

Social TV Summit

AN EXECUTIVE CONFERENCE FOCUSED ON
SOCIAL MEDIA AND ITS EFFECT ON VIEWING CONTENT
ON TV, ONLINE, ON TABLETS AND ON MOBILE

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LOS ANGELES
BEL-AIR COUNTRY CLUB
Los Angeles, CA 90077

EVENT
PROGRAM

JULY 18, 2012

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July 17, 2012

Welcome to The Social TV Summit LA, our fourth high level executive conference designed for us all to learn how social media is effecting how we view content, on the big screen in your living room, on your laptop, on your tablet or mobile phone.

A year ago, almost to the day, was our first event here in LA. An amazing amount of progress has been made in just one year. And now, our Social TV industry has its own Awards Show. Last night our industry awarded excellence to the leading players in the fast moving Social TV space. Twenty winners and Best of Show were announced and received the STEEVEE, the Social TV Awards trophy at a Gala Event at Bel-Air Country Club. Congratulations to the winners and all the finalists.

Today we are going to focus on how, as a creative community, we should and can, start to think about Social TV before we develop TV shows or online content. In addition, we will also show you some case studies of how media companies and brands are currently executing Social TV campaigns both here and abroad and finally, discuss how we will generate new digital revenues from this socially engaged audience.

Throughout the day we will be asking you to tell us your thoughts, opinions, emotions and sentiment. We believe that the audience is a part of each panel and we want you to interact and be social during these important panels and discussions. So grab a mike, Tweet your thoughts, Facebook your friends and vote with our RealTime polling system. We will be streaming The Social TV Summit LIVE today, so fell free to let your colleagues who aren't here, know about how they can still join the discussion from their office or home.

Thank you for joining us here at Bel-Air Country Club. We think it is the perfect venue to bring together all of the key stakeholders in Social TV. Learn, network, make deals and move this dynamic industry forward.

Best regards,

Andy Batkin
CEO
Social Summits, LLC.
andy@socialtvsummit.com

Dear Colleague,

The first Social TV Summit was held a year ago, heralding a new era in television and defining a new and exciting sector of the world's most popular and beloved entertainment medium. Since that first Summit, there have been dozens of industry events, conferences and gatherings focused on advances in social TV. More than 100 social TV companies have sprung up, all competing to establish themselves in a leadership role, a competitive battle that continues to loom large and is far from being resolved. Some companies will fade and new ones will emerge.

Several of the companies that have presented at our Summits continue to gain momentum, but my sense of the social TV industry itself is that it is satisfied with its progress to date. I am not. Rather than redefining the relationship between programmers and viewers as an interactive two-way experience, social TV has fallen into the trap of becoming a dependent and mostly promotional adjunct to the traditional TV viewing experience. Today's Social TV Summit recaps some of the advances of the past year and introduces new ideas and opportunities. The new Social TV Awards recognize the best social TV initiatives; most, if not all of them are worthy of recognition. But they reflect an industry still struggling to emerge from the shadow of the lean back viewing experience and thus far failing to establish new business models and compelling new consumer experiences that viewers want and demand.

Yes, social TV is a positive advance for TV networks and studios, and many new companies are offering valuable breakthrough technological advances. But it's far too early for networks, studios, producers, talent, advertisers, or social TV companies to take social TV for granted or to accept it as it is today.

We remain in the earliest stages of the evolution of social TV; the future of video is interactive. Our goal should be to recapture the excitement we experienced one year ago, and charge forward with renewed enthusiasm.

Best wishes,
Jack Myers

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AGENDA

BEL-AIR COUNTRY CLUB

10768 Bellagio Road
Los Angeles, CA

JULY 17, 2012

AGENDA

WEDNESDAY, JULY 18, 2012

7:30 AM – 8:30 AM

Bel-Air Country Club – 10768 Bellagio Road, Los Angeles, CA

Registration and Check In

Continental Breakfast Will Be Served

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8:30 AM – 8:45 AM

Welcome

Andy Batkin, CEO, Social TV Summit, LLC.

Jack Myers, CEO, Jack Myers Media Business Report

8:45 AM – 9:15 AM

Morning Keynote Speech

Greg Yaitanes – Emmy Award-winning television director and early tech investor in Twitter, Foursquare, Pinterest, etc. will Kickoff the Social TV Summit LA.

Krista Smith, Senior West Coast Editor, Vanity Fair

In a unique Keynote Speech format, Greg will be interviewed by Krista Smith, the Senior West Coast Editor for Vanity Fair.

Yaitanes is one of the most recognized names in Hollywood, directing and producing top shows including *Damages*, *Lost*, *Prison Break*, *Heroes* and *Grey's Anatomy*. His Emmy Award—television's top honor—came in 2008 as result of his work on *House*, *M.D.*, the most popular show worldwide.

He is also well known in Silicon Valley as an Early Investor in Twitter, Four Square, Pinterest and Others. You won't want to miss hearing what the most techsavvy Creative exec in Hollywood has to say about the future. Greg's recent quote says it all...."I'm going to use tech to get more out of every dollar that I'm given to enhance the user experience".

AGENDA

9:15 AM – 10:15 AM

Broadcast and Cable Network Executive Roundtable Discuss Social TV Initiatives... Past and Future

Moderator and Session Keynote:

Jack Myers, CEO, Jack Myers Media Business Report

Speakers:

FOX Broadcasting – **David Wertheimer**, President Digital

CBS Interactive – **Rob Gelick**, SVP and GM, Digital Platforms

NBC – **Stephen Andrade**, Senior Vice President, Digital Development & General Manager

VIACOM Media Networks – **Jim Eadie**, SVP, Digital Business Development

10:15 AM – 10:45 AM

Coffee Break and Networking

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10:45 AM – 11:45 AM

Creative Producers, Directors and Talent Roundtable. More Programs are being created with Social TV in mind. Hear from some of the top Creative people in Hollywood.

Moderator and Session Keynote:

Andy Batkin, CEO, Social Summits, LLC.

Speakers:

CBS – **Kevin Frazier**, Host of The Insider

Chill – **Brian Norgard**, Founder

Relish – **Marc Karzen**, CEO/EP

AGENDA

11:45AM – 12:45PM

White Label Social TV Company Solutions – Technology Solutions That Drive the Social TV Industry

Moderator and Session Keynote:

Rahul Aggarwal, CEO and Co-Founder, Arktan

Speakers:

A+E Networks – **Evan Silverman**, SVP, Digital Media

Simplynew – **Marc Scarpa**, Executive Producer/Director

WWE – **Jason Hoch**, SVP Digital

12:45 PM – 2:00 PM

Lunch and Networking

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2:00 PM – 2:30 PM

Afternoon Keynote Speech

Alex Iskold, CEO, GetGlue

Alex will provide the audience with his and GetGlue's vision of "what's next" in Social TV... with a sneak preview of GetGlue HD.

AGENDA

2:30 PM – 3:30 PM

Social TV Creative Solutions - Case Studies of the Hottest Platforms and Ideas in Social TV.

Moderator and Session Keynote:

Andy Batkin, CEO, Social Summits, LLC

Speakers:

Shazam – **David Jones**, EVP, Sales and Marketing

PepsiCo Beverages N.A. – **Andrea Harrison**, Director, Digital Engagement

Turner – **Michael Adamson**, VP of New Products

3:30 PM – 4:00 PM

Coffee Break and Networking

Sponsored By:



4:00 PM – 5:00 PM

The European Invasion – What’s Happening Across the Pond? Is there more Innovation “Over There”, then “Over Here”?

Moderator and Session Keynote:

Jack Myers, CEO, Jack Myers Media Business Report

Speakers:

Ex Machina – **Larry Taymor**, Director USA

Visiware – **Laurant Weil**, CEO

Nobox – **Carlos Garcia**, CEO

Zeebox, USA – **Jason Forbes**, EVP & GM

AGENDA

5:00 PM – 6:00 PM

Revenue Models for Social TV....How Do We Make Money from This New Engaged Audience?

