

ottx **X** *FRONTS*

WHERE THE CTV/OTT COMMUNITY GATHERS TO **PITCH,
LEARN, COLLABORATE, AND DO BUSINESS**

MAY 21 - 22, 2024

LOS ANGELES CALIFORNIA

WHAT ARE THE OTT.X X-FRONTs?

THE X-FRONTs IS WHERE THE CTV/OTT COMMUNITY GATHERS TO PITCH, LEARN, COLLABORATE, AND DO BUSINESS.

OTT.X will hold its third annual X-FRONTs on May 21 and 22, 2024 at the Skirball Cultural Center in Los Angeles California. The event is the largest industry gathering on the west coast. CTV buys have become critical components of any effective media plan. While CTV was once a “nice to have,” it’s now a must-buy to achieve campaign reach. Within the CTV realm, AVOD and FAST have emerged as major players, not to be ignored. Core to the X-FRONTs will be a two-day exchange consisting 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. The conference programming will educate media buyers on the ins and outs of the AVOD & FAST landscapes via a series of panels, presentations, research findings, and interactive roundtable discussions focused on the growth of FAST and how it’s being utilized to get the most out of advertising spends, as well as revenue opportunities, operational issues, and projections for the future.

PITCHES, PRESENTATIONS, ROUNDTABLE DISCUSSIONS, PRIVATE MEETINGS, CONFERENCE SESSIONS, DEALS AND NETWORKING OPPORTUNITIES

- **Roundtable Discussions** - Participate in roundtable discussions with your colleagues to discuss the challenges and opportunities using FAST to reach your audience.
- **Private Meeting Rooms** - Buyers (or sellers) can host a meeting room for either private or semi-private discussions with your current or new partners. OTT.X can help with scheduling.
- **Conference Program** - Share and learn from researchers, analysts, and industry executives how FAST is growing, audience demographics, and how FAST is being utilized to get the most out of advertising dollars.
- **Networking** - All meals and open-bar parties are complimentary for all attendees. Everybody shows up for breakfast and lunch, and of course for the evening parties!

THIS WILL BE THE **LARGEST EVENT BRINGING TOGETHER THE **ENTIRE ECOSYSTEM** AROUND **CTV/OTT**- PLATFORMS, CHANNELS, PUBLISHERS, MEDIA BUYERS, AD-TECH, REPORTING, AND MORE!**

- Multitude of presentations from platforms and channels in a single day in a single location.
- Meet directly with platforms and channels distributing ad-supported video via FAST and AVOD, especially the innovators as well as enthusiast and targeted platforms and channels.
- Learn about CTV/FAST distribution trends and their reach and consumers from primary research presented for the first time by expert industry analysts.
- We bring the FRONTS to L.A, saving you the trouble of traveling to the east coast.
- All networking, meals, and parties for your whole team are included in registration.

CLICK ON COMPANY TO VIEW PRESENTATIONS



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- **FREE ATTENDANCE FOR ALL OTT.X MEMBERS**
 - [CLICK HERE TO LEARN MORE](#)
 - [CONTACT JOSE RODRIGUEZ - JRODRIGUEZ@OTTX.ORG](mailto:JRODRIGUEZ@OTTX.ORG)
- **FREE ATTENDANCE FOR ALL QUALIFIED MEDIA BUYERS.**
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 - [CONTACT MARK FISHER - MFISHER@OTTX.ORG](mailto:MFISHER@OTTX.ORG)
- **GENERAL ADMISSION PRICING**
 - **EARLY BIRD - \$300.00 - ENDS 3/29/24**
 - **GENRAL - \$500.00**
 - [CLICK HERE TO REGISTER NOW](#)
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