

OLLX FRONTS

DIGITAL PROGRAM GUIDE

SKIRBALL CULTURAL CENTER

MAY 23 - 24, 2023

LOS ANGELES, CA



ALLOW US TO INTRODUCE OURSELVES

OTT.X is a not-for-profit 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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Jose Rodriguez | Mgr. Event Ops & Communications JRODRIGUEZ@OTTX.ORG

WELCOME



Welcome to the second annual OTT.X X-FRONTS. We are honored to have you as guests for an annual showcase and conference for the AVOD and FAST markets and the OTT community at large.

Last year's X-FRONTS served as a launch pad for developing relationships between media buyers and channels and platforms in the blossoming AVOD & FAST markets. One year later, we have seen the incredible growth and boundless opportunities provided by an alternative way to view content and to advertise to reach ever-changing consumer viewing habits.

This year's X-FRONTS promises to grow in the same fashion of the markets it champions and educate media buyers on the ins and outs of the AVOD & FAST landscapes as well as introduce them to prominent and up-and-coming AVOD and FAST platforms, networks, and channels.

The AVOD & FAST pioneers presenting at this year's X-FRONTS are AfroLand TV, Cinedigm, Crackle, Danger TV, ElectricNow, FilmRise, Golden Media Group, GoTraveler, nglmitu, TBN, TriCoast TV, and VIZIO. We have a fantastic lineup representing millions of consumers with hundreds of millions of hours of monthly consumption.

To enhance the mission of the X-FRONTS, each day will include conference sessions comprising of AVOD, FAST and OTT related topics. We have great sessions including a panel of FAST industry leaders, a fireside chat with a prominent media buyer, and a case study on ViX, the TelevisaUnivision streaming service that launched last year and has already reached more than 30 million monthly active users on its free, advertising-supported tier. Panels of targeted audience channels and of enthusiast channels, as well as related research presentations, round out the agenda.

Make sure to drop by the XFRONTS exhibitor hall in the Haas Conference center to explore a full spectrum of OTT companies. From service & tech companies to channels and platforms, you'll find a little bit of everything and more.

Take advantage of valuable networking opportunities during meal functions, our cocktail reception, and via the online meeting scheduler.

There will also be a series of raffle prize giveaways throughout the two days of the event. Raffles will take place throughout the program in the Magnin Auditorium where winners will be announced. More information about raffle prizes & times can be found in the program agenda. A special thank you to all the companies that donated prizes.

Thank you for joining our ever-growing OTT community at the 2023 X-FRONTS, we hope you have a great conference.









SPONSORS

























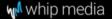








VIDEO**ELEPHANT**





CLICK TO LEARN MORE

EXHIBITORS

HAAS CONFERENCE CENTER























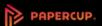


















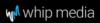














DAY 1

8:30 AM	Registration Opens Networking Breakfast Women in OTT Meeting	
9:00 AM	AM Workshop Understanding FAST	
9:45 AM	Morning Conference Sessions	
11:00 AM	Exhibitor Hall Opens Meeting Open	
11:00 AM	AM Roundtable Discussions Maximizing Value of Advertising via FAST	
11:50 AM	Pitches & Presentations	
12:30 PM	Networking Lunch Courtesy of Golden Media Group	
1:30 PM	Pitches & Presentations	
2:30 PM	Afternoon Conference Sessions	
4:50 PM	Pitches & Presentations	
6:00 PM	Networking Cocktail Party Courtesy of OTTera	
DAY 2		
8:30 AM	Registration Opens Networking Breakfast	
9:00 AM	AM Workshop The Economics of FAST Advertising	
9:45 AM	Morning Conference Sessions	
10:00 AM	Exhibitor Hall Opens Meeting Open	
12:00 PM	Pitches & Presentations	
12:10 PM	Roundtable Discussions The Writers Strike	
1:00 PM	Networking Lunch Courtesy of VideoElephant	

WHAT ELSE IS HAPPENING AT THE XFRONTS

RAFFLE PRIZE GIVEAWAYSS

OTT.X will have a series of raffle prize giveaways throughout the two days of the OTT.X X-FRONTS. Raffles will take place throughout the program in the Magnin Auditorium where winners will be announced. More information about raffle prizes & times can be found in the program agenda. A special thank you to all the companies that donated prizes. Must be seated in Magnin Auditorium at time of raffle in order to win.