Moderator and Session Keynote:

Mike Proulx, SVP & Director of Social Media, Hill Holliday – Author of the Book, *Social TV*

Speakers:

USA Network – **Jesse Redniss**, SVP, Digital

Watchwith – **Zane Vella**, CEO

YouToo – **Chris Wyatt**, CEO

Networked Insights – **Dan Neely**, CEO

6:00 PM – 7:30 PM



Cocktails and Networking – The Academy of Television Arts and Sciences Cocktail Party

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STILL THE SAME SINCE 1953?

FRIDAY LATE NIGHT FEB. 2

	12:00	12:30	1:00	1:30	2:00	2:30	3:00	3:30	4:00	4:30	5:00	5:30
WETP	C. Rose (N)	(Off Air)										
WATE	Jimmy Kimmel	Inside	Judge	Paid Pro	Homes (N)	Writer's (N)	Paid Pro	Paid Pro	Paid Pro	Paid Pro	Paid Pro	Paid Pro
WMAK	Girlfriends	Paid Pro	Becker	Paid Pro	Extra	Clearance	Handbag Clear	Jewelry Clearance	Jewelry Clearance	Gen. Jewelry	Hometime	Hometime
WVLT	Late (N)	Late Late Show	Paid Pro	Home Imp.	17 Cops	Urban (N)	Outdrsm	Woman (N)	Roads (n/i)	News	News	News
WBR	Tonight (N)	Late Night	Last Call	Poker After	Tonight Show	Reel Talk	News	News	News	News	News	News
WBLX	My Wife	My Wife	Roseanne	Roseanne	Just Shoot	:40 Just Visiting	Jewelry Television	Blind Date	Will-Grace	Van Impe		
WVLTZ	Jewelry Television	(Joined in Progress)										
WTRZ	Simpsons	South Park	Bernie Mac	Comics (N)	News	Paid Pro	Hollywood	Entertain (N)	To Be Announced	Miss (N) (n/i)	Animal (N)	Animal (N)
WVLR	You and Me: With Richard Dortch	4/4/5/7					The 700 Club	Gather Home	CTN44	Reppies		
WPKX	Paid Pro	Paid Pro	Paid Pro	Paid Pro	Paid Pro	Paid Pro	Paid Pro	Paid Pro	Paid Pro	Paid Pro	Paid Pro	Paid Pro
AMC	10-15 The Towering Inferno	6/4/2/5	:45 The Innocents	**** (1961) (L-40)	3/2/5/6		:45 The Tall Men	*** (1955) Clark Gable	(2-02) 3/1/5/6			
ANPLAN	Meerkat	Meerkat	Ms. Adventure	7/1/3/5	Animal Cops	6/1/2/3	Meerkat	Ms. Adventure	7/1/3/5	Animal Cops		
AAE	CSI: Miami	8/9/9/6	CSI: Miami	5/4/6/3	CSI: Miami	5/3/3/5	CSI: Miami	Third Watch	4/2/2/3	Paid Pro	Paid Pro	
BET	The Wire	Comicview	BET After Dark	4/2/2/3	BET Late	5/2/2/4	Wayans	Wayans	BET Inspiration	5/1/2/3		
BRAVO	Princess Bride	8/4/2/6	The Terminator	*** (1984) R	(L-40) 8/1/2/5		Top Design	3/2/4/5			Paid Pro	Paid Pro
CMT	Videos	Videos	Videos	Videos	CMT Music	Open Crtry	Paid Pro	Paid Pro	Real Housewives	3/2/4/5	Paid Pro	Paid Pro
COMEDY	Presents	Naked	Comedy Central Roast (PA)	5/3/2/4/5							Paid Pro	Paid Pro
COMMTV	Living Up	4/2/2/2	Late News	6/2/2/5								
COMETV	Video	LA 8/2/5/6/4										

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BYP	Various	Paid Pro	Cross Talk									
LIFE	Frasier	Frasier	Golden	Strong Medicine								
MSNBC	Countdown	34/3/5/1	Warrior Nation	MSNBC R/y	Warrior Nation							
MTV	Road Rules	Bam	2-4-Days	Wrestling	Bam	Bam	Bam	Bam	Bam	Bam	Bam	Bam
NICK	Cosby	Cosby	Full House	Full House	Roseanne	Roseanne	Fresh Pr	Fresh Pr	Cosby	Cosby	Mad ABL	Full House
OXYGEN	Tyra Banks (N)	9/4/1/6/0	Tyra Banks (N)	5/2/2/5/1	Ellen Show	7/2/2/4/5	Paid Pro	Paid Pro	Paid Pro	Paid Pro	Paid Pro	Paid Pro
SCI-FI	Stargate SG-1	9/5/2/4/4	John Doe	8/2/4/5/6	John Doe	7/2/4/5/6	Godzilla vs. Megajirus	*** (2000) R	3/2/2/3/0		BeastMaster	
SOAP	Young-Blessed	9/4/2/6/0	All My Children	5/2/2/4/5	One Life to Live	7/2/2/4/5	Gen. Hospital	PI Charles	PI Charles	Ryan's	Ryan's	Ryan's
SPEED	PRI	5/2/2/5/4	Design	5/4/1/9/6	Making of	Test Drive	Motorcycles	Motorcycles	Motorcycles	Paid Pro	Paid Pro	Paid Pro
SPIKE	Wild (N)	NCC (N)	Game (N)	Samurai	Death Warrant	*** (1990, Drama)	7/2/2/4/5	Paid Pro	Paid Pro	Paid Pro	Paid Pro	Paid Pro
SP50	To Be Announced	7/2/2/5/4	My Words	SEC TV	My Words	SEC TV	Paid Pro	Paid Pro	Paid Pro	Paid Pro	Paid Pro	Paid Pro
STYLE	Style Star	Style	How Do I Look	5/2/2/5/1	Richest Women	7/2/2/4/5	Paid Pro	Paid Pro	Paid Pro	Paid Pro	Paid Pro	Paid Pro
TBS	Knight Rider	:45 First Knight	*** (1995) (PA)	Sean Connery	9/11/3/4/4	:15 Multiplicity	*** (1996) R	2/5/1/4/7/4		Interstitial	Parent	Parent
TRAVEL	Haunted Hotels	9/4/1/5/0	Most Haunted	5/2/2/5/1	Mega Struct.	2/4/1/3/3/1	Paid Pro	Paid Pro	Paid Pro	Paid Pro	Paid Pro	Paid Pro
TCM	To Catch a Thief	*** (1955) (L-66)	1/3/1/2/4/1	Black Narcissus	*** (1947) (L-40)	4/2/2/3/3			Two for the Seesaw	*** (1962) (2-00)		
TLC	What Not to Wear	5/3/2/5/6	Dance Floor	5/2/2/2/2	Home Chef	Home Chef	Paid Pro	Paid Pro	Paid Pro	Paid Pro	Paid Pro	Paid Pro
TNT	10:30 Drumline	7/1/5/2/3	Set It Off	*** (1996, Action)	Jada Pinkett	8/1/2/3/3/3	Dead Presidents	*** (1995) R	3/2/2/5/1		Black Root	Ed. Todd
TDON	Camp Lazo	Squared	Foster	Grim	Camp Lazo	Xaolin	Partner	Foster	Camp Lazo	Partner	Black Root	Ed. Todd
TRIN	All Odds	Larry Huch	Barnett	This Is Day	Psyr Greg	Wheaton	Memories	Bananas	Xtreme Life	Impact	X 10 C	Reppies
TVE	Star Trek	7/2/2/5/1	M*A*S*H	M*A*S*H	Griffith	Griffith	Jeffersons	Jeffersons	Sanford	Sanford	GreenAcres	Leann
USA	Monk	7/4/2/4/4	Psych	5/2/2/5/4	Apollo 13	*** (1995) Tom Hanks, Bill Paxton	R. 2/5/2/5/5			Perfect Wash		
VERSUS	Dangerous	Escape	Tred Barta	Quest One	Rustley	Ry Fishing	Paid Program	5/4/2/2/2	Saltwater	Outdoors	Angling	Fishing
VH-1	Rapper	I Love New York	3/3/3/3/3	Shooting	Surreal Life	Top 20 Countdown (N)	5/2/2/5/1			Fresh		
WE	Celeb Scandals	1/4/1/2/5	Passion	Passion	John Edward	Celeb Scandals	5/2/2/5/1	Dirty Dancing	5/2/2/5/1	Paid Pro	Paid Pro	Paid Pro
WGN	Scrubs	Becker	Home Videos	5/2/2/5/1	Da Vinci's Inquest	5/2/2/5/1	UPC: Poker (N)	3/2/2/4/5	Home Imp.	Becker	Melrose	Paid Pro
WISE	Art	Music	Art-Western	5/2/2/5/1	Arts Kid	Classic Arts	5/2/2/5/1	Private Universe	5/2/2/5/1	Classic Arts	5/2/2/5/1	

