

# CONFERENCE SCHEDULE

Subject to Change

## NATPE VIRTUAL MIAMI DAILY CHANNELS

	Tuesday   January 19	Wednesday   January 20	Thursday   January 21	Friday   January 22
<b>TRACKS + SESSION THEMES:</b>	<b>REVENUE: Investment, Advertising &amp; Subscription</b>	<b>AUDIENCE: Marketing, Promotions &amp; Data</b>	<b>CONTENT: Acquisition &amp; Distribution Sales</b>	<b>PRODUCTION: New Content</b>
<b>12:00-1:00 pm EST BIG OPENING</b>	<b>The BIG Opening: Vision of Television 2021</b> An exciting "fireside" conversation with an industry leader, followed by a panel of strategists, analysts, market watchers, and investors about the business of television in the year ahead.	<b>The BIG Opening: COVID RE-SET for '21</b> This session explores how audiences worldwide adjust to their "new normal" and then will look at how the entertainment industry is re-inventing itself in order to attract and retain loyal fans.	<b>The BIG Opening: Big Deals and Big Dealmakers</b> Top executives from studios and distributors join network executives to share their perspective for the changes we will all see in the business in 2021.	<b>The BIG Opening: LatinX ImpaX</b> One-of-a-kind fireside chat about a leading LatinX TV series. The chat includes the showrunner, one of the show's celebrity talents and the network exec where the series is aired. They'll discuss the show's original success and how it was co-created for its return.
<b>1:00-1:45 pm EST STATION GROUPS</b>	<b>A New Day for Advertising</b> Top ad sales execs from TV station groups and ad platforms share concerns and changes needed to attract more brand investment in 2021 after a dim upfront, and diminished revenues due to, in part, lackluster sports ratings.	<b>Retaining Viewers in a Competitive Market</b> Leading station promotions and research executives share best practices for utilizing data in their promotional plans for retaining loyal viewers of linear TV programming like news, local sports, and syndicated content.	<b>TV Deals After The Down Upfront</b> With smaller ad support to production budgets, how are networks and local stations able to afford new content? Programming acquisition executives share the stage with leading distributors to discuss the push and pull of the deal.	<b>iViva! LIVE Television</b> News and local sports are key to the success of linear TV stations. This panel of programming executives, producers and on-air talent discuss their changing role in the competitive marketplace for unique content.
<b>1:45-2:30 pm EST STREAMING</b>	<b>Revenue Strategy &amp; Innovation</b> A panel of ad sales executives and media buyers discuss the growing number of benefits for advertising in FAST or AVOD platforms.	<b>Marketing Streaming Brands</b> This discussion moderated by a leading agency executive and featuring two key marketing executives from leading streaming platforms discuss their efforts to get the consumer's attention, attract visitors or subscribers, and reflect on their ever-increasing costs for competing in today's market.	<b>Competing for Content</b> The stakes are getting higher in the war for great content as streamers change their programming objectives to remain competitive and relevant with viewers. Today's focus is not adding MORE content but getting the BEST content.	<b>Programming Showcase: Future Hits of 2021</b> Two celebrity entertainment news journalists serve as hosts of a fun and exciting showcase of "trailers" for upcoming web series.
<b>2:30-3:15 pm EST WEB SERIES</b>	<b>How Web Series Became BIG Business</b> Enjoy hearing a variety of success stories from leading web series showrunners and platform executives, as well as subscription marketers.	<b>Web or Linear: Who's Watching What and Where?</b> Leading research and data specialists share findings from recent studies about the massive shifts in viewer behavior during and since the nationwide shutdown.	<b>Closing a BIG Deal</b> Get the inside story on the way to develop the artful skill of cutting the best deal for content acquisition or distribution sales. Hear from some of the leading dealmakers from both sides of the table.	<b>Creating A Web Hit With Star Power</b> Celebrity star-power can turn a limited interest series into a mega-hit on the web. Learn how these story-tellers increased interest among fans by promoting the show's talent.
<b>3:15- 4:00 pm EST GLOBAL</b>	<b>The Stories of Three Global Brands</b> Three global media or marketing executives at consumer brands leaders share perspectives of the changing landscape for advertising in 2021.	<b>Best Practices for Attracting Audiences</b> Leading marketing and promotional executives share successful case studies for building loyal TV audiences.	<b>Many Lives of Drama Queens</b> Great drama stories don't end, they are re-imagined, re-created and re-released to new generations of fans. Hear about some of the most popular drama series and their many lives.	<b>Latin Summit and TV Latina Premio Ícono Awards</b>
<b>5:00-6:00 pm EST SPECIAL EVENTS</b>	<b>Comedy Night</b>		<b>Iris International Drama Awards</b>	<b>18th Annual Brandon Tartikoff Legacy Awards</b>