



# Social TV Summit

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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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Presented By



In Association With



# NEW YORK

## GOTHAM HALL

1356 Broadway, New York, NY 10018

# EVENT PROGRAM

NOVEMBER 8, 2012

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November 8th, 2012

Welcome to The Social TV Summit NY. It has been a tough two weeks for this great city and the metro area, but as Jay-Z and Alicia Keyes said in ***Empire State of Mind...*** Let's hear it for New York, New York, New York!

This is our fifth 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 NY. An amazing amount of progress has been made in just one year. In addition to organizing five events, we created the Social TV Awards Show, this past July in LA. 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 STEEVIE, 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 brands, agencies, revenue and ROI. We need to work with advertisers and sponsors to help them feel comfortable to start planning to invest monies in the Social TV space for 2013 and beyond. The Social TV Summit NY is designed to facilitate that dialog.

We will be showing you case studies of how media companies and brands are currently executing Social TV campaigns and we will 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 and Facebook your friends. We also 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 Gotham Hall. We think it is the perfect name and a beautiful venue, to celebrate this great city, and 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](mailto:andy@socialtvsummit.com)

Dear Fellow Social TV Fans,

Since Andy Batkin launched these events in July 2011, Social TV has exploded as a promotional tool for studios, networks, producers and talent. Twitter, Facebook and other social media are abuzz with social TV discourse morning to night, with record setting election-related activity still ongoing as we meet today two days after this historic election.

In many ways the election personifies the realities confronted by the social TV community and any transformational media-related business. Technology has forced a rethinking of the legacy models for conducting elections just as technology is necessitating a restructuring of the traditional TV programming and business models. But it's not the technology that is driving change; it's the generational shift away from voters and audiences who grew up in an earlier time with long-established structures and ideas about how "things are done." As those generations shrink and lose control they cling to their traditions, their history, and the ways of the past. They fight to remain relevant. And though they fight a war that ultimately will be lost, more often than not they succeed in retaining the status quo. But as the first generation to grow up with the Internet (the generation I write about in my book *Hooked Up: A New Generation's Surprising Take on Sex, Politics and Saving the World*) graduates college and enters the workforce, they bring with them a new attitude that accepts social TV as the status quo. It's the only reality they know, and they will accept nothing less than a full-on accelerated expansion of social TV as the new reality.

As Social TV audiences expand, the business models that have been so slow to develop are sure to follow. It's those business models, centered on marketers and agencies, that we are exploring here today. You are witnessing the birth of a business, and are responsible for carrying forth the torch and communicating the message that social TV is far more than a promotional vehicle: it is a transformational catalyst that will propel the TV and advertising business forward for the next several decades.

Enjoy the ride,

Best wishes,  
Jack Myers



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# AGENDA

**GOTHAM HALL**

**1356 Broadway  
New York, NY 10018**

**NOVEMBER 8, 2012**

# AGENDA

**WEDNESDAY, NOVEMBER 7TH**

**6:30 PM – 8:30 PM**

To kick things off, Viggle will be hosting a cocktail party on Wednesday, November 7th, the evening before the Summit begins from 6:30 – 8:30pm at their offices. This is the time to round up the troops and bring all the members of our Social TV community together.

Let's all attend and celebrate the early successes of our growing industry with old faces and new. We invite everyone to join together on the eve of The Social TV Summit NY, in the center of NYC's vibrant start up neighborhood, the Flatiron District.



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**Viggle**  
902 Broadway, 11th fl  
New York, NY 10010

**RSVP: Ali Smolens at [media@viggle.com](mailto:media@viggle.com)**

**THURSDAY, NOVEMBER 8, 2012**

**7:30 AM – 8:30 AM**

***The Social TV Summit NY, Gotham Hall, 36th and Broadway***

***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

# AGENDA

8:45 AM – 9:15 AM

## ***Morning Keynote Speech***



**Harris Faulkner** – Anchor, of “FOX Report Weekend, FOX News Channel.

Ms. Faulkner, a six time EMMY Award winning newscaster, is also the Anchor of Foxnews.com LIVE for the four presidential debates, along with Election Night. As “news” is a huge Social TV category, Harris will inform us how FOX NEWS used Social Media and Social TV applications during their election coverage to understand viewer sentiment, engagement and to provide viewers with a voice and context during the election.

Just two days after the Presidential election... You won't want to miss this very timely keynote speech... SOCIAL TV AND THE ELECTION,

9:15 AM – 10:15 AM

## ***Agency, Brand and TV Network Executives Discuss How A Social TV Deal is Put Together.***

A deep dive into the industry's first Social Novela “Secreteando” taking traditional Broadcast Primetime Telenovela success and transferring it into the Digital Age of Social Storytelling... Playing Out Across: Facebook, Twitter, Pinterest, YouTube, Web and Mobile Platforms... the Telemundo Morning Show... and Grand Finale ending in a Google Hangout.

Learn How the concept was conceived and funded... How has it played out to date... What is its relationship to the traditional TV world... AND... What are some of the key learnings from this pioneering journey.

### **Moderator and Session Keynote:**

**Jack Myers**, CEO, Jack Myers Media Business Report

### ***Speakers:***

Trident – Kraft Foods – **Alex Picciano**, Senior Brand Manager

Starcom MediaVest Group – **Marla Skiko**, EVP Digital Innovation

Telemundo – Social & Studios – **Borja Perez**, SVP

Telemundo NBC – **Peter Blacker**, EVP Digital & Emerging Business

10:15 AM – 11:15 AM

## ***Coffee Break – Networking and Brand and Agency Speed Networking***

Spend 10 Minutes Each With Six Agencies and Brands Discussing What You and Your Company Do and How You Can Do Business Together...a Great Hour!

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# AGENDA

11:15 AM – 12:15 AM

## ***Social TV Research Update – Is There an Engaged Audience Out There? Are the Current Metrics Working?***

### **Moderator and Session Keynote:**

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

### ***Speakers:***

Trendrr – **Mark Ghuneim**, CEO

Social Guide – **Sean Casey**, Founder

Networked Insights – **Sean Reckwerdt**, Lead Analyst and Cultural Anthropologist.

Bluefin Labs – **Tom Thai**, VP of Marketing

12:15AM – 2:00 PM

## ***Lunch – Networking and Brand and Agency Speed Networking***

Spend 10 Minutes Each With Six Agencies and Brands Discussing What You and Your Company Do and How You Can Do Business Together...a Great Hour!