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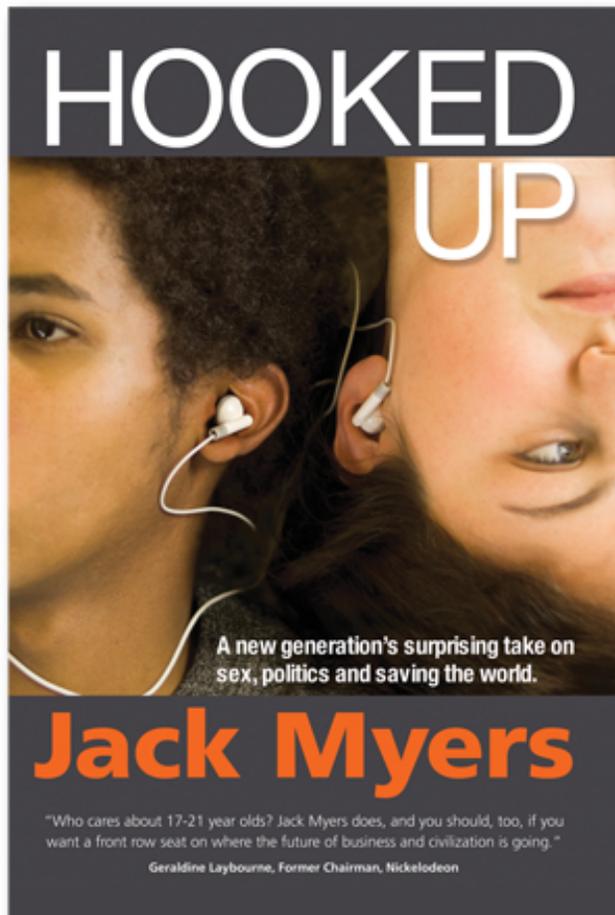
~Ken Burns, Filmmaker

"Who cares about 17-21 year olds? Jack Myers does, and if you want a front row seat on where the future of business and civilization are going you should too. This book is packed with enough context to make you feel the theory is right on. I can't stop quoting it."

~Geraldine Laybourne, Former Chairman, Nickelodeon

"These Internet Pioneers, born between 1991 and 1995, are not like us. They absorbed the Internet like a native language while the rest of us struggled to learn it. Any time now, these pioneers will be commanding the agenda — and we'd better understand them. Hooked Up is the best guide to the future that I've yet come across."

~Sir Martin Sorrell, CEO, WPP Group



"The Hooked Up Generation is rewriting feminism, sexuality, politics, education, language, relationships, and media. This accessible and fascinating book brings new insights into how our cyber-society is shaping a captivating generation. The message is clear: the Hooked Up Generation offers hope for the future of our planet."

~Mary Brabeck, Dean of the Steinhardt School, New York University

"At the Newhouse School, we are living with the Hooked Up Generation and experiencing the extraordinary transformation that Jack Myers has brilliantly captured. This is a must read for educators, parents and all those who care about the next generation of leaders."

~Lorraine Branham,
Dean of the S.I. Newhouse School, Syracuse University

"Jack's book is incredibly eye opening. It is an important read for all generations as we embark on a journey of uncharted territory and extraordinary experiences full of breaking cultural norms and embracing a new normal."

~Monique L. Nelson, CEO of UniWorld Group, Inc.

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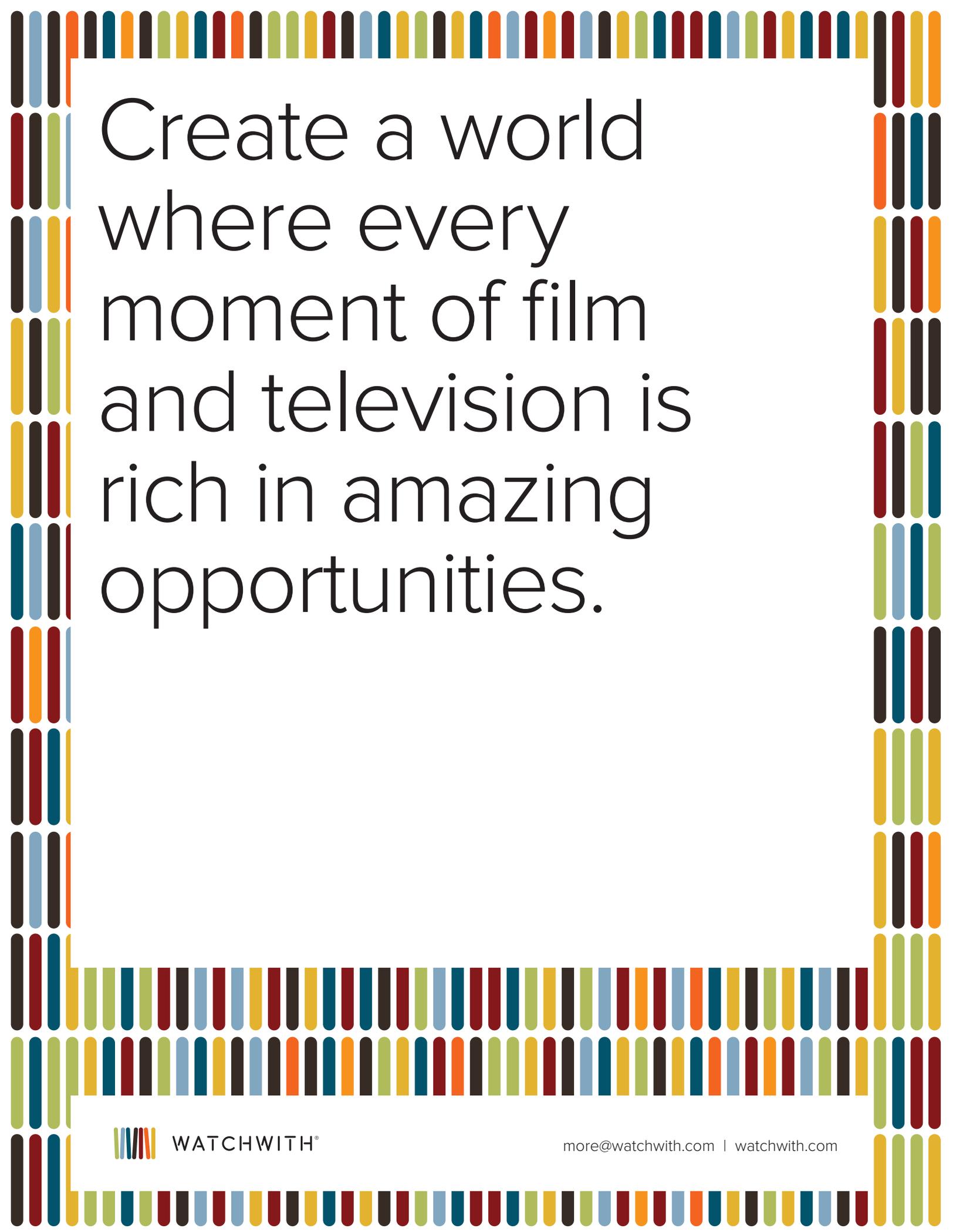


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"BETTER TO FIGHT FOR SOMETHING THAN LIVE FOR NOTHING."

