

2701 N SEPULVEDA BLVD, LOS ANGELES, CA

MAY 24 - 25 2022

ottx



FRONTS

SKIRBALL CULTURAL CENTER

LOS ANGELES CA | MAY 24 - 25, 2022

#OTTX #XFRONTS



MEETING SCHEDULER



ALLOW US TO INTRODUCE OURSELVES

OTT.X is a community of organizations blazing new trails in OTT distribution & the streaming landscape.

We host events, large and small, to share knowledge, exchange business & network - all free to our members. In addition, our members' website is chock full of exclusive videos, presentations, white papers & more.

We are sure that you'll find at least one Common Interest Group (CIG) of professionals within our membership with similar interests to yours.

We hope you will become a part of our flourishing OTT community..

CONTACT US

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WELCOME

A Message from OTT.X President & CEO, Mark Fisher

Welcome to the inaugural OTT.X X-FRONTs. We are honored to have you as guests to what will become an annual showcase and conference for the AVOD and FAST markets and the OTT community at large.

The OTT.X X-FRONTs will serve as a launch pad for the rapidly growing AVOD and FAST markets by educating about and advocating for the growth and promotion of AVOD and FAST platforms.

This event will encompass a two-day exchange of pitches and presentations by prominent and up-and-coming AVOD and FAST platforms, networks and channels to an audience of brands, advertisers and ad agencies. Presentations will include details about lineups, content promotion and other plans for the coming year.

The AVOD & FAST pioneers presenting at this year's X-FRONTs are AfroLandTV, Canela Media, Cinedigm, Column6, Crackle Plus, Electric Now, FAST Studios, Future Today, Invincible/Galaxy TV, Latido Networks, Multicom Entertainment Group, PiZetta Media, PLEX, Revry TV, TriCoast Worldwide/Dark Matter TV, Trusted Media Brands, ViX & VIZIO. We have a fantastic lineup representing more than 180 million consumers with hundreds of millions of hours of monthly consumption.

To enhance the mission of the X-FRONTs, each day will include a morning conference session comprising of AVOD, FAST and OTT related topics. Morning sessions include Laura Martin's (Managing Director, Needham & Company) Keynote presentation, "The Streaming Industry - What's New and What's Next", a fireside chat between Amagi's Co-Founder Srinivasan KA and TelevisaUnivision's Rich Hull, a panel discussion on the future of FAST between executives from VIZIO, XUMO, TUBI, and much more.

Being back together in-person makes networking available again. Take advantage of this valuable opportunity during our meal functions and our cocktail reception. And, this year, we've launched an online "meeting scheduler" to make it easier for you to arrange meetings in advance as well as ad-hoc.

Lastly, during the breaks in your schedule, don't forget to visit our tabletops and meeting booths in the Haas Conference Center.

Thank you for joining our ever-growing OTT community at the 2022 X-FRONTs, we hope you have a great conference.

Sincerely,



Mark Fisher,
President & CEO
OTT.X



Thank You to Our Sponsors



Exhibitors

Haas Conference Center

- All3 Media
- Electric Now
- FAST Studios
- Filmhub
- FlixHouse
- GumGum
- Invincible/Galaxy TV
- ITN Distribution
- OTTera
- PLEX
- The Hill
- Total Content Digital
- Universal Search & Discovery

Media Partners



PROGRAM

Tuesday May 24

8:30 AM	Registration Opens Breakfast
10:00-12:00 PM	Morning Conference Sessions
10:00-5:00 PM	Showroom Floor Open
12:00-1:00 PM	Networking Lunch
1:00-5:00 PM	Pitches & Presentations
5:00-7:00 PM	Networking Cocktail Reception

Wednesday May 25

8:30 AM	Registration Opens Breakfast
10:00-12:00 PM	Morning Conference Sessions
10:00-4:00 PM	Showroom Floor Open
12:00-1:00 PM	Networking Lunch
1:00-4:00 PM	Pitches & Presentations
4:00 PM	Close of Show