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2:00 PM – 2:30 PM

## ***Afternoon Keynote Speech***

**Charles J. Sanders**, EVP and Co-Founder Starclub Ltd.

A long-time partner of StarClub co-founder Bernhard Fritsch, Charlie Sanders is one of the nation's leading commentators on American new media law, with specialties in copyright and authors' rights. He is currently engaged in private legal practice in New York City, representing numerous entertainment industry clients including the Songwriters Guild of America (the world's longest established advocacy and representation organization run solely by and for songwriters), and Lincoln Center for the Performing Arts. He is a member of the bars of New York, California, Washington, D.C. and the United States Supreme Court.

Sanders, who was a Copyright Fellow at New York University School of Law (1984), has served as an adjunct professor in the NYU Graduate Music Business Program for nearly twenty years. He also served for nearly two decades—beginning in 1986—as counsel to the National Music Publishers' Association and its licensing subsidiary, The Harry Fox Agency. During that period, Sanders participated in policy-making and legislative advocacy on virtually every major issue faced by the international music industry (as he continues to do today on behalf of the Songwriters Guild of America), and helped oversee the distribution of over \$4 billion in royalty income to songwriters and music publishers.

Keeping to our theme of Brands, Agencies and Revenue, Charles Sanders is sure to enlighten the audience on his vision of what is next in Social Commerce and Social TV.



# AGENDA

2:30 PM – 3:30 PM

***Engagement, Reach and Brand Effectiveness....What Will Happen When Scale Catches Up With the Proven Effectiveness of Social TV Applications? How Do We Build Reach for Brands....What Do They Need to Invest? Brand and Large Social TV Platforms Discuss How to Build the Social TV Audience.***

**Moderator and Session Keynote:**

**Jack Myers**, CEO, Jack Myers Media Business Report

**Speakers:**

Viggle – **Kevin Arrix**, CRO

Get Glue – **Sean Besser**, EVP of Business Development, Partnerships, and Strategy

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

Unilever – **Aaron Crandall**, Senior Brand Manager

3:30 PM – 4:00 PM

***Coffee Break – Networking and Brand and Agency Speed Networking***

Spend 10 Minutes Each With Six Agencies and Brands Discussing What You and Your Company Do and How You Can Do Business Together...a Great Hour!

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4:30 PM – 5:30 PM

***Social TV... Ratings, Revenue, Engagement, Revenue, Social Commerce, Revenue, Viewers, Revenue, Brands ROI, Revenue... Did We Forget to Say Revenue?***

**Moderator and Session Keynote:**

**Andy Batkin**, CEO, Social Summits, LLC

**Speakers:**

Nobox – **Carlos Garcia**, CEO

WiOffer – **Andy Pakula**, CEO

Echo – **Jason Hoch**, SVP, Customer Strategy and Product Marketing

wywy – **Tobias Schmidt**, CEO

Watchitoo – **Andrew Goletka**, VP Corporate Development

# AGENDA

5:30 PM – 6:30 PM

## *Sports and Social TV....a Marriage Made in Companion Heaven*

### **Moderator and Session Keynote:**

**Andy Batkin**, CEO, Social Summits, LLC

### **Speakers:**

ConnecTV – **Stacy Jolna**, CMO & Co-Founder

NBC Digital – **Nick Johnson**, SVP, National Sales

Turner Sports – **Matthew Hong**, Senior Vice President & General Manager, Sports Operations

Viggle – **Greg Consiglio**, EVP, Head of Business Development

VISIWARE – **Harris Larney**, General Manager, North America

6:30 PM – 7:30 PM

## *Cocktails and Networking*

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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
WTFP	C. Bear (R)	(OFF AIR)										
WATE	Jimmy Kimmel		Inside	Judge	Paid Pro	Homes (R)	Writer's (R)	Paid Pro	Paid Pro	Paid Pro	Paid Pro	Paid Pro
WAAA	Girlfriends	Paid Pro	Becker	Paid Pro	Extra	Clearance	Handbag Clear		Jewelry Clearance		Gen. Jewelry	
WVLE	Late (R)	Late Late Show		Paid Pro	Home Imp.	IT Cops	Urban (R)	Outdoors	Women (R)	Roads (R)	Newsweek	Newsweek
WBBH	Tonight (R)	Late Night		Last Call	Poker After		Tonight Show		Real Talk	News	News	News
WXXX	My Wife	My Wife	Recess	Recess	Just Short	48 Just Waiting				Blind Date	Wall-Grave	Wall-Grave
WVLE2	Jewelry Selection	(Closed in Progress)					Jewelry Television					
WTFZ	Simpsons	South Park	Benji Mac	Comics (R)	News	Paid Pro	Hollywood	Entertain (R)	To Be Announced		Miss (R) (R)	Animal (R)
WVLE	You and Me	With Richard Derr					The 700 Club		Garth Home		ETH48	Supers
WVLE	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			45 The Innocents				45 The Tall Men				
ANFLAN	Meerkat	Meerkat	Mr. Adventure		Animal Cops		Meerkat	Meerkat	Mr. Adventure		Animal Cops	
ALL	CSI: Miami	CSI: Miami	CSI: Miami	CSI: Miami	CSI: Miami	CSI: Miami	CSI: Miami	CSI: Miami	CSI: Miami		Paid Pro	Paid Pro
BET	The Wire	Compton	BET After Dark		BET Late		Wayans	Wayans	BET Inspiration			
BRAVO	Princess Bride		The Terminator				Top Design		Real Housewives		Paid Pro	Paid Pro
CMT	Videos	Videos	Videos	Videos	CMT Music	Country	Paid Pro	Paid Pro			Paid Pro	Paid Pro
COMEDY	Presento	Rated	Comedy Central								Paid Pro	Paid Pro
COMEDY	Living Up										Paid Pro	Paid Pro

# GetGlue HD

Coming to your second screen Summer 2012

[getglue.com/hd](http://getglue.com/hd)