Prizes

- 2 Tickets for an Angel City FC game
 - Courtesy of: FAST Studios
- 1 Free series of custom-built, 15 second animated house promos/tune-ins
 - Courtesy of: Origin
- 1 VIZIO M-Series All-in-One 2.1 Immersive Sound Bar with Dolby Atmos, DTS:X and Built In Subwoofers
 - Courtesy of: VIZIO

- 3 Annual Memberships to YogaWorks
 - Courtesy of: YogaWorks
- 1 Annual Membership to OTT.X for New Members
 - Courtesy of: OTT.X
 - Transferrable if already a member
- 1 \$100 Gift Certificate to Vitello's
 - Courtesy of: OTT.X



MEETING SCHEDULER

Schedule and manage planned and ad hoc meeting requests with all OTT.X X-FRONTS attendees via meeting scheduling system, Meeting Mojo. In order to respond to these requests (confirm or decline) and view your schedules you'll need to logon on to the Meeting Mojo platform.

CLICK HERE FOR MEETING

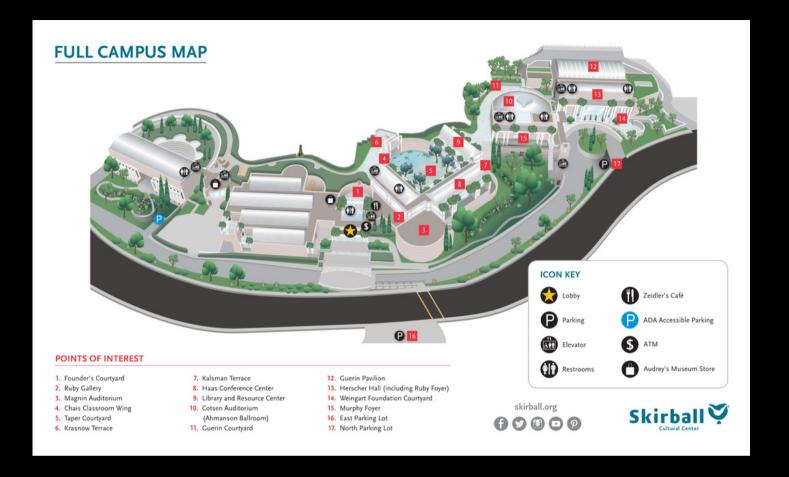
EXHIBITOR HALL

Make sure to drop by the XFRONTS exhibitor hall to explore a full spectrum of OTT companies. From service & tech companies to channels and platforms, you'll find a little bit of everything and more.

EXHIBITORS







POINTS OF INTEREST

1. FOUNDER'S COURTYARDNetworking Cocktail Reception

4. CHAIS CLASSROOM WING

• Roundtable Discussions

5. TAPER COURTYARD

- Networking Breakfast
- Networking Lunch

8. HAAS CONFERENCE CENTER

Exhibitor Hall

3. MAGNIN AUDITORIUM

- AM Workshops
- Conference Sessions
- Pitches & Presentations
- Raffle Prize Giveaways

7. KALSMAN TERRACE

Women in OTT Breakfast Meeting



8:30 AM | Women in OTT Breakfast Meeting

Location: Kalsman Terrace

9:00 AM | AM Workshop | Understanding FAST

 Andrew Rosenman, VP - Head of Advanced TV Partnerships & Strategy, Equativ

9:45 AM | **Opening Remarks**

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

10:00 AM | Keynote Panel | Key FAST Executives

- Moderated by: David Bloom, Senior Contributor, Forbes
- Laura Florence, SVP, GM Digital, Chicken Soup for the Soul Entertainment
- Nik Mehta, Vice President, Business Development & Operations, FAST Channels & VOD Sales, BBC Studios
- Scott Olechowski, Co-Founder & Chief Product Officer, Plex
- Erick Opeka, Chief Strategy Officer, Cinedigm
- Katherine Pond, Group Vice President, Platform Content and Partnerships, VIZIO
- Introduced by: Gal Turjeman, CEO Castify

Keys to FAST success at home and abroad. Fuse TV's use of Al dubbing with 10:45 AM | Papercup

- Patrick Courtney, SVP, Head of Digital & Business Development, Fuse Media
- Garrett Goodman, VP, Sales, Papercup
- Presented by: PAPERCUP.