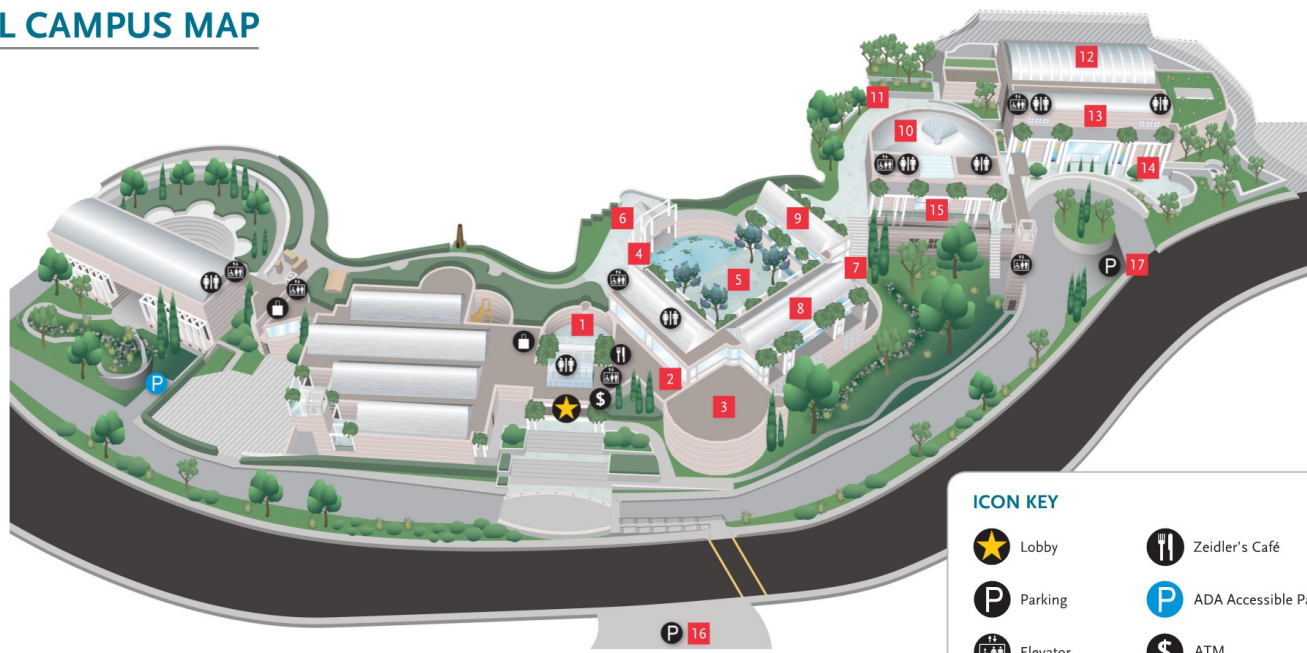
To Schedule Meetings at the X-FRONTS



OFFICE X FRONTS

VENUE MAP

FULL CAMPUS MAP



POINTS OF INTEREST

- | | | |
|-------------------------|---|--|
| 1. Founder's Courtyard | 7. Kalsman Terrace | 12. Guerin Pavilion |
| 2. Ruby Gallery | 8. Haas Conference Center | 13. Herscher Hall (including Ruby Foyer) |
| 3. Magnin Auditorium | 9. Library and Resource Center | 14. Weingart Foundation Courtyard |
| 4. Chais Classroom Wing | 10. Cotsen Auditorium (Ahmanson Ballroom) | 15. Murphy Foyer |
| 5. Taper Courtyard | 11. Guerin Courtyard | 16. East Parking Lot |
| 6. Krasnow Terrace | | 17. North Parking Lot |

