



# ottxX 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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# WELCOME



- Conference
- Pitches
- Roundtables

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.



**MARK FISHER**  
**PRESIDENT & CEO**  
**ottx**

SPONSORS  
EXHIBITORS

# ottxXFRONTS

Conference  
Pitches  
Roundtables

## SPONSORS

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BEC  
BEST EVER CHANNELS

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GIZMOTT

★ ★ ★  
GME  
TV

NAVIO  
NETWORKS

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PAPERCUP.

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TRICOAST  
WORLDWIDE

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whip media

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wurl

## EXHIBITORS

HAAS CONFERENCE CENTER

ANI > VIEW

BACKLIGHT

bb

bitcentral  
efficient media workflows

BroadView.  
SOFTWARE

ELECTRIC  
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FLIXHOUSE

FPT  
Fpt Software

GIZMOTT

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free movies and tv

nglmitú

ORIGIN

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PAPERCUP.

PROREAL

sabio

SHOUT  
FACTORY tv

TCD

TRICOAST  
WORLDWIDE

USAND  
UNIVERSAL SEARCH & DISCOVERY

XL8  
Translate. Sync. Dub.

VIDEOELEPHANT

whip media

CLICK TO LEARN MORE

## 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 SCHEDULER](#)

## 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



## 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



## POINTS OF INTEREST

### 1. FOUNDER'S COURTYARD

- Networking 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 

**Keys to FAST success at home and abroad. Fuse TV's use of AI dubbing with Papercup**

**10:45 AM |**

- 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

**12:20 PM |**



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



## DAY 1 CONTINUED

### 12:30 PM | Networking Lunch

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

- Presented by:



### 1:25 PM | Raffle Prize Giveaway | \$100 Vitello's Restaurant Gift Card

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- Location: Magnin Auditorium | Courtesy of OTT.X



### 1:30 PM |

- **Russell Schneider**, SVP, Ad Monetization



### 2:00 PM |

- **Adam Bergman**, Group VP, Advertising & Data Sales
- **Sean Booker**, Senior Director of Sales, Media & Entertainment
- **Katherine Pond**, Group VP, Platform Content & Partnerships
- **Nyma Quidwai**, VP, Client Services & Inventory Partnerships

### 2:00 PM | Raffle | OTT.X Membership

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- Location: Magnin Auditorium
- Transferrable

### 2:30 PM | Raffle Prize Giveaway | VIZIO Soundbar


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- Location: Magnin Auditorium | Courtesy of VIZIO

### 2:30 PM | Surviving the Cookie-pocalypse: Will Your Data Plus \$5 Even Buy Your Latte?

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- **Stephen Brooks**, **nglmitu**

- Presented by: 

### 2:50 PM | Looking for FAST Solutions in an Accelerated World

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- **Tomas Gennari**, CEO, **BB Media**

### 3:00 PM | Keynote Case Study | The Story of ViX

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- **Richard Hull**, **TelevisaUnivision**

### 3:25 PM | Raffle Prize Giveaway | 2 Tickets for an Angel City FC game

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- Location: Magnin Auditorium | Courtesy of FAST Studios

### 3:25 PM | Powering Up Your Performance Reporting for FAST

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- **Michael Sid**, Chief Strategy Officer, **Whip Media**

- Presented by:  **whip media**

## DAY 1 CONTINUED

3:40 PM | **Raffle Prize Giveaway | series of custom-built, 15 second animated house promos/tune-ins**

- Location: Magnin Auditorium | Courtesy of Origin

3:40 PM | **FAST 2.0: Providing Streaming-Like Choices to Cable-Like Experiences**

- Siva Natarajan, Head of New Product Initiatives & Business Development, **Amagi**

- Presented by: **amagi**

4:05 PM | **Panel | Targeted Audiences**

- 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**



4:50 PM |

- Jennifer Gale, VP, Ad Sales & Brand Partnerships
- Darren Olive, President, National Ad Sales and Strategy

5:05 PM |



- Joe Bernard, Chief Revenue Officer

5:20 PM |



- Josh da Silva, Vice President, Acquisitions and Distribution

5:30 PM |



- Daisy Hamilton Risher, Content Acquisitions & Curation

5:35 PM |



- Sara Sinclair, VP of Operations

5:45 PM |



- Dave Paul, VP & Board Member

5:50 PM |



- Michael Maponga, CEO

5:55 PM | **Raffle Prize Giveaway | YogaWorks Membership**

- Location: Magnin Auditorium | Courtesy of YogaWorks

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

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

- Presented by: **OTTera**

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 AM | **Raffle Prize Giveaway | YogaWorks Membership**

- Location: Magnin Auditorium | Courtesy of YogaWorks

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 AM | **Research Insights | Enthusiast Programming**

- Colin Dixon, Founder & Chief Analyst, **nScreenMedia**

11:10 AM | **Panel | Enthusiast Programming**

- 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**
- Tejas Shah, SVP, Commercial Strategy & Analytics, **FilmRise**

- Introduced by: Greg Smith, GM, North America **ANIVIEW**



12:00 PM |

- Dave Paul, Vice President & Board Member

12:05 PM |

- 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, **VideoElephant**

- Presented by: **VIDEOELEPHANT**



# 2023 SUMMIT



August 30-31 2023  
Skirball Cultural Center  
Los Angeles California

## DISCUSSIONS AND INSIGHTS

- AI 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

[WWW.OTTX.ORG/SUMMIT](http://WWW.OTTX.ORG/SUMMIT)



## 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



**FREE FOR ALL OTT.X MEMBERS  
MEMBERSHIP & SPONSORSHIP**

**INQUIRIES:**

[SAPPLE@OTTX.ORG](mailto:SAPPLE@OTTX.ORG)



# 2023 EVENTS CALENDAR

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

## Summits & Conferences

AUG.  
30-31 OTT.X SUMMIT

NOV.  
9 ONLINE LIVE

DEC.  
5 SOCIAL IMPACT  
AWARDS

DEC.  
6 DIVERSITY SUMMIT

DEC.  
6 INDUSTRY STRATEGIC  
REVIEW & ANALYSIS

## Other Events

JUN.  
29 LA ROUNDTABLES

SEP.  
28 NYC SALON

OCT.  
17 LA SALON

NOV.  
14 MIA ROUNDTABLES

## Ongoing Events

WED.  
10AM PST WEDNESDAY WEBINAR  
SERIES

WED.  
10AM PST OTT.X BUZZ

[CLICK HERE FOR MORE](#)

*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 preceded by a networking Happy Hour.  
This is a free exclusive event for OTT.X members.



[CLICK HERE TO REGISTER](#)