10:55 AM | Roundtable Discussions | Maximizing Value of Advertising via FAST

- Rich Hull, TelevisaUnivision
- Katherine Pond, Group Vice President, Platform Content and Partnerships, VIZIO
- Location: Chais Classroom Wing

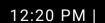
11:45 AM | Raffle Prize Giveaway | YogaWorks Membership

Location: Magnin Auditorium | Courtesy of YogaWorks



11:50 AM |

- Max Einhorn, SVP, Acquisitions & Co-Productions
- Tejas Shah, SVP, Commercial Strategy & Analytics





- Steve Saltman, Head of Domestic Sales
- Yael Tygiel, Host/Producer

1:25 PM |



DAY 1 CONTINUED

Networking Lunch 12:30 PM |

• Introduced by: Dave Paul, Vice President & Board Member, Golden Media Group

• Presented by:

Raffle Prize Giveaway | \$100 Vitello's Restaurant Gift Card

Location: Magnin Auditorium | Courtesy of OTT.X

	SINE DIGM	
1:30 PM	CINEDIGM	2:00 PM VIZIO
	Russell Schneider, SVP, Ad	Adam Bergman, Group VP,
	Monetization	Advertising & Data Sales
		 Sean Booker, Senior Director of
2:00 PM	Rafffle OTT.X Membership	Sales, Media & Entertainment - Katherine Pond, Group VP,
	 Location: Magnin Auditorium 	Platform Content & Partnerships
	 Transferrable 	 Nyma Quidwai, VP, Client Services & Inventory Partnerships
2:30 PM	Raffle Prize Giveaway VIZIO Sound	
	 Location: Magnin Auditorium Cor 	urtesy of VIZIO
	Surviving the Cookie-pocalypse: Wi	II Your Data Plus \$5 Even Buy Your
2:30 PM	Latte?	
	 Stephen Brooks, nglmitu 	
	• Presented by: nglmitú	
2:50 PM	Looking for FAST Solutions in an Ac	ccelerated World
	 Tomas Gennari, CEO, BB Media 	
3:00 PM	Keynote Case Study The Story of V	/iX
	 Richard Hull, TelevisaUnivision 	
3:25 PM	Raffle Prize Giveaway 2 Tickets fo	r an Angel City FC game
	• Location: Magnin Auditorium Cou	urtesy of FAST Studios
3:25 PM	Powering Up Your Performance Rep	orting for FAST
	Michael Sid, Chief Strategy Office	whin Media

• Presented by: Whip media

MAY 23, 2023



DAY 1 CONTINUED

Raffle Prize Giveaway | series of custom-built, 15 second animated house promos/tune-ins 3:40 PM | Location: Magnin Auditorium | Courtesy of Origin FAST 2.0: Providing Streaming-Like Choices to Cable-Like Experiences 3:40 PM | Siva Natarajan, Head of New Product Initiatives & Business Development. **Amagi** Presented by: Panel | Targeted Audiences 4:05 PM I Moderated by: Olivia Morley, Senior Reporter, Adweek Stephen Brooks, nglmitu Alia J. Daniels, Co-Founder & COO, Revry TV James Muldrow, Vice President, Product Management, Comscore Oscar Padilla, Senior VP of Commercial Operations, Canela Media Kent Rees, GM & CMO, FAST Studios Brielle Urssery, Head of Programming, Mansa nglmitú 4:50 PM I redbox. CRACKLE Chicken Soup 5:05 PM I Jennifer Gale, VP, Ad Sales & · Joe Bernard, Chief Revenue **Brand Partnerships** Officer • Darren Olive, President, National Ad Sales and Strategy TRICOAST WORLDWIDE 5:30 PM I 5:20 PM | Josh da Silva, Vice President, **Daisy Hamilton Risher, Content Acquisitions and Distribution Acquistions & Curation DANGER**TV 5:50 PM I 5:35 PM I 5:45 PM I Sara Sinclair, VP • Dave Paul. VP & Michael Maponga. of Operations **Board Member** CEO Raffle Prize Giveaway | YogaWorks Membership 5:55 PM |

Location: Magnin Auditorium | Courtesy of YogaWorks

6:00 PM I **Networking Cocktail Reception**

Introduced by: Jordan Warkol, VP, Business Development, OTTera

Presented by:





Conference **Pitches** Roundtables

UAY Z			
8:30 AM	Networking Breakfast		
	Location: Taper Court		
9:00 AM	The Economics of FAST Advertising		
	Larry Schwartz, Chief Revenue Officer, OTTera		
	 Jordan Warkol, VP, Business Development, OTTera 		
9:45 AM	Opening Remarks		
	 Mark Fisher, President & CEO, OTT.X 		
10:00 AM	Keynote Fireside Chat Camelot Strategic Marketing & Media		
	Juliet Corsinita, Head of Convergent Video Investment, Camelot Strategic		
	Marketing & Media • Fred Godfrey, Co-Founder & CEO, Origin		
10.50 414	Raffle Prize Giveaway YogaWorks Membership		
10:50 AM	Location: Magnin Auditorium Courtesy of YogaWorks		
10.50 414			
10:50 AM	 Consumer and industry trends driving the growth of CTV and FAST Marija Masalskis, Senior Principal Analyst, TV, Video and Advertising, Omdia 		
11.10 ANAL			
11:10 AM	Research Insights Enthusiast Programming • Colin Dixon, Founder & Chief Analyst, nScreenMedia		
11:10 AM			
	 Moderated by: Colin Dixon, Founder & Chief Analyst, nScreenMedia Jill Goldfarb, Senior Vice President, Streaming, Trusted Media Brands 		
	 Gene Pao, EVP, Strategy and Digital, Shout! Factory 		
	Marc Rashba, Executive Vice President, Partnerships, Cinedigm Toice Chab, SVR, Commercial Strategy, & Application, Film Pice.		
	Tejas Shah, SVP, Commercial Strategy & Analytics, FilmRise		
	• Introduced by: Greg Smith, GM, North America 🗚 N I 🕨 V I E VV		

12:00 PM	TV 12:05 PM L L L		
	 Dave Paul, Vice President & Board Member Shayna Smith, Vice President of Content Distribution 		
12:10 PM	Roundtable Discussions The Writers Strike		
	Erick Opeka, Chief Strategy Officer, Cinedigm		
	Location: Chais Classroom Wing		
1:00 PM	Networking Lunch		

• Introduced by: Brian Cullinane, Chief Revenue Officer, Video Elephant

Presented by: VIDEOELEPHANT

2023 SUMMIT

August 30-31 2023
Skirball Cultural Center
Los Angeles California

DISCUSSIONS AND INSIGHTS

- Al in OTT streaming
- Monetizing content across distribution models
- FAST platform content strategies
- Marketing your channel on FAST platforms
- Best practices for FAST programming
- Releasing independent content into OTT distribution
- Original content for OTT
- What will FAST look like in the future?
- Balancing content depth with ease of discovery
- Advanced advertising formats
- Moving ad spending from broadcast to FAST
- Reaching consumers outside of the h

SPONSORSHIP OPPORTUNITIES

- 15 minute presentation \$6,600
- 5 minute session Introductions \$2,200
- 60 second Pre-recorded Video \$1,100
- Cocktail party sponsor \$12,000
- Breakfast sponsor \$1,500
- Lunch sponsor \$2,500
- All-Day Refreshments sponsor \$2.500
- VIP/Speaker cocktail party \$7,500
- "After" party \$7,500
- Workshop room \$3,300
- Lanyards \$3,300
- Branding \$2,200



KEYNOTE ANALYST ROUNDTABLE

Colin Dixon
Founder & Chief Analyst
nScreenMedia



Laura Martin

Managing Director Needham & Company



Michael Pachter

Managing Director Wedbush Securities



Mike Vorhaus

CEO

Vorhaus Advisors

WWW.OTTX.ORG/SUMMIT



FREE FOR ALL OTT.X MEMBERS MEMBERSHIP & SPONSORSHIP

INQUIRIES:

SAPPLE@OTTX.ORG



2023 EVENTS CALENDAR

Connecting & Nurturing the OTT Ecosystem Enabling Innovation, Collaboration & Competition

Summits & Conferences

Other Events

Ongoing Events

AUG. 30-31

OTT.X SUMMIT

JUN. **29**

LA ROUNDTABLES

WED. 10 AM PST

WEDNESDAY WEBINAR SERIES

NOV. **9**

ONLINE LIVE

SEP. 28

NYC SALON

10 AM PST

OTT.X BUZZ

DEC.

SOCIAL IMPACT AWARDS

ост. 17

LA SALON

DEC.

DIVERSITY SUMMIT

NOV. 14

MIA ROUNDTABLES

CLICK HERE FOR MORE

DEC.

INDUSTRY STRATEGIC REVIEW & ANALYSIS

Los Angeles California



June 29 | 10 - 3 PM

Los Angeles Roundtables

OTT.X will host exclusive Roundtable discussions in Los Angeles for its members one June 29th, 2023.

Roundtable discussions are lively, informal discussions among leaders from across the industry around specific topics providing opportunities to share learnings, collaborate on ideas and support industry growth and efficiencies.

Roundtable discussions will be proceeded by a networking Happy Hour.

This is a free exclusive event for OTT.X members.



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