ICON KEY

- | | |
|-----------|------------------------|
| Lobby | Zeidler's Café |
| Parking | ADA Accessible Parking |
| Elevator | ATM |
| Restrooms | Audrey's Museum Store |

skirball.org



CONFERENCE POINTS OF INTERESTS

1. Founder's Courtyard

- Networking Cocktail Reception

3. Magnin Auditorium

- Registration
- Morning Conference Sessions
- Pitches & Presentations

5. Taper Courtyard

- Breakfast
- Networking Lunch

8. Haas Conference Center

- X-FRONTS Showroom Floor
- Snacks & Refreshments

CONFERENCE PROGRAM

Morning Sessions | Magnin Auditorium

Tuesday May 24 2022

10:15 - 10:35 AM | Opening Remarks

- Mark Fisher, President & CEO, OTT.X
- Erick Opeka, Chief Strategy Officer, Cinedigm

10:35 - 11:05 AM | Fireside Chat - How Does the Business Work? Fitting the Pieces Together

- Moderated by: Srinivasan KA, Co-Founder, Amagi
- Richard Hull, TelevisaUnivision

11:05 - 11:15 AM | 

Presentation - Smart Premium CTV Inventory: Quality At Scale

- Andrew Rosenman, Global Product Marketing Lead - CTV/Video, Smart AdServer

11:15 - 12:00 PM | Panel Discussion - Is FAST Programming Moving in the Direction of Cable TV?

- Moderated by: Andrew Rosenman, Global Product Marketing Lead - CTV/Video, Smart AdServer
- Adam Bergman, Vice President, National Ad Sales, VIZIO
- Samuel Harowitz, Vice President, Content Acquisition and Partnerships, Tubi
- Anthony Layser, Vice President, Content Partnerships & Programming, XUMO
- Stuart McLean, CEO, FAST Studios

12:00 - 1:00 PM | Networking Lunch

Sponsored By:



10:00 - 5:00 PM | Showroom Floor Open | Haas Conference Center

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PITCHES & PRESENTATIONS

Afternoon Sessions | Magnin Auditorium

Tuesday May 24 2022

1:00 - 1:30 PM |



Presented By:

- Stuart McLean, CEO, FAST Studios

1:30 - 2:00 PM |



Presented By:

- David Chu, Co-Founder & President, Digital Media Rights
- Heather Luttrell, Head of Monetization,, Cinedigm
- Erick Opeka, Chief Strategy Officer, Cinedigm

2:00 - 2:15 PM |



Presented By:

- Harold Morgenstern, Chief Revenue Officer, Plex

2:15 - 2:35 PM |



Presented By:

- Jennifer D'Alessandro, Head of Ad Sales & Marketing, Future Today
- Alex Pakla, CTV Brand Partnerships, Future Today

2:35 - 2:45 PM |



Presented By:

- Michael S. Maponga, Founder & CEO, AfroLandTV

PITCHES & PRESENTATIONS

Afternoon Sessions | Magnin Auditorium

Tuesday May 24 2022

2:45 - 2:50 PM |



Presentation - Why you Need to Move on Foreign FAST Markets Sooner than you Think

- Jesse Shemen, Co-Founder & CEO, PAPER CUP

2:50 - 3:00 PM |



Presentation - Power of Influencing

- Matt Dugan, President, Frudy

3:00 - 3:20 PM |



Presented By:

- Andrew Baritz, VP: Advertising Sales & Operations, OTtera
- Jordan Warkol, Senior Director: Business Development, OTtera

3:20 - 3:25 PM |



Presented By:

- Daisy Hamilton Risher, Head of Content, Dark Matter TV & TriCoast TV

3:25 - 3:40 PM |



Presented By:

- Steve Saltman, Head of Domestic Distribution, Electric Now

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PITCHES & PRESENTATIONS

Afternoon Sessions | Magnin Auditorium

Tuesday May 24 2022

3:40 - 3:50 PM | **THE HILL**

Presented By:

- Wil Danielson, SVP Digital Sales, Nexstar Digital

3:50: - 4:10 PM | 

Presented By:

- Thomas Ashley, CEO, Galaxy TV

4:10 - 4:25 PM | 

Presented By:

- Paula Baldwin, Director of Brand Partnerships, Canela Media
- Matt Montemayor, SVP of Sales, West & Central, Canela Media
- Isabel Rafferty Zavala, Founder & CEO, Canela Media

4:25 - 4:45 PM | 

Presented By:

- Stephen Brooks, President, Latido Networks

5:00 - 7:00 PM | Networking Cocktail Reception

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DIVERSITY SUMMIT

The Diversity Summit brings together content creators, distributors, platforms and services across the breadth of human experience to share, learn and connect; advancing their businesses and amplifying their voices

JUNE 9 | LOS ANGELES CA

FREE TO ALL X-FRONTS ATTENDEES



OTTX.ORG

CONFERENCE PROGRAM

Morning Sessions | Magnin Auditorium

Wednesday May 25 2022

10:15 - 10:20 AM | Opening Remarks

- Cameron Douglas, OTT.X Chairman, Vice President Home Entertainment, Fandango
- Mark Fisher, President & CEO, OTT.X

10:20 - 11:00 AM | Panel Discussion - How Does Anyone Make Money in This Business?

- Moderated by: Mike Woods, Founder & CEO, OrkaTV
- Jesse Baritz, Vice President, Content Acquisition & Development, Multicom Entertainment Group
- Ben Lister, Senior Director, Content, Stirr
- Erick Opeka, Chief Strategy Officer, Cinedigm
- Jonathan Skogmo, Chief Innovation Officer, Trusted Media Brands

11:00 - 11:10 AM |



Presentation - Closest to the Stream, Advantages of First Party CTV Ad Platforms

- James Smith, EVP, Global Ads Sales & Programmatic, Amagi

11:10 - 11:40 AM | Keynote Presentation - The Streaming Industry - What's New and What's Next

- Laura Martin, Managing Director, Needham & Company

11:40 - 12:00 PM | Fireside Chat - Brand Integration

- Michele Fino, Head of Branded Entertainment, Crackle Plus
- Chris Kelly, CEO, Upwave
- Darren Olive, EVP, National Advertising Sales & Strategy

12:00 - 1:00 PM | Networking Lunch

Sponsored By:



10:00 - 4:00 PM | Showroom Floor Open | Haas Conference Center

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PITCHES & PRESENTATIONS

Afternoon Sessions | Magnin Auditorium

Wednesday May 25 2022

1:00 - 1:15 PM |



Presented By:

- Damian Pelliccione, Co-Founder & CEO, Revry

1:15 - 1:45 PM |



Presented By:

- Zachary Alter, Head of West Coast Sales, Trusted Media Brands
- Colin Goheen, Executive Producer, Streaming TV, Trusted Media Brands

1:45 - 2:10 PM |

CRACKLE PLUS

Presented By:

- Darren Olive, EVP, National Advertising Sales & Strategy, Crackle Plus
- Philippe Guelton, President, Crackle Plus

2:10 - 2:20 PM |



Presentation - The IRIS_ID: Making CTV More Transparent for Buyers and Sellers

- Field Garthwaite, Co-Founder & CEO, IRIS>TV

2:20 - 2:50 PM |



Presented By:

- Adam Bergman, Vice President, National Ad Sales, VIZIO
- Katherine Pond, VP, Business Development, VIZIO
- Nyma Quidwai, Senior Director of Client Services, VIZIO

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PITCHES & PRESENTATIONS

Afternoon Sessions | Magnin Auditorium

Wednesday May 25 2022

2:50 - 3:10 PM |



Presented By:

- Alex Loza, Manager, Digital Sales, ViX, TelevisaUnivision

3:10 - 3:15 PM |



Presented By:

- Michael VanZetta, Creator & CEO, PiZetta Media

3:15 - 3:25 PM |



STINGRAY

Presentation - Retail Media, the Next Big Thing - A New Way to Reach your Audience

- David Purdy, Chief Revenue Officer, Stingray

3:25 - 3:30 PM |



Presented By:

- Jesse Baritz, Vice President, Content Acquisition & Development, Multicom Entertainment Group

3:30 - 3:40 PM |



Presented By:

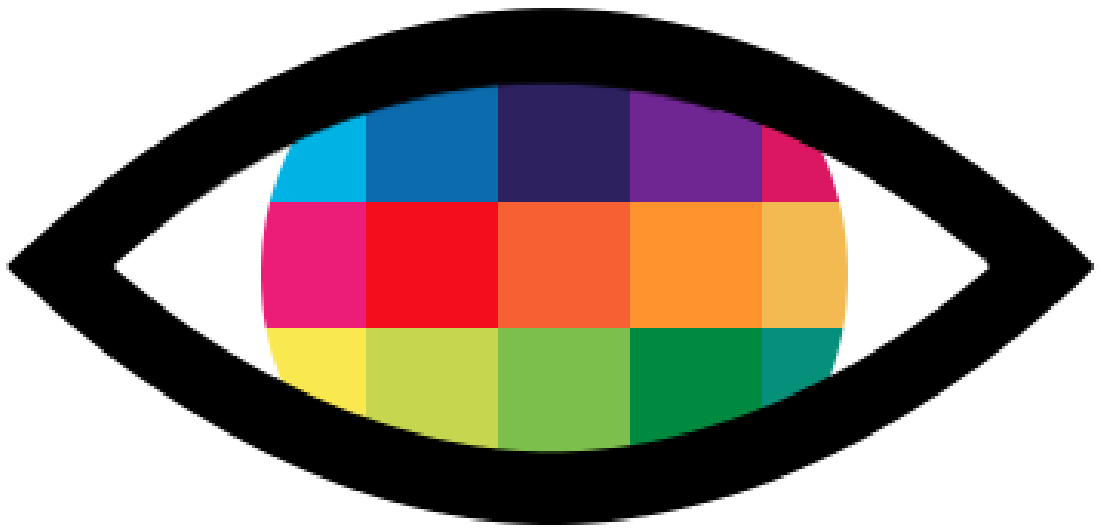
- Sam Berenato, EVP, Operations and Strategy, Column6

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**SOCIAL
IMPACT
AWARDS**

Recognizing Content and Innovation in the OTT Streaming
Industry that Inspires Positive Action and Promotes Acceptance
of, and Equality for, All People



Submissions Are Now Open



Board of Directors

- Cameron Douglas, Fandango, Chairman
- Erick Opeka, Cinedigm, Vice Chair
- Michele Edelman, Premiere Digital, Treasurer
- Richard Hull, TelevisaUnivision, Secretary
- Jason Peterson, GoDigital Media Group, Executive Committee
- Katherine Pond, VIZIO, Executive Committee
- Jill Allen, Sony Pictures Entertainment
- Elissa Brown, Movies Anywhere
- Paul Colichman, Here Media
- Jude Fitzmorris, Amazon
- Marty Graham, Comscore
- Philippe Guelton, Crackle Plus
- Srinivasan KA, Amagi
- Bill Kotzman, YouTube-Google
- Anthony Layser, XUMO
- Silvana Moretti, Curiosity Inc.
- Quincy Newell, TwentyOne14 Media
- Gordon Prince, Vubiquity
- Craig Seidel, Pixelogic Media



Advisory Board

- Srinivasan KA, Amagi
- Erick Opeka, Cinedigm
- Stuart McLean, Fast Studios
- John Mongiardo, Here Media
- Fred Godfrey, Origin
- Mike Woods, OrkaTV
- Andrew Rosenman, Smart AdServer
- Richard Hull, TelevisaUnivision
- Katherine Pond, VIZIO
- Anthony Layser, XUMO

UPCOMING EVENTS

Summits & Conferences

JUN.
9 OTT.X DIVERSITY SUMMIT

AUG.
31
SEP.
1 OTT.X SUMMIT MARKET CONFERENCE & MORE

NOV.
9 OTT.X ONLINE LIVE

Other Events

JUL.
13 NYC SALON

OCT.
6 NYC ROUNDTABLES

NOV.
30 OTT.X SOCIAL IMPACT AWARDS

NOV.
30 HOLIDAY SALON

Ongoing Events

WED.
10AM
PST WEDNESDAY WEBINAR SERIES

WED.
10AM
PST LEADERSHIP DEVELOPMENT FOUNDATION SUMMIT SERIES