WSP	Various	Paid Pro		Cross Tail								
LIFE	Fraser	Fraser		Golden	Strong Medicine							
WABC	Countdown			Warrior Nation		WABC 2		WABC 2				
MTV	Real Rules	Sam		2-4-Days	Wrestling	Sam	Sam	Sam	Sam	Sam	Sam	Sam
NBC	Cosby	Cosby		Full House	Full House	Recess	Recess	Recess	Recess	Recess	Recess	Recess
OWN	Tyra Banks (R)			Tyra Banks (R)		Clay Show		Clay Show		Clay Show		Clay Show
SCI-FI	StarGate SG-1			John Doe		John Doe		John Doe		John Doe		John Doe
SOAP	Young-Blessed			All My Children		One Life to Live		One Life to Live		One Life to Live		One Life to Live
SPEED	PM			Design		Making of		Making of		Making of		Making of
SP18	Wild (R)	MBC (R)		Game (R)	Samurai	Death Wish		Death Wish		Death Wish		Death Wish
SP10	To Be Announced			My Words	SEC PR	Paid Pro	Paid Pro	Paid Pro	Paid Pro	Paid Pro	Paid Pro	Paid Pro
STYLE	Style Size	Style		How to I Look		Richard Wom		Richard Wom		Richard Wom		Richard Wom
TBS	Knight Rider	45 First Knight										
TRAVEL	Haunted Hotels			Most Haunted		Mega Storm		Mega Storm		Mega Storm		Mega Storm
TLC	To Catch a Thief			Black Narcissus		Black Narcissus		Black Narcissus		Black Narcissus		Black Narcissus
TLC	What Not to Wear			Dance Floor		Home Chef		Home Chef		Home Chef		Home Chef
TNT	10-30 Broadsheet			Set It Off		Jack Pomeroy		Jack Pomeroy		Jack Pomeroy		Jack Pomeroy
TOON	Camp Lode	Squirrel		Feeder		Camp Lode		Camp Lode		Camp Lode		Camp Lode
TRIN	All Gals	Larry Muck		Samurai		For Greg		For Greg		For Greg		For Greg
TVE	Star Trek			M-A-S-H		Griffith		Griffith		Griffith		Griffith
USA	Mad			Psych		Apocalypse		Apocalypse		Apocalypse		Apocalypse
VERLUS	Dangerous	Escape		Evil Santa		Quest One		Quest One		Quest One		Quest One
VH-1	Rapper	I Love New York		Shooting		Samurai Life		Samurai Life		Samurai Life		Samurai Life
WT	Cosby Scandal			Passion		John Edward		John Edward		John Edward		John Edward
WGR	Scrubs	Becker		Home Videos		Go View's Impact		Go View's Impact		Go View's Impact		Go View's Impact
WWE	Art	Music		Art Western		Art's Ed		Art's Ed		Art's Ed		Art's Ed

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# ARE YOU HOOKED UP YET?

**HOOKED UP: A NEW GENERATION'S SURPRISING TAKE ON SEX, POLITICS AND SAVING THE WORLD**

*"Jack Myers tells you why today's college students may prove to be the next Great Generation and possibly the greatest generation of the 21st century. The Hooked Up Generation will make you hopeful about its future and yours. Once again, Jack Myers has his fingers on the pulse on the very latest, the impulses of the kids who will one day run the whole show, and he has the statistics to back up his cogent insights."*

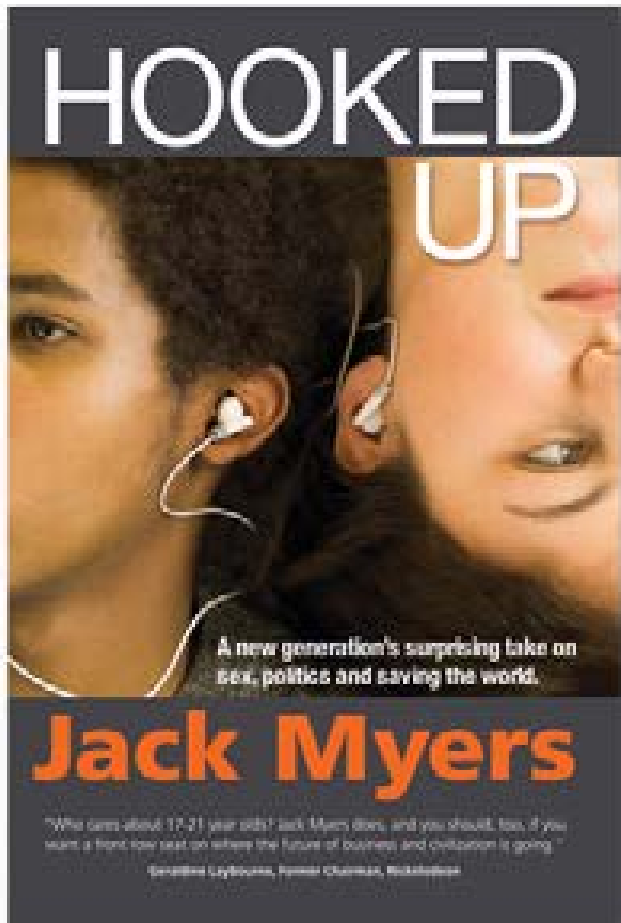
~Ken Burns, Filmmaker

*"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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# DISCOVER

WHAT'S  
RESONATING  
WITH VIEWERS IN

# REAL-TIME

KNOWING WHY PEOPLE TALK ABOUT YOUR CONTENT  
ALLOWS YOU TO GIVE THEM MORE OF WHAT THEY LIKE,  
AND LESS OF WHAT THEY DON'T