-GEORGE S. PATTON

AND WE ARE INDEED READY TO FIGHT.

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America Wants You is determined to fight for what's right. We're dedicated to knocking on every corner office door in America to ask companies large and small to make hiring military veterans a real priority.

We'll be asking you to join companies like Southwestern Energy®, U.S. Steel® and CareerBuilder® who have already pledged their support. So the question is, when America Wants You calls, will you answer?



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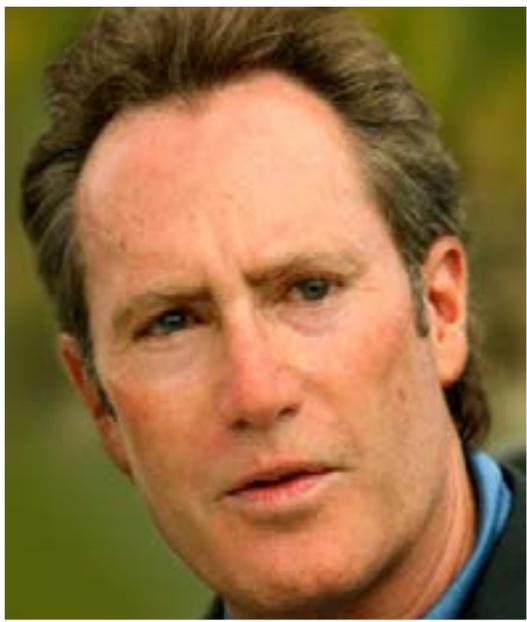
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SPEAKER BIOS



ANDY BATKIN

CEO, Social TV Summit

Andy Batkin is currently the CEO of Social Summits, LLC. (SSL), a strategic consulting company specializing in digital and social media with a focus on Social TV and revenue generation. SSL's interactive publishing and conference division facilitates the growth of Social Media and Social TV, Online, and in person through the Social TV Summits and The Social TV Daily.

In 1996, Mr. Batkin founded SOFTBANK Interactive Marketing Inc. (SIM) after his company, Interactive Marketing, Inc. (IMI) was bought by SOFTBANK CORPORATION in Japan. Under his guidance as Chairman and CEO the company sold \$50 million of interactive media in its first twelve months and grew to be the world's largest interactive media rep firm.

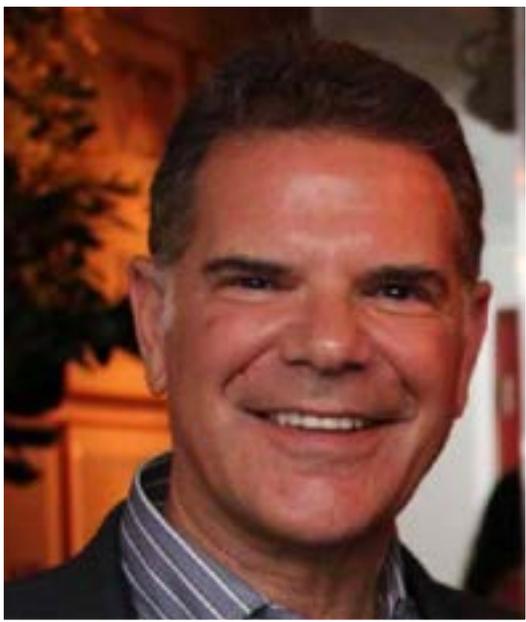
In early 1995, under Mr. Batkin's leadership IMI, became the Interactive Marketing Agency of Record, for Yahoo! and developed the branding and media strategy to create Yahoo! into a powerhouse Internet media company with a multi-billion dollar valuation. IMI was also the exclusive interactive advertising sales organization for Yahoo! for the first two years of Yahoo's young life and handed over 1700 sales relationships to the new sales team that was developed by Mr. Batkin. IMI performed similar work for Netscape, ZDNet, Playboy, the National Football League, where Mr. Batkin created SuperBowl.com; NBC, MapQuest, Hollywood.com and many others.

In 1991, he founded The Creative Services Group and was its president and creative director. A year later, the firm was renamed Interactive Marketing Inc. (IMI). During this period, he began to focus the firm's operations in three core areas: interactive marketing and promotions, interactive advertising sales, and conferences. IMI produced conferences such as The Conference on Interactive Marketing East & West, Camp Internet and Web Innovation conferences. All these divisions were rolled up to Interactive Marketing, LLC and were sold to SOFTBANK Corporation of Japan in June of 1996.

Mr. Batkin is recognized as one of the founders of the interactive industry back in 1983, and has over 30 years of experience in creating innovative integrated marketing, digital media and promotional campaigns for Fortune 500 and Entertainment companies.

Mr. Batkin speaks at many industry conferences and has been quoted in major publications such as: The New York Times, The Wall Street Journal, Advertising Age, Brandweek, Mediapost, Business 2.0, and many others, on the evolution of digital and social media.

Andy is a graduate of Boston University with a B.S. in Public Communications. He has served as treasurer of the National Association of Interactive Services, and on the board of directors of the ISA (Interactive Services Association). He was also a founding member of the Internet Advertising Bureau (the IAB). He was the Chairman of the Interactive Promotion Marketing Council and a member of the Board of Directors of the Promotion Marketing Association. Mr. Batkin also served on the Board of Directors for the OVAB and was co-Chair of the Conference Committee and Chair of the Media Operations Committee.



JACK MYERS

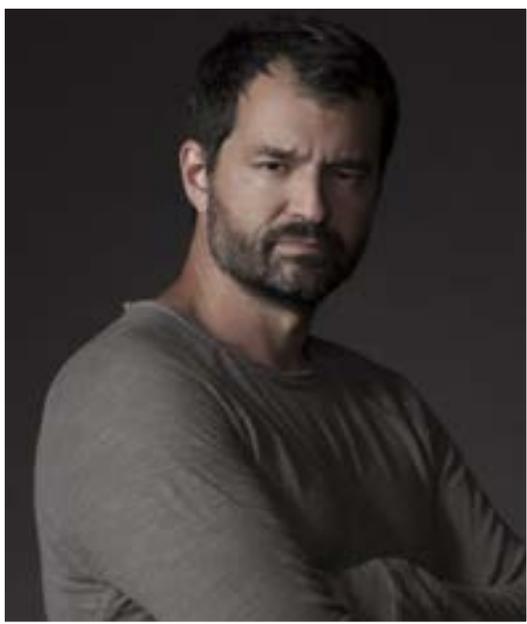
CEO, Jack Myers Media Business Report

Jack Myers is a media economist and chairman of Media Advisory Group, which invests in early stage companies that advance and support the media and advertising business. Jack is the author of three books on advertising, writes the weekly (subscriber-only) Jack Myers Media Business Report and publishes JackMyersThinkTank.com and MediaBizBloggers.com blog platform for industry thought leaders. Jack is the recipient of the George Foster Peabody Award for journalism, won the Crystal Heart Award from the Heartland Film Festival, and has been nominated for both an Academy and Emmy Award.

For more than two decades, Jack has been among the media industry's leading visionaries and economic forecasters. He has advised more than 250 media companies, marketers and agencies on business transformation, revenue-development and organizational best practices.

Jack co-founded the Syracuse New Times, which remains the leading weekly in the Syracuse market. He joined the out-of-home division of Metromedia as a sales executive, moved to ABC-FM Radio as local sales manager then moved to CBS-Television Stations, where he became Director of Marketing, Business Development and Research. He was an early advocate of investment in cable TV and became EVP Content and Revenue for UTV Cable Network before forming his own business in 1985.

