



NATPE VIRTUAL WEB SERIES

The Business of Web Series  is Big Business.

NATPEwebseries.com

The Business of Web Series **is** Big Business

The connected world has fashioned the latest creative outlet. These continuous, episodic works of dramatic fiction from over-the-air, cable, satellite, and internet broadcasters each capture a new diverse audience. This *first-ever* discussion will tackle the best practices, production, distribution, and monetization in a concise, focused one-day event.

Conference Overview

The ideal event for those in the business of creating, distributing, and promoting scripted or non-scripted, episodic video programs designed for audiences of “web” television.

The fast-paced, two-hour program includes keynotes, case studies and panel discussions about new production, distribution, technology, and promotion to an ever-growing audience of diverse segments.

- Production
- Audiences
- Distribution
- Promotion
- Programming
- Measurement

Audience

This event is for those who are already in the business of web series, those interested in the business, and those who are just getting started. This includes executives from production companies, distributors, promotions agencies, unions, brands, networks, connected tv providers, audience measurement and research firms, talent, and students.

- C-Suite / Studio: CEO, COO, CTO/CIO, GM, President, EVP, SVP, VP, Head of Strategy
- Marketing –CMO, Audience Acquisition
- Brands
- Media Buying Agencies –Advertising, SEO, Media, Digital
- Business Intelligence –Data Firms, Analytics & Metrics, Research
- Technology –Aggregators, A.I., Trends
- Investors –Owners, Business Dev. Executive
- NATPE Board of Directors + Members
- Trade Association members including NAB Show Leadership

Conference Agenda Topics

12:00 pm ET	Welcome and Opening Remarks	
12:10 pm ET	Opening Keynote Interview	Production: How Web Series Became Big Business
12:30 pm ET	Moderated Panel Discussion	Audiences: Who's Watching, Where, and Why?
1:00 pm ET	Moderated Panel Discussion	Distribution: Choosing A Platform and Cutting Distribution Deals
1:30 pm ET	Case Study Presentation	Promotion: Creating Web Hits
1:45 pm ET	Closing Keynote Interview	Programming: Delivering Star Power
2:00 pm ET	Acknowledgements and Closing Remarks	

Sponsorship Opportunities

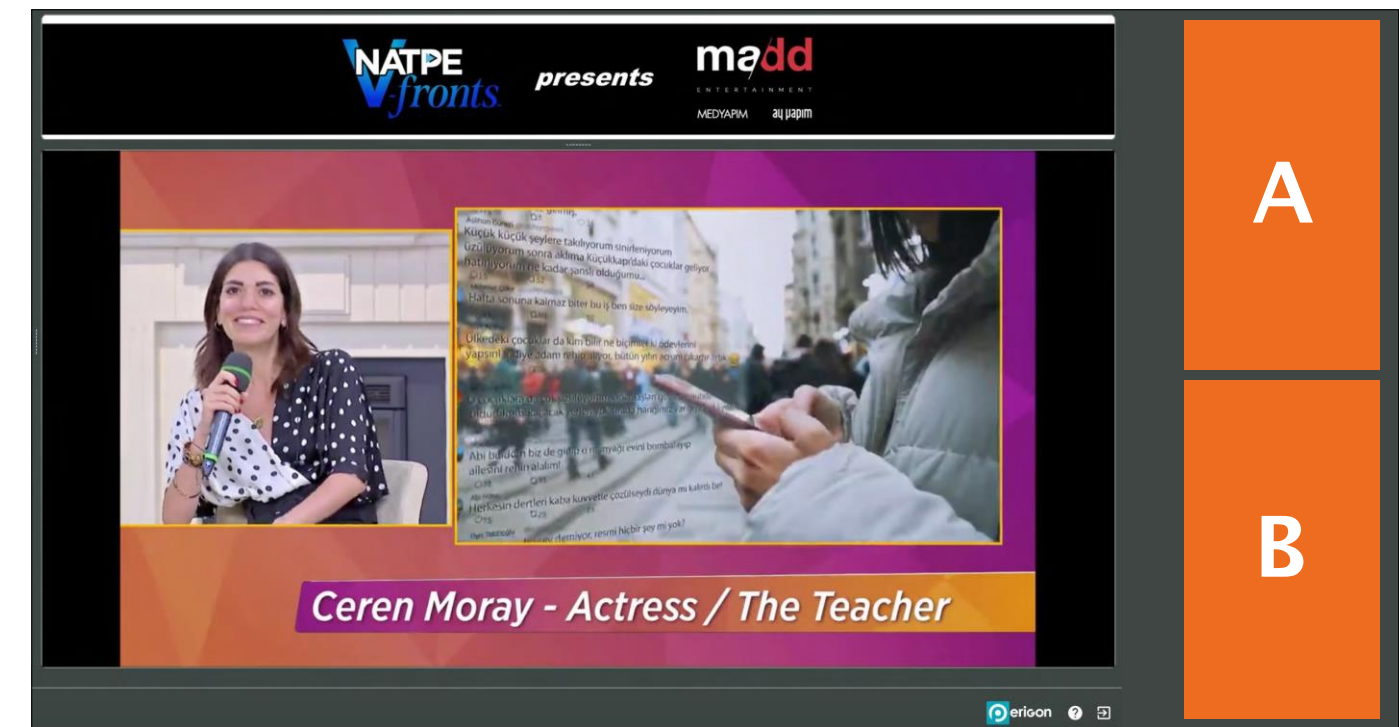
<u>PREMIERE</u> \$9,500	<u>CUSTOM</u> \$7,500	<u>AFFILIATE</u> \$5,500	<u>BRAND</u> \$3,500
<ul style="list-style-type: none">• Fireside chat / panel• Pre - and post-show eBlast• Pre-panel sizzle video• 12 virtual passes• Logo & signage promotion• Speaker Headshot & Bio promotion• Web banner on NATPE.com	<ul style="list-style-type: none">• Exclusive presentation• Pre- or Post-show eBlast• 9 virtual passes• Logo & signage promotion• Speaker bio & headshot Promotion• Web banner on NATPE.com	<ul style="list-style-type: none">• Executive Panelist Position• 6 virtual passes• Logo & signage promotion• Speaker Headshot & Bio promotion• Web banner on NATPE.com	<ul style="list-style-type: none">• 3 virtual passes• Logo & signage promotion• Web banner on NATPE.com

Conference Session Sponsorships

PRE-ROLL SPOT	<p>Up to :60 second pre-produced spot</p> <p>\$2,500</p>
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SESSION WINDOW OPTIONS A and/or B

<p>Rotating Banner Ads (B) (25%+ SOV)</p>	<p>\$950 ea.</p>
<p>Static Graphic/HTML (A) (100% SOV)</p>	<p>\$1,500 / session</p>



Static Graphic A+B



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For more information, visit us at [NATPEwebseries.com](https://www.natpewebseries.com)