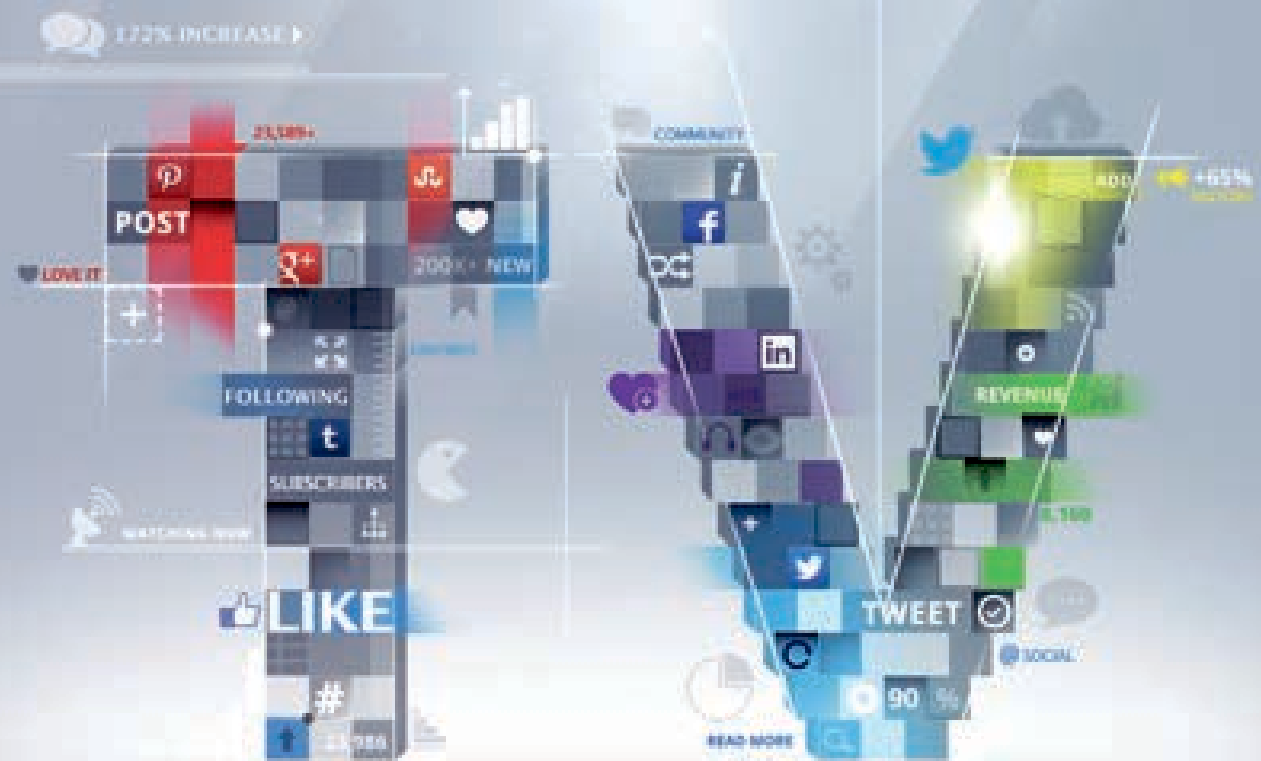
# SOCIALSENSE

ALLOWS YOU TO STOP MEASURING "LIKES" AND START  
UNDERSTANDING WHAT DRIVES VIEWER ENGAGEMENT



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don't just  
sit there



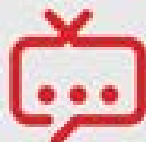
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(212) 354-5888, [sales@watchitoo.com](mailto:sales@watchitoo.com)



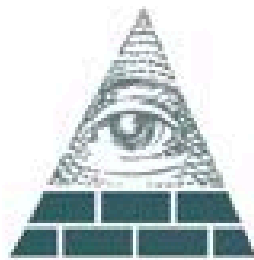
# why wywy?



- Driving impulse purchases from TV ads
- Synchronized multi-screen advertising
- Product Placement extension to Second Screen

# that's why.





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Contact: [salesinfo@shazamteam.com](mailto:salesinfo@shazamteam.com)

# SocialRadius

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- Success stories range from NBC's "I'm a Celebrity, Get Me Outta Here" to Will.i.am's "Yes We Can"

- Full-service campaigns or a la carte projects

- Ask about our media showcase events at CES, CTIA, E3, NAB and South by Southwest

- Blogger outreach

- Thought leadership campaigns

- Influencer activation

- Enthusiast promotions

- Audience building

- Social networks and platforms

- LinkedIn Groups/Social CRM

- Viral video strategies & execution

- App launches

- Startup launch & expansion

- US market entry

- Social media/event integration

- Offline/online PR integration

- Wikipedia/Reddit/StumbleUpon

- Social Answers campaigns

[www.socialradius.com](http://www.socialradius.com) / [info@socialradius.com](mailto:info@socialradius.com) / 310-980-4676

Los Angeles | San Francisco | Las Vegas | New York



# Social TV Daily

Celebrating the *official* launch of the news and information community hub serving the social TV industry with innovative fresh coverage at [SocialTVDaily.com](http://SocialTVDaily.com).

Social TV Daily connects industry pros to news and community—at the speed of social—with innovative real-time coverage.

We filter the Social TV ecology, finding the latest news for the TV industry in technology, financials, deals, personalities, programming and content. We track cable and the networks, the social media industry, the content producers and those on the leading edge of an industry undergoing revolutionary change and share that with you.

*Join us!*

**SocialTVDaily.com**



@SocialTVDaily



[www.facebook.com/SocialTVDaily](http://www.facebook.com/SocialTVDaily)

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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.

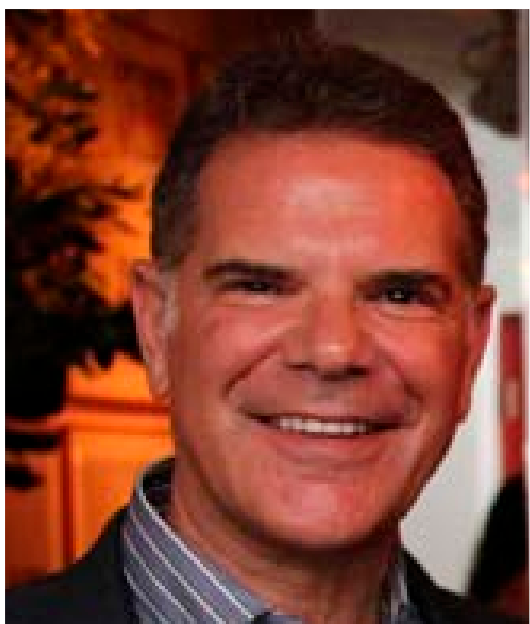
In 1991, he founded The Creative Services Group and was its president and creative director. A year later, the firm was renamed Interactive Marketing Inc. (IMI). During this period, he began to focus the firm's operations in three core areas: interactive marketing and promotions, interactive advertising 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.



## HARRIS FAULKNER

*Anchor, of “FOX Report Weekend,  
FOX News Channel*

Harris Faulkner is currently the anchor of “FOX Report Weekend,” airing Saturday and Sunday from 7:00-8:00 PM/ET. Faulkner is also a breaking news anchor appearing on “Happening Now,” weekdays from 11AM-1PM/ET. She also kicks off the day’s live programming on FoxNews.com at 9 AM/ET, as the host of “Morning Click”

Faulkner joined FNC in 2005 as a correspondent and prime-time news break anchor. Prior to joining FNC, she served as correspondent for “A Current Affair.” In 2005, Faulkner served as a substitute host for “The Nancy Grace Show” on CNN Headline News.