In 1995, Jack was asked by President and Mrs. Clinton to lead a delegation of advertising executives to the White House Conference on Children's Educational Television. He has co-produced six broadcast network primetime specials with advertiser funding support and executive produced the award-winning documentary Hank Aaron: Chasing the Dream. Jack is a Board Member Emeritus of the Newhouse School of Communications at Syracuse University, served on the Advisory Board for the Steinhardt School of Culture, Education and Human Development at New York University, is a member of the Academy of Television Arts & Sciences, and serves on the boards of several charitable organizations including the John A. Reisenbach Foundation.



H HOUSE

GREG YAITANES

*Emmy Award-winning television director
and early tech investor*

Emmy Award-winning television director Greg Yaitanes has directed over 100 hours of television's top shows including *Lost*, *Heroes* and *Grey's Anatomy*. Yaitanes served as Executive Producer on 75 episodes of *House, M.D.*, and directed 30 episodes. He won the Emmy in 2008 for outstanding directing in a drama series for the episode "House's Head." After he became the show's Executive Producer, *House* was named "the world's most popular show" with 90 million worldwide viewers a week. Yaitanes led *House's* post-production team to multiple Emmy and HPA wins while applying new technology and workflow methods. Sometimes called "the accidental CEO", Greg used unique Silicon Valley management techniques to run the day-to-day of the show.

Currently, Yaitanes is executive producer and showrunner for the upcoming Alan Ball's show *Banshee* (slated to premiere on Cinemax in January 2013).

Though he is well-known in Hollywood for his work on several top-watched shows, his technological entrepreneurship has also made him a respected name in Silicon Valley. His investments in startup companies such as Twitter, Pinterest and Foursquare have earned him a reputation for foresight in technology. He is one of Twitter's original investors and a frequent guest speaker at the company.

He resides between New York and Los Angeles and has two boys.



KRISTA SMITH

Senior West Coast Editor, Vanity Fair

Krista Smith first joined Vanity Fair as a freelance fact checker. Soon, she continued on to become associate research editor and then features associate. Later, under the leadership of editor Graydon Carter, Smith relocated to Los Angeles to become Vanity Fair's West Coast editor, a position she currently holds. Smith has written a number of cover stories for the magazine, including articles about Naomi Watts, Paris Hilton, and Jude Law.



DAVID WERTHEIMER

President Digital, FOX Broadcasting

David Wertheimer was named President, Digital for Fox Broadcasting Company (FOX) in October 2011. In this role, Wertheimer is responsible for the network's strategy, operations and ventures in digital entertainment and emerging media platforms, including online viewing, websites, apps, games, digital network incubation and audience engagement through social networks.

Prior to joining FOX, Wertheimer was the CEO & Executive Director of the Entertainment Technology Center at the University of Southern California (USC), an organization within the USC School of Cinematic Arts that helps drive collaborative projects among member companies and brings next generation consumers to the table to understand the impact of new technology on all aspects of the entertainment industry. Through this consortium, which brings together all of the major motion picture studios and several leading technology, consumer electronics companies and service providers, David helped to evangelize and de-mystify digital content distribution and consumption.

Wertheimer was previously the president of Paramount Digital Entertainment and has been immersed in producing content, developing new technologies, and managing organizations (ranging from start-ups to divisions within publicly traded companies) for over 15 years. In addition to his prestigious stint at Paramount, Wertheimer was previously the founder and CEO of WireBreak Entertainment, a premier digital content distribution and television production company; Executive Director of the Institute for Creative Technologies; and held technology and business management positions at Oracle and NeXT.

Wertheimer was named one of five entertainment executives to watch by USA Today and one of three individuals leading the next generation of convergence by The Hollywood Reporter.



ROB GELICK

Senior Vice President and General Manager, Digital Platforms, CBS Interactive Entertainment

Rob Gelick is the Senior Vice President and General Manager of Digital Platforms for CBS Interactive Entertainment. In this role, he is responsible for developing cohesive CBS Interactive Entertainment experiences across multiple platforms including the web, mobile, social, video and gaming.

Previously, Gelick was the SVP and GM of CBS Mobile, where he led up all aspects of the CBS Mobile business across more than a dozen CBS Interactive properties including CBS.com, CBSSports.com, CBSNews.com, CNET, GameSpot, and TV.com; as well as mobile development for The CW and CBS Paramount Television. He also managed licensing of CBS brands on mobile platforms, and oversaw all mobile-related video, advertising, games, alerts and interactive TV initiatives. Gelick joined CBS Interactive in 2008 as Vice President of CBS Mobile, overseeing operations and new business development.

Prior to CBS, Gelick was one of the founding executives at Helio where he envisioned, developed and managed an award-winning portfolio of mobile social networking and media services including the industry's first MySpace mobile service, the first complete YouTube Mobile offering. Before Helio, Gelick spent eight years at Motorola. There, he was instrumental in the company's strategic alliance with Apple to bring iTunes to Motorola's next generation mobile devices.



STEPHEN ANDRADE

Senior Vice President, Digital Development & General Manager, NBC

Stephen Andrade was appointed Senior Vice President, Digital Development & General Manager, NBC.com in September 2006 and currently manages and oversees creative web development and operations for the NBC.com web site as well as related interactive activities for NBC Entertainment programming. He reports to Robert Hayes, Executive Vice President, Digital Media.

Recent NBC.com highlights include the “Heroes” 360 alternative reality game experience which won an ‘08 Emmy for Interactive Media Programming - Fiction , “The Office’s ? Dunder Mifflin Infinity” creative social networking project, “Biggest Loser League” healthy living network, the “Deal or No Deal” SMS/Web live game, the “Rewind” full episode video player and webisodes for “Office”, “Heroes” and “Chuck” plus the “Jay Leno’s Garage” original web program.

Andrade’s past responsibilities for NBC included acting as NBC Entertainment’s liaison with NBCi, conducting west coast business development and business affairs for NBC Digital Media, and overseeing legal issues for Snap prior to its merger with Xoom.

Andrade began his career with NBC in the legal department in May of 1996 as NBC’s first attorney devoted solely to interactive matters where, among other things, he handled corporate legal issues related to the launch and early days of MSNBC.

Prior to joining NBC, Andrade was a member of the legal and business affairs department of Sony Interactive Entertainment (now known as Sony Computer Entertainment) where he played a significant role in the third party licensing program connected with the launch of the PlayStation 1 as well as other video game and CD-Rom development activities.

A native of Kansas City, Andrade received a bachelor’s degree in business administration from the University of Michigan and a doctorate of law from Harvard Law School. Andrade lives in Hancock Park, California, with his wife, Ivy, and his children, Kate and Alexander.



JIM EADIE

*SVP, Digital Business Development,
VIACOM Media Networks*

Jim Eadie is Senior Vice President of Digital Business Development for Viacom Media Networks. In his role, Jim is responsible for app and product distribution across mobile devices, tablets, PCs and gaming consoles. Jim also works with companies across the digital landscape – from established media properties to startups – to develop new business opportunities and capabilities for VMN.

Most recently, Jim served as Vice President of Digital Distribution for MTV Networks. In that role, Jim developed MTV Networks' mobile content distribution strategies, and structured distribution relationships with mobile operators, aggregators and emerging platforms. In addition, Jim developed content distribution strategies for other connected devices, including tablets and TVs.

Prior to joining MTV Networks in 2006, Jim spent time within the Time Warner Corporate Strategic Planning Group, the AOL Corporate Development Group and Alex Brown's Technology Investment Banking Division.

Jim holds a Masters in Business Administration from the Kellogg School of Management at Northwestern University, and a Bachelor of Arts in Economics from Stanford University.



KEVIN FRAZIER

Host of The Insider, CBS

This year, Kevin Frazier begins his first season as co-host of THE INSIDER. Previously, Frazier worked on sister show, ENTERTAINMENT TONIGHT, for eight seasons holding the positions of correspondent and weekend anchor.

