



BROADCASTING OVER-THE-TOP

A NABA OTT Symposium
Wednesday, December 16, 2015
Hosted by HBO | Theater, 15th Floor
1100 Avenue of the Americas (Sixth Ave @ W 42nd St)
New York, NY 10036

PROGRAM

- 08:00 Security Check in Lobby / Registration Desk Open
08:30 Light Continental Breakfast available
- 09:00 **Welcome Remarks**
- **Michael McEwen, Director-General, NABA**
 - **Michael Chiarulli, Director, Telecommunications & Affiliate Services, Broadcast Operations & Engineering, ABC-TV / Chair of Symposium Planning**
- 09:05 **Opening Keynote: Diane Tryneski, Executive VP, Technology and Chief Digital Officer, HBO**
- 09:30 **Panel One: *Policy and Regulatory Issues***
- **Chair: Erica Redler, Legal Consultant, NABA**
 - Panelists:
 - Bradley Silver, Chief Intellectual Property Counsel, TimeWarner
 - Troy Dow, VP and Counsel, Govt. Relations and IP Legal Policy & Strategy, The Walt Disney Company
 - Kevin Goldstein, VP, Regulatory Affairs, Content and Distribution, Bell
 - Craig A. Sperling, VP, Deputy General Counsel, PBS
 - Benjamin Marks, Partner, Weil, Gotshal & Manges LLP
- 11:00 Coffee Break
- 11:15 **Panel Two: *Business Challenges for OTT***
- **Chair: Sherry Brennan, Sr. VP, Distribution, Fox Networks**
 - Panelists:
 - Steve Tranter, Director, US Service Providers, Elemental Technologies
 - J.R. Cottingham, Key Accounts Director, North America, Intelsat
 - Jeremy Teres, Sr. Director, Business Development, PBS
 - Anne Schelle, Managing Director, Pearl TV
- 12:45 Gourmet Deli Lunch Buffet served in the Terrace
- 13:30 **Panel Three: *From Linear Television to Digital Distribution: How are broadcasters changing their distribution models?***
- **Chair: Maxime Caron, Director, New Broadcast Technologies, CBC/Radio-Canada**
 - Panelists:
 - Mark W. Ramberg, VP, Business Development, Akamai Technologies
 - Casey Frith-Smith, VP, Video Solutions, Fox NE&O Digital
 - Diane Tryneski, Executive VP, Technology and Chief Digital Officer, HBO
 - Scott Teissler, Consultant | Former EVP, CTO and Chief Digital Strategy Officer, TBS
 - Michael Koetter, VP, Digital Media Systems, Turner

15:00 Coffee Break

15:15 **Panel Four: *Workflow: Why It's so Important***

- **Chair: Marcy Lefkowitz, VP, Technology & Workflow, Disney/ABC Television**
- Panelists:
 - Paul Cohen, VP, Distribution Engineering, Fox NE&O
 - Steve Scheel, Senior Director, Media Workflow, PBS Technology & Operations
 - Joseph Inzerillo, Executive VP & CTO, MLBAM
 - Maxime Caron, Director, New Broadcast Technologies, CBC/Radio-Canada

16:45 **Closing Keynote – *What Did We Learn Today? Thoughts on the Future of OTT***

- **Bob Zitter, Media Technology Advisor | Past EVP & CTO, HBO**

17:15 **Adjournment**

Symposium Wi-Fi

On-Site Contacts

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