Prior to that she worked as the primary evening anchor on KSTP-TV and also hosted “The Harris Faulkner Show” on FM107 in Minneapolis, Minnesota. From 1993 to 2000, Faulkner was the primary evening anchor for FOX 4 News in Kansas City. She began her television career at WNCT-TV as an anchor and reporter in Greenville, North Carolina. Faulkner has received six Emmy Awards including the 2004 Emmy for Best Newscaster and Best News Special. In 1998 she received the Amelia Earhart Pioneering Lifetime Achievement Award for her humanitarian efforts.

As a graduate from the University of California at Santa Barbara with a degree in mass communications, Faulkner spends her free time as a motivational speaker and working for various charitable causes. Faulkner and her husband are raising two daughters.



## ALEX PICCIANO

*Senior Brand Manager,  
Trident – Kraft Foods*

Alex Picciano is Senior Associate Brand Manager, Trident gum for Mondel?z International. He has held various marketing roles including brand management, marketing research, and new product development. His experience spans multiple categories, with a focus on iconic American brands such as Bud Light, Budweiser, Snuggle fabric softener, and Trident gum.



## MARLA SKIKO

*EVP Digital Innovation,  
Starcom MediaVest Group*

With an extensive media background covering the U.S. consumer spectrum, Marla Skiko discovered her niche in multicultural marketing. Skiko was instrumental in creating and championing the philosophies that define SMG Multicultural, a division of Starcom MediaVest Group (SMG) and the country's leading multicultural entity. Her expertise in marketing, emerging media, content and the understanding of ethnic cultures inspires ideas that connect her clients with the diverse face of American consumers.

A pioneer in the digital space, Skiko drives digital innovation within SMG Multicultural incorporating paid, owned and earned strategies across devices and screens. With multicultural audiences emerging as avid digital users, Skiko and her team have pushed the envelope weaving traditional and digital elements into holistic contact plans including online video, social and mobile platforms. Focusing on content, Skiko has worked alongside Univision, MSN, Telemundo and Yahoo! to create custom programs such as De Moda, beauty webisodes featuring Procter and Gamble products.

Skiko also leverages key relationships with top digital and social partners – including Facebook, Google and Twitter – to educate them on the importance of connecting with multicultural consumers and to further develop platforms such as Spanish-language search, custom dual-language digital content development and mobile marketing. She has crafted a strong foothold on multicultural marketing with iconic brands such as Kraft, Kellogg's, Wal-Mart, Allstate and Burger King, all aiming to boost their connection with the multicultural audiences.

In addition to studying trends in emerging media, Skiko has spearheaded proprietary research studies to hone in on the digital behaviors and preferences of the multicultural consumer. In 2005, the Interactive Advertising Bureau (IAB) honored her with the 2005 "Los Pioneros" Award, an honor that recognizes the top ten influential marketers who have blazed the trail for Hispanic online advertising and successfully incorporated interactive components into their advertising/marketing plans. In 2006, Skiko was named a Marketing y Medios "All-Star" for interactive marketing and in 2009, Skiko was named one of Advertising Age's "Women to Watch" based on her future-focused innovations in the multicultural digital space. Most recently, Skiko and her team were awarded gold at the IAB MIXX awards in 2011 for their interactive work on Allstate. An active industry spokesperson, Marla is also a member of the AOL advisory board.

Prior to her current role, Marla forged a solid background at Starcom USA and Tapestry, handling investment and strategy across both the general market and Hispanic market. During her tenure with the agency, she serviced clients such as General Motors, Ameritech, P&G, Kraft, Nintendo and Walt Disney World.

Marla earned a bachelor of science from the University of Illinois in Champaign-Urbana.



## **BORJA PEREZ**

*SVP Telemundo – Digital and Social Media*

Borja Perez was named Senior Vice President, Digital and Social Media for Telemundo Media in April 2012. Perez is responsible for the evolution of the digital programming team from a website portal-focus into a content creation unit for multiple digital platforms. Building off the success of the 2011 launch of Social@Telemundo, a new strategic social media unit focused on delivering fans across Facebook and Twitter interactive experiences tied to TV programming, Perez looks for new ways to blend social activity into Telemundo Media's television programming across all genres, including novelas, news, sports and reality. Additionally, he is responsible for expanding the existing collaboration with Telemundo Studios to increase transmedia storytelling for the network's original primetime productions.

In 2009, Perez was named Vice President of Digital Media & Integrated Solutions for Telemundo. In this role, he was responsible for all 360-degree integrated solutions and multiplatform storytelling strategy at Telemundo Network, driving overall growth of Telemundo's Digital Media business. Perez worked closely with Telemundo's Studios, Marketing, Public Relations, Sales, International and Community divisions. He ensured that Telemundo's digital media programs were truly integrated into the network's growing "Original Content Strategy." In addition, Perez was charged with identifying trends and growth opportunities for Telemundo's online community in the digital media marketplace and delivering this audience best in breed applications, services, and programs. In February 2011, Perez was appointed to lead the new strategic social media unit, Social@Telemundo, and digital distribution for Telemundo.

Previously, Perez was the Yahoo! Telemundo Alliance Leader, responsible for growing the Yahoo! Telemundo virtual joint venture's target audience and revenue goals.

With more than 10 years of experience in the U.S. and global Hispanic market including Germany and Spain, Perez was Director of U.S. Hispanic and International Business Development, AOL Inc. AOL Media Networks. In this role, he developed strategic alliances and content partnerships as well as oversaw the execution of all AOL Latino marketing and public relations programs for the U.S. Hispanic market, International and Multicultural markets. Prior to his roles at AOL Inc., Perez held posts at UOL Inc., The Bravo Group (Young & Rubicam), BBDO and Ericsson, where his knowledge and expertise of the global Hispanic market were essential to each client's strategic market growth.

Perez is co-chairman of the IAB Multicultural Committee, a Board Member of the Spain-U.S. Chamber of Commerce, an Advisor Committee member of the Association of Hispanic Advertising Agencies as well as an active member of the International Advertising Association.



## PETER BLACKER

*EVP Digital & Emerging Business,  
Telemundo NBC*

Peter Blacker is the Executive Vice President of Digital Media and Emerging Businesses for Telemundo Media.