During his tenure with ET, Frazier covered many high-profile entertainment stories and historical events, including President Barack Obama's inauguration in Washington, D.C., the death of Michael Jackson and the Tiger Woods scandal. Notably, Frazier was one of the first journalists to speak to Joe Jackson after Michael's sudden death. Frazier also interviewed then-Senator Hillary Clinton during the 2008 presidential campaign, and Clinton later went on to name this interview as her top TV moment in TV Guide Magazine. Additionally, Frazier secured exclusive interviews with many A-list stars, including Katy Perry, Jennifer Lopez, Usher, Justin Timberlake, Tyler Perry and the cast of "Twilight."

Frazier also appeared as an entertainment expert on such prestigious news and entertainment programs as "The Oprah Winfrey Show," CNN's "Larry King Live" and "Nancy Grace," as well as HLN's "The Joy Behar Show" and CBS's "The Early Show." Frazier was profiled in "The Robb Reader" column in the March 2011 issue of "The Robb Report."

In April, Frazier traveled to London to cover the royal wedding of Prince William and Catherine Middleton for THE INSIDER with special royal wedding correspondent, Sharon Osbourne.

Prior to joining THE INSIDER, Frazier served as host of ESPN's "SportsCenter," "NBA Shoot Around" and "Fastbreak Tuesday."

Frazier began his sports career as an assistant basketball coach at his alma mater, Morgan State University in Baltimore. Following graduation, he went on to work as a sports reporter for WXIX-TV in Cincinnati; WBFF-TV in Baltimore; and WCBD-TV in Charleston, S.C.

In 1995, Frazier joined FX Network as co-host of "The FX Sports Show." The following year, he anchored the inaugural episode of "Fox Sports News" (now "National Sports Report") and hosted the pre-game show for "College Football Saturday." In addition, he served as sideline reporter for the "NFL on Fox" telecasts as well as host of the pre-game shows for "NFL on Fox" and "NHL on Fox."

Frazier is also active with Los Angeles' inner city community, where he frequently participates in events and speaking engagements.

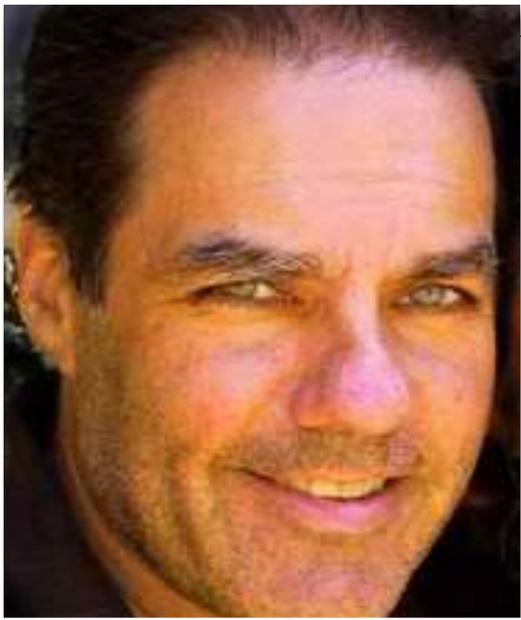


BRIAN NORGDARD

Founder of Chill

Brian is a founder of Chill and leads the product team. Brian also founded Newroo (acquired by Fox Interactive Media when he was 25) and Ad.ly (the world's largest celeb endorsement network). Brian graduated from Santa Fe Montessori and Brown University (with honors) where he won a National Collegiate Inventors & Innovators Alliance grant.

As a Los Angeles resident, Brian enjoys surfing and fishing with his Dad



MARC KARZEN

CEO/EP Relish

Relish is a Hollywood-based company that builds Social Networks for television shows, production companies, video games, movies and digital networks. Relish works with producers, studios, broadcast and cable networks to integrate media into digital, social and mobile platforms.

Relish CEO/EP Marc Karzen career began in Paris and London as a magazine photographer followed by a 12 year stint in NYC at NBC for SATURDAY NIGHT LIVE and LATE NIGHT WITH DAVID LETTERMAN where he shot and designed award winning on-air graphics and bumpers.

On Madison Avenue, Karzen was art director at Grey Entertainment & Media (ABC ENTERTAINMENT, RADIO CITY MUSIC HALL), creative director at TDI OUTDOOR and Creative Director for award winning campaigns for AMERICAN EXPRESS.

In Los Angeles, Karzen owned and ran Qstudios, the first ever full-service creative, design, animation, production, music, one-stop-shop in Hollywood. Qstudios produced commercials, promos and TV main titles for ABC, CBS, FOX, PARAMOUNT, COLUMBIA TV, WARNER BROS TV, DISNEY, UPN, MTV, E!, LA CELLULAR and AMC.

Karzen's work was nominated for an Emmy; LETTERMAN/NBC Graphic Design and Title Sequences, Contributed to 5 Emmy Awards & 31 Nominations for LETTERMAN/NBC plus Broadcast Designers Association Gold. Also awards at Cannes International Advertising Festival, Chicago Film Festival, Art Directors Club of NY, Telly Awards, NY International Film & Television Awards, Promax Awards.



RAHUL AGGARWAL

CEO and Co-Founder, Arktan

Rahul Aggarwal is the CEO and Co-Founder of Arktan, a Silicon Valley company, pioneering Social TV, Music, Sports and Social Brand products being used by leading brands to build interactive social experiences for their users and increase revenue. Rahul has steered Arktan as it has innovated and deployed technology that enables UMG, NBC, Turner, Sony Music, Washington Post and other brands to extend real-time Social Web curated content and conversation to their sites and apps.

Prior to Arktan, Rahul was a Distinguished Engineer at Juniper Networks where he innovated and drove the adoption of Internet routing products, technologies and standards across the industry.

He is the author of over 25 Internet drafts and RFCs and holds over 20 patents.

He received his B.S. from Indian Institute of Technology, Roorkee and M.S. from University of Minnesota.



EVAN SILVERMAN

SVP, Digital Media, A+E Networks

Evan Silverman is Senior Vice President, Digital Media, A+E Networks, and oversees digital content, production, and design for A&E, HISTORY, Lifetime, and Biography. He helps set strategic direction for the properties, and manages those network's websites, mobile and emerging platforms initiatives, and HISTORY and Lifetime's social media efforts.

During his tenure which began in December, 2009, A+E Networks site traffic has doubled to more than 22 million unique visitors per month and its content has been recognized with numerous Webby Award nominations and an induction into the Apple iPad Hall of Fame.

Silverman served in a similar role at Lifetime Networks beginning in September 2006 and until its acquisition by A+E Networks in 2009. Prior to that, Silverman served as executive producer of NBCOlympics.com for the 2006 Torino Games and the 2004 Athens Games. Earlier, he served as Director, Internet Services, at NBA.com, and worked in Media Relations for the NBA and the Utah Jazz.

Silverman graduated from Bates College in Maine. He currently lives with his wife and daughter in Brooklyn.



Simplynew

MARC SCARPA

Executive Producer/Director, Simplynew

Marc Scarpa is a veteran Director and Executive Producer of live participatory media.

His most recent credits include *The X-Factor's Pepsi Digital Pre-Show and Second Screen Experience*, *Incubus HQ Live* (a seven day real-time documentary with the band Incubus), four consecutive live broadcasts of *Earth Day Network's Earth Day Live! Concert on the National Mall* in Washington, DC (2008-2012), *GRAMMY LIVE!* a 72 hour live participatory online experience for the 52nd Annual GRAMMY Awards and *MySpace LIVE!* a seven hour live high definition transmission on MySpace that celebrated community through individual expression. In 2011, he launched *VidBlogger Nation* the first participatory media television channel in association with Comcast's X-Finity On Demand.

He produced and directed several "firsts" - pioneering the live participatory programming genre including *Townhall with President Clinton* (now apart a part of the permanent collection of the Clinton Presidential Library), *Woodstock '99*, *The Tibetan Freedom Festivals*, several *Vans Warped Tours*, *The Lola Pandora Show*, *HSX/Excite Rocks the Oscars* featuring Beck, along with numerous live music events for artists such as the Beastie Boys, Elton John and Moby.

