to use social media outlets to increase their social community and get them to buy their products.

3:00 - 3:30pm | Baker's Dozen: 13 great ideas + takeaways from the day's Boot Camp

3:35pm | Closing Remarks

Cynopsis Media Team



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Upcoming Events, Webinars and Awards

Cynopsis Media is thrilled to announce several high-profile networking and educational events, along with multiple must-enter award programs in 2014!

**FEB
11**

Call for Entries - Top Women in Digital Awards
(Final Deadline is February 13)

**FEB
24**

**Webinar: Monetizing & Maximizing
Your Sports Content on Social Media**
1:30-3:00pm EST

**FEB
26**

**Webinar: Generation Edge:
Catching the New Wave of Viewers**
1:30-3:00pm EST

**MAR
3**

Cynopsis Social Good Awards Breakfast
Yale Club, NYC

**MAR
18**

**Webinar: What You Need to Know NOW About
Programmatic Ad Buying**
1:30-3:00pm EST

**APR
16**

Cynopsis Sports Media Awards
New York Athletic Club, NYC

**APR
23**

**Cynopsis Digital Business Summit +
Top Women in Digital Luncheon**
Astor Center, NYC

**MAY
1**

Call for Entries - Kids !magination Awards
(Final Deadline is May 8)

Questions?

For questions, contact Cynopsis Media's Sr. Marketing Manager, Jenn Ocampo, jenn@cynopsis.com

To sponsor an event and/or special eReports, please contact VP of Sales & Marketing, Mike Farina, mike@cynopsis.com, 203.218.6480

CYNOPSISMEDIA

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FILL A POSITION

- ✓ TARGETED ENVIRONMENT
- ✓ IMPRESSIVE REACH
- ✓ STRIKING IMPACT

Post your company's job openings and get results!

"We choose Cynopsis for our job posting ads because the results are terrific. It is a go-to source of information for almost everyone in entertainment and media, and it is a perfect way to reach a specific target audience (candidate pool)."

— Matt, PHR, Director of Staffing
AMC Networks



PROMOTE CASTING CALLS

Companies can showcase casting calls and notices daily — and to the right audience.

"Cynopsis is an amazing resource."
— Karla, Director, Talent Acquisitions
Viacom Media Networks



SHARE YOUR EXPERTISE

Offer an expertise in the field of media by way of production, voiceover artistry, writing, set development, etc.? Get it in front of our audience.

"Thanks to the outstanding customer service from Cynopsis, my experience was easy and hassle free!"

— Katrina, HR Recruiter
Tennis Channel

Contact:



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PROGRAMMATIC TELEVISION

Advancing television advertising through software



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DOES YOUR SOFTWARE DO THIS? TubeMogul PTV provides brands and agencies with an automated solution to plan, buy and measure TV ads. In a single dashboard loaded with 80+ networks, PTV enables brands to access national, local and VOD inventory to reach over 90% of U.S. households. With TubeMogul PTV, brands can now buy on richer audience attributes through the same software they use to execute their digital video ad buys.