In this role, Blacker leads the division's mission to fully leverage and window original programming from Telemundo and mun2 studios, the network's cable channel for bi-cultural youth, through custom branded entertainment, digital and mobile cross-platform experiences. Additionally, he is responsible for the creation and distribution of original content for connected devices and Digital Platforms. He oversees the network's digital, social and mobile properties including Telemundo.com, the MSN and Televisa partnerships, mun2.tv, International Digital Media and Telemundo Emerging Platforms, which also incorporates Digital Distribution and Social TV. Due in large part to Blacker's efforts, Telemundo has become a digital powerhouse that currently streams more than 18 million videos monthly, making it a leader within the NBCUniversal family. In addition, Blacker's team collaborates and partners with Telemundo's Sales Teams to offer 360 degree promotions on-air and offline and explore new marketing alternatives as they come to the market - from made for digital series to social TV sponsorships - offering advertisers the very latest in interactive marketing.

Formerly the Senior Vice President of Digital Media for Telemundo, Blacker joined Telemundo in 2005 and led the company into the digital media space. He was responsible for developing the network's partnerships with MSN, Yahoo, Terra, Esmas and iTunes on the launch of iTunes Latino. He also launched the popular bi-lingual youth site, mun2.tv. Blacker has received several industry accolades. In 2006, Blacker was recognized by Advertising Age in its annual "Media Industry Top 40 Under 40" and in 2007 he was selected by the publication as one of the "Top 10 Players in the U.S. Hispanic Media Market."

With more than a decade of experience, Blacker was previously Vice President, Multicultural & International for AOL Media Networks. There he created AOL's first Interactive Marketing Strategy for the U.S. Multicultural Market and led pioneering market research efforts such as the AOL Roper Starch Latino CyberStudy and AOL Urban Insights Series.

A well-recognized industry leader and a pioneer in online advertising, Blacker is an outspoken advocate of the media and has previously served as Chairman of the Internet Advertising Bureau's Hispanic Committee. He holds a Bachelor of Science from Cornell University and speaks Spanish and Portuguese.



## 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.



## **MARK GUNHEIM**

*CEO and Founder, Trendrr*

A new media visionary with expertise in the convergence of television and second screen engagement, technology and behavioral trending, Mark Ghuneim has spent over 20 years in executive ranks of the entertainment industry. His pioneer spirit, coupled with an extensive knowledge of music, television and brand marketing, led him to found Wiredset in 2004, a real-time digital agency and technology incubator specializing in engagement marketing for Fortune 500 brands, networks, studios, publishing companies, and consumer product groups. Two years later, Mark founded Wiredset's flagship product, Trendrr – a premium business intelligence service that offers highly customized, proprietary tools for analyzing digital and social media activities. Trendrr, along with its television-specific product, Trendrr.TV, is used by media outlets for creative content, consumer engagement and predictive indexes. Prior to starting Wiredset and Trendrr, Ghuneim spent 16 years with Sony Music USA, where he was most recently Senior Vice President for Online Services.





## SEAN CASEY

*CEO and Founder, SocialGuide, Inc.*

Sean Casey is CEO and Founder of SocialGuide, Inc., the social entertainment guide and data analytics company that identifies, captures, and measures the real-time buzz for TV and movies. SocialGuide's data analytics platform, SocialGuide Intelligence and their Social TV API Suite provide a comprehensive social TV solution for the television industry. Sean has spent more than a decade developing digital products and television programming. Prior to founding SocialGuide in early 2011, Casey was SVP of Digital Products for KIDZBOP.com. He launched his first start-up in 2004, a web-based TV production system called UTVPS that helps manage, track and account for licensed media in TV programming. Casey's television experience extends to the production of numerous episodes for VH1 and serving as producer/ writer for "The iPod Revolution" documentary on Steve Jobs for Discovery in 2006. He also served as VP, Interactive Products at iVillage from 1997 – 2002, pioneering products that have driven hundreds of millions of visits for the brand.



## SEAN RECKWERDT

*Lead Analyst and Cultural Anthropologist,  
Networked Insights*

Sean Reckwerdt is the Lead Analyst and Cultural Anthropologist at Networked Insights and uses their marketing decisions platform to deliver real-time insights to innovative brands, TV networks, and film studios. Sean is an accredited cultural theorist from the University of Edinburgh, Scotland, and has lead for the past 3 years Networked Insights real-time analysis of the Upfronts and the new show premieres. His TV data and analysis has been published in many leading publications including the Wall Street Journal, New York Times, USA Today, Advertising Age, and AdWeek.



## TOM THAI

*VP of Marketing, Bluefin Labs*

Tom Thai is the VP of Marketing at Bluefin Labs. He previously led marketing teams at Google and CBS Interactive. Most recently he led Strategic Development at AOL, focused on advertising formats innovation. Previously, Tom also worked at Tellme Networks. Tom received his bachelor of Computer Science from Columbia University, where he was also elected to Tau Beta Pi.



## CHARLES J. SANDERS

*EVP and Co-Founder,  
Starclub Ltd.*

A long-time partner of StarClub co-founder Bernhard Fritsch, Charlie Sanders is one of the nation's leading commentators on American new media law, with specialties in copyright and authors' rights. He is currently engaged in private legal practice in New York City, representing numerous entertainment industry clients including the Songwriters Guild of America (the world's longest established advocacy and representation organization run solely by and for songwriters), and Lincoln Center for the Performing Arts. He is a member of the bars of New York, California, Washington, D.C. and the United States Supreme Court.

Sanders, who was a Copyright Fellow at New York University School of Law (1984), has served as an adjunct professor in the NYU Graduate Music Business Program for nearly twenty years. He also served for nearly two decades—beginning in 1986—as counsel to the National Music Publishers' Association and its licensing subsidiary, The Harry Fox Agency. During that period, Sanders participated in policy-making and legislative advocacy on virtually every major issue faced by the international music industry (as he continues to do today on behalf of the Songwriters Guild of America), and helped oversee the distribution of over \$4 billion in royalty income to songwriters and music publishers.

He likewise has the honor of serving as Chairman of the Board of World Hunger Year, Inc. (WHYhunger), whose Artists Against Hunger & Poverty (AAHP) project is the music industry's premier social outreach program, supported in large part by Bruce Springsteen and other key artists and songwriters. Among Sanders' other music industry activities, he is a platinum award-winning record producer, a saxophone player with numerous album credits, a long-time voting member and former New York Governor of The National Academy of Recording Arts and Sciences, a director of the Native American Music Association, and an award winning historian and author.