Marc is the architect for New York City Hall's *Mayoral Blue Room multi-platform broadcast facility* which enables press conferences broadcast live simultaneously over the web, TV and radio and is in use daily by Mayor Bloomberg.

Simulcast credits include, The *A&E Live By Request* series and *Backstage at the Tony Awards*.

Scarpa served as the original New York Bureau Chief for C|NET networks where he produced news segments for C|NET programs *TV.COM*, *The Web* and *C|NET Central*. He also co-developed C|NET's early VOD deployment strategy and produced C|NET's first live webcast from the 1997 PC Expo.

Marc served as the founding Co-Chair for NYC Mayor's Council on New Media with Deputy Mayor Tony Coles under the Giuliani administration. Currently, he is a national board member and founding NY committee chair for the Producers Guild of America New Media Council.

Personally, Marc is a partner with *Lifebeat - The Music Industry Fights AIDS*, a member of the *Global Advisory Committee for Earth Day Networks* and a member of the *Gate Leadership Council*.



JASON HOCH

*SVP of Digital Operations
World Wrestling Entertainment*

As the Senior Vice President of Digital Operations for WWE, Jason Hoch is responsible for leading the Company's digital strategy across web, mobile, social and video platforms.

Hoch is a 17-year digital veteran, the last 10 years acting in senior leadership positions across a wide array of media and entertainment brands. Previously, Hoch was Vice President of Product and Mobile Development for Discovery Communications' collection of Digital properties. Hoch was part of the HowStuffWorks.com leadership team that was acquired for \$250 million in a 2007 acquisition by Discovery Communications.

Hoch also served as Vice President of Internet Operations for Imaginova where he coordinated and executed strategy across content and commerce for the company's leading science sites.

Hoch holds bachelor degrees in political science and history from the University of Wisconsin-Madison.



ALEX ISKOLD

Founder and CEO, GetGlue

Alex Iskold is the founder and CEO of GetGlue, the social network for entertainment that rewards fans for checking into their favorite TV shows, movies, music and books with stickers, coupons and discounts. Iskold has established GetGlue as the fast-growing leader in the space through partnerships with top networks, movie studios and other entertainment brands. He is an expert in social entertainment, social networking, semantic web and cloud computing and has contributed hundreds of influential technology articles to ReadWriteWeb. Previously he worked as Chief Architect for Data Synapse and for IBM, which acquired his first start-up, Information Laboratory, in 2003. Iskold holds an M.S. from New York University



DAVID JONES

EVP, Marketing, Shazam

David Jones joined Shazam in April 2010, bringing over 20 years experience in marketing, business development, and product and business strategy.

At Shazam, David is responsible for all aspects of Marketing, including consumer marketing, segmentation, research, business intelligence, brand, PR, communications, events and partner marketing. David focuses on driving customer acquisition, engagement, activity and retention – and building the brand and reputation of Shazam in its respective industries and with consumers – through a wide variety of programs and initiatives. David is based in Shazam’s Palo Alto, California office.

Prior to joining Shazam, David held Vice President of Global Marketing and Global Product roles at Friendster where he was a key member of the executive team that re-started Friendster in 2006, built it into the largest social network in Asia and a top 10 website of any kind globally in 2008, and successfully sold it to a large Asian conglomerate in late 2009.

He has also held several marketing and general management positions at eBay Inc, including serving as the director of eBay’s U.S. media and entertainment business (including music), and roles focused on scaling the number of active members of the eBay community.

David was previously the Vice President of Business Development at Blue Wireless and an associate partner at the management and technology consulting firm of Arthur D. Little.

David holds a B.A. from Stanford University in Quantitative Economics with Honors & Distinction, 1990.



ANDREA HARRISON

*Director, Digital Engagement
Pepsico Beverages*

Andrea Harrison is a Director of Digital Engagement for PepsiCo Beverages, helping lead trademark Pepsi digital brand marketing including Paid, Owned and Social Media. Her specific emphasis is creating 360-degree experiences for consumers emphasizing the intersection of digital behavior and media consumption. This includes leading digital integration for sponsorships such as The X Factor, the Super Bowl and the Grammy's.



MICHAEL ADAMSON

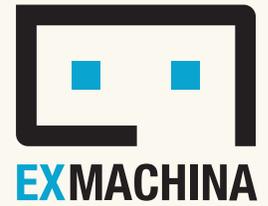
VP of New Products, Turner

Michael Adamson is the Vice President of New Products for Turner Sports where he is leading the development of new product concept and launches on new platforms for all of Turner Sports digital properties including online, mobile, handheld and connected devices. He has led teams in the development of NASCAR.COM's TrackPass products, PGATOUR.COM's Shot Tracker, PGA.COM's mobile products for the PGA Championship, NBA DIGITAL's League Pass Broadband and the NBA family of Game Time products across three major mobile platforms, tablet, connected device, and connected TV products. Currently, he is leading Turner's effort of the NCAA's March Madness broadband, mobile, and connected device products.

Adamson is a ten-year Turner Sports veteran and has played an integral role in the development and growth of Turner's digital sports properties including online, mobile, and subscription products. Adamson was part of the leadership team that launched NASCAR.COM when it was first acquired in 2001, and led its updates over the next five years, transforming it into a comprehensive digital destination with original feature programming, innovative live coverage, and a vast array of custom advertising and sponsorship products. Adamson also led the launch teams for PGA.com, PGATOUR.COM and NBA.com, with a focus on shaping the online experiences of major league sports to better connect them with fans using innovative, multi-platform coverage to grow their audience and advertising value.

Prior to Turner Sports, Adamson served as the executive creative director for iXL's Atlanta-based headquarters, a Top 5 web consulting giant that flourished during the internet explosion. His approach of fusing business objectives with creative-led strategies and the use of new technologies powered the complete restructuring of BellSouth's online consumer experience. In addition, he led a multi-year research and development effort of a full broadband network prototype in 2000.

Adamson has received awards and recognition ranging from original animation programming to new media creative development over his career. He earned his Bachelor of Arts from the Ball State University School of Communications and currently serves on the board of its Emerging Media Institute.



LARRY TAYMOR

Director USA, Ex Machina

Lawrence Taymor heads up the new US based presence of Ex Machina. He started his career in broadcast television, winning awards for producing Disney Channel programming. As head of Interactive Network Television, Lawrence designed and produced over 3,500 episodes of games for network television programming from Sony, NBC, and CBS. He has created cross platform games for Sony, Warner Bros, and AOL. Lawrence was part of the core team at the Oracle settop box software spinout – Liberate technologies, managing the IPO that eventually led the company to a market cap of \$4B. Prior to joining ExMachina, he worked with Hulu and YouTube creating gaming around their video programming. Lawrence is a graduate of Princeton University.



LAURANT WEILL

CEO, Visiware

Laurant Weill is the founder and Executive Chairman of Visiware. As a serial entrepreneur and expert in interactive and social television, Mr. Weill founded Visiware, currently the world leader in Interactive TV games, and developer of the next generation Social TV product PlayAlong™. Laurant was President for 3 years of AFDESI, the international Interactive TV association.



CARLOS GARCIA

CEO, Nobox

Carlos is a proven entrepreneur and angel investor with a track-record of building successful and innovative startups. As Nobox's CEO, Carlos is focused on creating technologies that enhance social engagement and increase ratings for TV shows and their advertising partners.

Carlos co-founded Nobox in 2000 as a digital marketing agency for leading organizations including Firefox, Lexus, Procter & Gamble, Coca-Cola and Discovery Networks. In 2006, Carlos founded Scrapblog, an online scrapbooking service that was funded by Disney and was acquired by Mixbook in 2010. Carlos is a board member and investor in various startups.



JASON FORBES

EVP & GM for Zeebox, USA

Jason Forbes is EVP & GM for zeebox USA, heading up a core team based in NYC for their impending US launch across major TV network and MVPDs. zeebox is the No.1 second screen TV platform in the UK and acts as your TV's wingman, automatically knowing TV content across ALL major networks and shows in real time. It offers viewers a personalized two-way, social, commerce and interactive 2nd screen experience; zeebox's award winning platform is enabled across smartphones (iPhone & Android), tablets and PCs.

Prior to zeebox, Jason was Senior Vice President with Time Warner Cable Media in New York where he headed their Strategy, New Products and Marketing units charged with defining, prioritizing and enabling new capabilities and revenues across agencies and national, regional and local advertisers. His priorities included the market trialing and national launches across iTV/ EBIF, DAI (Dynamic Ad Insertion), STB data analytics and enhanced targeting. Prior to joining Time Warner Cable, Jason spent 12 years with Capgemini, ending as head of Strategy & Transformation for Capgemini's Media practice, consulting clients including Time Warner, Viacom, News Corp & CBS in business model transformation.

Jason has been a featured speaker throughout Europe & the US including CES, Digital Hollywood's Media Summit, B&C, TVOT, the Digital Entertainment Group (DEG) and was a keynote at the Future of Television conference.



MIKE PROULX

*SVP & Director of Social Media, Hill Holliday –
Author of the Book, Social TV*

Mike leads Hill Holliday's Digital Strategy team with a focus on cross-channel integration, emerging & social media. Mike is fascinated by the impact of media convergence (especially Web + TV) and believes that 1+1 can equal 3 when marketers are determined to break down the artificial boundaries of media channels.

Mike has spent the last 15 years working at various interactive, high-tech, and new media companies on the agency-side, client-side, and as an entrepreneur. Prior to Hill Holliday, Mike was most recently at Digital Influence Group (a social media marketing agency). He holds a Masters degree in Computer Information Systems from Bentley University.

Mike has spoken at dozens of events and contributed to Business Week. He conceived, produced, directed, and co-host the TVnext summit which took place in early 2011.

Mike is the co-author of the book Social TV which will be available in book stores on February 28, 2012.

You can also follow Mike on Twitter @McProulx or on his personal blog at www.mikeproulx.com.



JESSE REDNISS

SVP of Digital, USA Network

Jesse Redniss is the Vice President, Digital for USA Network overseeing all digital strategies, deployments and growth for the various USA Network properties including usanetwork.com, westminsterkennelclub.com, universalhd.com, sleuthchannel.com and characterarcade.com. Since joining the company in April of 2005, Redniss has been at the forefront of the digital restructuring and growth of the usanetwork.com business. The usanetwork.com digital movement has driven major innovations and changes in the industry that have been adopted by many of USA Network's competitors. Redniss has been instrumental in shifting the company's online properties from merely entertainment sites to revenue generating destinations and further driving the concept of socialized TV and two-screen experiences. These properties are custom built for advertiser branded content, engaging activities, customer-friendly interactions and to deliver a tangible ROI for the advertiser.

Some of the most popular and successful USA initiatives pioneered by Redniss and his team, include new initiatives and industry-firsts such as affinity rewards program, CLUB PSYCH; an entertainment check-in app, PSYCH Vision; immersive experiences that 'gamify' shows, such as BURN NOTICE: Black Ops and development of the network's proprietary casual gaming destination Character Arcade. Additionally, Redniss has been a key player in selling through integrated multimedia packages to major fortune 500 clients such as Ford, Hyundai, GM and SC Johnson & Company. During his time at USA, Redniss has led the digital team to achieve unprecedented growth, with a 40 percent increase in uniques year-over-year and industry-leading time of engagement per visit in the cable industry site sector.

Redniss has also become a recognized voice in the industry, speaking about the changing face of online advertising, interactivity, gamification branded media, social TV, casual gaming, engagement and more at shows and in print such as SXSW, NATPE, Media Summit, Casual Connect, Gamification Summit, LA Games Conference, iMedia Connect, Digital Hollywood, Fortune, AdAge, VentureBeat, Multichannel News, MediaWeek and more. Redniss' day-to-day responsibilities involve developing and overseeing innovative digital growth strategies, establishing advertiser partnerships with the digital sales group and overseeing the interactive campaigns for the record-breaking launches of the network's critically acclaimed hit series White Collar, In Plain Sight, PSYCH, Burn Notice, Royal Pains, Covert Affairs and others.

Since his involvement, the digital team has gained industry recognition through various awards, including an AdAge Media Vanguard Award for CLUB PSYCH as the best social loyalty program, Web Marketing Association for the Broadcast and TV web site of the year, for more than three years running (2007, 2008 and 2009) over 17 gold and silver Promax/BDA's, the 2008 Beacon Award, and most recently two Addy awards. Redniss himself has been ranked as one of the 40 under 40 to watch in the digital world by Multichannel News. Before joining USA, Redniss worked as a digital supervisor at Tangible Media on the Atari and Midway games accounts and several leading advertising agencies specializing in media planning, buying and interactive strategy. Redniss has also held positions within the music industry at Volatile Media and SONY 550DMV.



ZANE VELLA

CEO, Watchwith

Zane has 20 years experience at the intersection of TV, internet, and software product strategy and development. He has led the development of interactive products and platforms for media and entertainment companies including Disney, NBCU, Netflix, Viacom, and Warner Bros. He originally founded Watchwith in 2006 as the Related Content Database to unlock the value of every frame of film and television.



CHRIS WYATT

CEO YouToo

An Internet and television pioneer, Chris Wyatt is an established entrepreneur responsible for starting several well-known companies. Mr. Wyatt is currently the founder and CEO of Youtoo.com, the world's first social TV network - a combination TV network and social network that represents the future of Social TV.

Best known as the founder and former CEO of GodTube, described by Newsweek as the "Christian answer to YouTube," Mr. Wyatt grew the company to a \$180 million valuation making it one of the fastest growing Web sites of 2007 according to ComScore.

As an early Internet pioneer, Mr. Wyatt was hired to start the world's first social network, Communities.com. During his tenure he and his team built the company into the largest social network prior to MySpace.com with over five million registered users and a valuation of \$2 billion.

Mr. Wyatt began his career as the creator and executive producer of Slam Dunk: The Player's Show. At 19 he garnered Ad Age's accolade of the "Youngest Executive Producer of a National Television Program." He went on to become a network television producer, most notably with CBS. Mr. Wyatt's programs were watched by 12 million weekly viewers, broadcast in 76 countries and translated into 32 languages.

Mr. Wyatt has appeared on over 150 television and radio programs, including Nightline, CBS Morning Show, Fox News Channel, ABC World News Tonight, MSNBC, Glenn Beck and media outlets such as Newsweek, USA Today, CNN Money, CBS Radio as an expert in the fields of social networking and television. He also serves on USA Today's Panel of CEOs.

Mr. Wyatt holds a B.S. in Finance from the University of Southern California and is on sabbatical from Dallas Theological Seminary. He is married and resides in Dallas, Texas.



DAN NEELY

Founder and CEO, Networked Insights

Dan Neely is Networked Insights' founder and CEO. He has over 10 years of management, operational, and entrepreneurial experience with technology, manufacturing, and services companies. He understands the challenges companies face in gathering relevant, real-time insights about their customers.

Dan has always loved data and math. He studied risk management and insurance to become an actuary. But while pursuing that career path, the enormous value presented by the world's largest set of consumer intelligence ever assembled — social data — provided a way to apply his passions and skills to a much bigger opportunity. He wanted to use that social data to improve the quality, speed, and efficiency of market research providing actionable insights. In 2006, he launched Networked Insights.

Previously, he served as Scient's director of strategy. Scient was the fastest growing services company in history; it had a successful IPO, grew to over 2000 colleagues and launched over 40 ebusinesses. Before Scient, he worked on the team that launched esurance, the first online insurance company.

Dan has been a visionary and a leader in social media analytics since the beginning. He is a sought-after speaker, delivering talks and sitting on panels at conferences for iMedia, ad:tech, and OMMA. He has been quoted as an expert resource in The New York Times, Los Angeles Times, USA Today, iMedia Connection, and TechCrunch and has appeared on Fox Business News.

He graduated from the University of Georgia.



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Conference	Attendee Cost	Alumni Cost
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