## KEVIN ARRIX

*CRO, Viggle*

Kevin joined Viggle Inc. after a 9 year stint as EVP, Digital Advertising at MTV Networks. Kevin was in charge of sales, operations, marketing and product development for various Viacom brands including MTV, Nickelodeon & Comedy Central. Prior to MTV Networks, Kevin held positions at CBS Sports Line and Turner Broadcasting.



## SEAN BESSER

*EVP of Business Development,  
Partnerships, and Strategy*

Sean Besser is the Executive Vice President of Business Development, Partnerships and Strategy at GetGlue, a social TV leader that offers a personalized guide for TV, movies and sports, to help users discover what to watch. GetGlue users check-in and share what they are watching with friends, discover content around their favorite shows and unlock rewards from partners.

Sean is charged with building and managing GetGlue's roster of content and other strategic partners including HBO, FOX, ABC, NBC, Showtime, NHL, Warner Bros./Flixster, Sony Pictures, DirecTV and more.

Before joining GetGlue, Sean was the VP of Business Development, Corporate Development & Strategy at Rovi Corp., where he spearheaded their worldwide business development and content relationships.

Sean holds an M.B.A. from the Haas Graduate School of Business, University of California, Berkeley, and both a J.D. and B.A from the University of Southern California.

He lives in Santa Monica, CA and his favorite TV shows include Breaking Bad, Modern Family and Homeland.



## 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.



## AARON CRANDALL

*Senior Brand Manager, Unilever*

Aaron Crandall is the Sr. Brand Manager of Dove Personal Wash. In his role, Aaron is responsible for managing the Dove Bar and Body Wash businesses, creating and executing 360 degree marketing plans and overseeing the brand's television, print, social, mobile and integrated digital campaigns. He helped to launch the Dove SPA business globally and was the first Unilever marketer to deploy an e-commerce initiative via Facebook. During his time on the brand, sales have grown to over \$1B in retail and it has reached it's highest share ever in the category.

He is a brand marketer with 12 years of CPG experience and has worked in areas of marketing research and shopper marketing in addition to holding various brand roles across Unilever's skin care and laundry portfolio.

Aaron is an MBA graduate from the State University of New York at Buffalo, where he also holds a BA in Communication. Aaron lives in CT and is a passionate skier and golfer.





## 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.



## ANDY S. PAKULA

*CEO, Co-Founder – WiOffer, LLC*

Andy Pakula is an award winning digital entrepreneur and a seasoned corporate media and advertising executive. Andy has worked with many leading national brands and on new media initiatives including; Johnson & Johnson, Walgreens, P&G, Citigroup, Sony, PetSmart, Citigroup, Yahoo!, Intel, American Express, Estee Lauder, Coty, AT&T, First USA, Chase, Bic, Nabisco, The New York State Department of Tourism, 20th Television and Forbes.com.

As the founding partner of WiOffer, LLC a New York based 2nd Screen digital media company; Andy is spearheading the development of the WiO platform, a proprietary patent-pending technology using ACR and Speech Recognition technology that enables television, radio, print, out-of-home, and place-based media advertisers and branded programmers to wirelessly deliver promotional offers and information to consumers seamlessly on their smartphone, tablet and other mobile devices.

Before WiOffer, Andy was a senior founding advisor with Silicon & Madison, a consultancy firm that advised emerging technology companies, media companies, leading brands, entertainment companies and venture capitalists on emerging new media. Within SMA, Andy developed One Minute Media's Know It In A Minute, an online and mobile video company where he introduced one of the first pay-per-click-view media model for branded online videos.

Prior to Silicon & Madison, Andy was founder and CEO of ORB, an award winning ROI digital marketing firm where he developed a breakthrough ad serving technology which supported the first performance based media models for leading national advertisers. Andy was also a EVP/partner of The Interactive Marketing Agency predecessor company of Softbank Interactive Marketing, Inc. where he participated in developing and implementing of Yahoo!'s initial ad strategies and sales initiatives.

Before IMI, Andy was Senior Partner, Co-Director of Interactive Media Development at Bozell Worldwide, a \$2.5 billion advertising agency. Andy worked on Bozell's interactive initiatives which included working with division's poppe.com and DoubleClick. Andy began his career at Bozell as Senior Partner, New Business Director. He's also held new business positions at Slater Hanft Martin and Deutsch.

Before Deutsch, Andy founded Spectrmedia Network, Inc., an airport digital billboard network company, and was also a partner at AMTECH, where he co-developed an interactive kiosk retail sales system installed in high-volume locations. Prior to SMN, Andy started his career as a media planner at Wells Rich Greene Advertising.

Andy was a founding member of the Internet Advertising Bureau and holds several technology-based patents. His numerous awards and recognition include being named to: Deloitte & Touché FAST 50 and FAST 500 list and an Ad Age Web Warrior. Andy has been guest speaker at leading industry conferences including at the Advertising Research Foundation, JFAM, PMA, Camp Internet, Cable Audit Associates Conference, MFM Conference, and the DMA. Andy has also been featured and cited in articles and news segments including The New York Times, Adweek, Ad Age, Business 2.0, Tech Crunch, CNN Fortune, TV Week, Venture Magazine, Nations Business and Brand Week in addition to being on CNBC and CNN. Andy is a graduate of the University of Hartford's Barney School of Business with a B.S. degree in Business Management.



## JASON HOCH

*SVP, Customer Strategy and  
Product Marketing, Echo*

As SVP of Customer Strategy and Product Marketing for Echo, Hoch applies his deep expertise to help Echo customers leverage real-time technologies to become more agile, social and profitable. Having previously led digital transformations for Discovery Communications and WWE using Echo's solutions, Hoch works closely with Echo customers to build a roadmap that reimagines their social strategy, examines related business efficiencies, and applies those learnings towards a more effective business model.

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. Hoch most recently served as Senior Vice President of Digital Operations for WWE, where he led the Company's award-winning digital strategy across web, mobile, social and video platforms.

Prior to WWE, Hoch was Vice President of Product and Mobile Development for Discovery Communications' collection of Digital properties. Hoch was part of theHowStuffWorks.com leadership team that was acquired for \$250 million in a 2007 acquisition by Discovery Communications.

Hoch's work has been nominated for and won numerous awards in the Social TV space. Hoch is a frequent speaker at industry events and his work has been featured industry publications such as Mashable, The Next Web, Lost Remote and Tech Crunch.

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



## **TOBIAS SCHMIDT**

*CEO, wywy*

Tobias founded wywy in 2012 with the mission to become the world leader in synchronized broadcast detection and synchronization technologies and services, as well as a leading provider of second screen companion applications in Germany and Central Europe.

Prior to wywy, Tobias founded MineWolf Systems, a company he successfully grew from zero to world market leadership with more than 20 Mio. \$ in revenues and operations across all continents. After exiting MineWolf to a leading private equity fund, Tobias started Angel Investing in a number of technology companies before he identified wywy as his new full-time venture.

Tobias spent his early career in technology investing with Atlas Venture as well as investment banking with Goldman Sachs. He studied business administration in Germany, Canada and France and holds an MBA (Dipl. Kaufmann) from WHU Koblenz and a BSc. in business from E.S.C. Lyon.



## ANDREW GOLETKA

*VP Corporate Development, Watchitoo*

Andrew Goletka is Vice President of Corporate Development at Watchitoo, the industry's leading platform for interactive, live-streaming video. His strategic focus is on bridging the gap between traditional media forums and innovative, social and interactive content. Andrew directs the development of Watchitoo's Social TV initiatives, focusing on promotional solutions, pre/post show discussions, and original programs designed for digital distribution. In developing these formats, Andrew has collaborated with an array of producers and networks, including Viacom, NBC-Universal and Turner Broadcasting. Additionally, by leveraging media-focused technology to create interactive cutting-edge learning systems, Andrew leads Watchitoo's initiatives in education. Watchitoo technology is used by industry titan Pearson, among others.

Prior to Watchitoo, Andrew Co-Founded a digital distribution platform that was utilized by clients such as American Express and IBM.

Andrew holds a BBA from The George Washington University.



## STACY JOLNA

*Chief Marketing Officer, ConnectTV*

Stacy Jolna is Chief Marketing Officer and Co-Founder of ConnectTV, the biggest social network designed for TV and sports fans.

Prior to co-founding ConnectTV, Jolna was part of the founding executive team of TiVo, where he forged business alliances and brought in investments from nearly every major media company to help propel TiVo to a successful IPO. His work at TiVo led Advertising Age to place Jolna on its “Marketing 100” and “i20” lists of leading new media executives. Jolna was later recruited by Newscorp’s Gemstar-TV Guide to create and launch TV Guide SPOT, a short-form video network for the web, mobile and cable VOD.

Jolna currently resides in Los Angeles, California with his wife, Dr. Karon Jolna and son Ethan. His favorite TV show of all time is Homeland and mantra to live by is “It’s all good!”



## NICK JOHNSON

*SVP, National Sales,  
NBC Sports Digital Media*

Nick Johnson joined NBC Universal in February 2007 as Vice President, Digital Media Sales. In 2010, he was elevated to Senior Vice President after 3 years of strong revenue growth while overseeing the national sales force for the TV.com team.

Nick is a digital native having spent the last 15 years focused on Digital Media in a variety of sales leadership roles at Reuters, Revenue Science, Lycos and CNNSI.com. Prior to digital sales, Nick spent seven years on the agency side of the business in New York and Tokyo.

He holds a Bachelor of Arts degree from Gettysburg College in Pennsylvania and resides in Madison, NJ with his wife and three children.



## MATTHEW HONG

*Senior Vice President & General Manager,  
Sports Operations, Turner Sports*

Matt Hong is senior vice president & general manager, sports operations at Turner Sports, a division of Turner Broadcasting System, Inc. In this role, he is responsible for running day-to-day business, technical and remote operations for the division, which airs events from Major League Baseball, the NBA, NASCAR, professional golf, and the NCAA Division I Men's Basketball Tournament on TNT, TBS and truTV, as well as operates NBA TV. In addition, he oversees various sports digital businesses, including Bleacher Report, NASCAR.COM, PGATOUR.COM, PGA.com, March Madness Live / NCAA.com, and the Turner Sports alliance with Yahoo! Sports.

Before joining Turner in early 2008, Matt was vice president & general manager, interactive media at Thomson Gale, a business of The Thomson Corporation (now Thomson Reuters), where he oversaw the company's digital media and distribution businesses.

Prior to Thomson, Matt spent six years at AOL where he was executive director of search, managing the search and sponsored links businesses across the company's various properties, including the AOL Service, AOL.com, MapQuest, Netscape and AIM.

Matt is a member of the advisory board of the NC State University Poole College of Management, and serves on the board of directors of Stop Hunger Now, an international hunger relief organization, and the Atlanta Tipoff Club, the organization which presents the Naismith Awards each year to the nation's top high school and college basketball players and coaches.

Matt received a JD with honors from Harvard Law School and a BA in economics from NC State University, where he was the university valedictorian. He is based in Atlanta where he lives with his wife and two children.





## **GREG CONSIGLIO**

*EVP, Head of Business Development,  
Viggle*

Greg Consiglio, joined Function(x) in 2011, bringing along his rich experience in new business development and strategic alliances. His most recent work includes leadership of business development at Ticketmaster where he managed teams responsible for online affiliate sales, business development, sponsorships and strategic alliances. Previously, Greg led the Asian operations and international business development for AOL.

When he's not building Function(x) businesses and revenue, Greg's afterhours passions are for travel, skiing and music.



## HARRIS LARNEY

*General Manager, North America,  
VISIWARE*

Harris Larney is Visiware Inc.'s General Manager, North America. He actively works with television networks, production companies, cable and satellite operators, and with advertising agencies and brands on second screen initiatives and solutions. Visiware is focused on developing second screen B2B solutions using its PlayAlong™ platform, which allows users to interact real-time from their second screen devices with the content they are viewing on TV. Mr. Larney is an industry expert in digital content and mobile devices.

His prior experience includes a C-level role at a \$100M digital content company and working for Motorola's Mobile Devices Business, where Mr. Larney developed and launched new mobile media and content solutions worldwide. Mr. Larney has a MBA from the University of Chicago's Booth School of Business, and a M.A. and B.A. from the University of Wisconsin. He is based in New York, NY.



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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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## 2013 SUMMIT SCHEDULE

EVENT	LOCATION	DATE
Latin Social TV Awards Social TV Summit Miami	Fontainebleau Hotel Miami	February 28 – March 1
Sports Social TV Awards Sports Social TV Summit	Bel-Air Country Club Los Angeles	April 17–18
THE Social TV Awards Social TV Summit LA	Beverly Hilton Los Angeles	July 18–19
Social TV Summit NY	Gotham Hall – NY	November 13–14