

# CONFERENCE SCHEDULE

Subject to Change



## NATPE VIRTUAL MIAMI DAILY CHANNELS

	Tuesday   January 19	Wednesday   January 20	Thursday   January 21	Friday   January 22
TRACKS & SESSION THEMES:	<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>
11:00am -12:00 pm EST	<b>Telemundo Global Studios Screening: Unconditionally Brave, Presented by Kate Del Castillo</b>		<b>Fresh Content from Turkey: The Endless Land of Content</b> Presented by the Istanbul Chamber of Commerce Thanks to the great success of Turkish series, Turkish content has spread the world over. In this session, participants will again witness the ongoing success of fresh content from Turkey with the creative examples of Turkish participants, supported by the ICOC and the Ministry of Trade.	<b>MVPD Panel, Part II:</b> MVPDs and the Programming, Packaging and Promotion of Content
12:00-1:00 pm EST <b>BIG OPENING</b>	<b>The BIG Opening: Vision of Television 2021</b> An exciting "fireside" conversation with an industry leader focuses on the all-important role of programming across platforms. This is followed by a second conversation about investing in traditional broadcast television brands.	<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 perspectives for the changes we will all see in the business in 2021. Join us for two intimate fireside chats. .	<b>The BIG Opening: Is Co-Pro The Way to Go?</b> One of a kind discussion among leading studio executives who reflect on the challenges and benefits of international co-productions in the current marketplace.
1:00-1:45 pm EST <b>STATION GROUPS</b>	<b>A New Day for TV Stations</b> Top execs from TV station groups share concerns and changes needed to attract more viewers and brand investment in 2021.	<b>Attracting Viewers in a Competitive Market</b> This session is in three parts. Part one reflects the creative side of the conversation for attracting and retaining viewers. It features on air talent and a leading showrunner. Part two is a follow up conversation with a leading station group executive who shares best practices for retaining viewers. Part three features a new network for young viewers.	<b>The Iris Awards</b> The annual presentation of these prestigious awards recognizes excellence, leadership, and achievement in local and national television programming.	<b>TV Deals After the Down Upfront</b> With smaller ad support for program acquisition, and live production, 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.
1:45-2:30 pm EST <b>STREAMING</b>	<b>Revenue Strategy &amp; Innovation</b> A two-part session focuses on the benefits of programming and advertising using FAST or AVOD platforms.	<b>Serving Streaming Audiences</b> This session features executives from leading streaming platforms and technology who discuss their efforts to get the consumer's attention and reflect on the challenges to their media budgets in a highly-competitive 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>The Unscripted Tale</b> This panel is a lively exchange among leading executives who specialize in the production and distribution of the popular genre of unscripted television series and specials. Discover the roadmap for creating hits, and how they go from "good idea" to being greenlighted.
2:30-3:15 pm EST <b>SERIES</b>	<b>How Series Became BIG Business</b> Enjoy hearing a variety of success stories from leading series showrunners and platform executives, in this two-part session. First part focuses on one current international hit series specifically. The second part is an engaging conversation among industry pros.	<b>Web or Linear: Who's Watching What and Where?</b> Leading research and data specialists share their findings from recent studies in three individual, sequential presentations. Learn about the massive shifts in viewer behavior during and since the worldwide shutdown.	<b>Closing a BIG Deal</b> Get the inside story from the pros of how they developed the artful skill of cutting great deals for content acquisition or distribution sales. Hear from some of the leading dealmakers from both sides of the table in this two-part session	<b>Creating A Hit With Star Power</b> Celebrity star-power can turn a limited interest series into a mega-hit. Learn how these story-tellers increased interest among fans by promoting the show's talent. A special session from the creative team at A&E Networks.
3:15-4:00 pm EST <b>GLOBAL</b>	<b>The Stories of Two Global Brands</b> Two executives, each from a leading global television brand, join our interviewer for a series of one-on-one fireside chats where they each share their individual perspective of the changing landscape in 2021.	<b>Best Practices for Attracting Audiences</b> This session offers two parts. Part one is a featured discussion with a leading entertainment and marketing executive at a popular television network who shares insights and examples of how her company is pivoting to serve the special needs of their audiences.	<b>The Many Lives of Scripted Tales</b> Great scripted 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 scripted series and their many lives.	<b>Latin Summit &amp; The Ícono Award</b> Join us for the annual Latin Summit and the presentation of the Icono Award to an industry leader. Enjoy a one-on-one fireside chat with this year's recipient.
4:00-4:45 pm EST <b>CONTENT LOUNGE</b>	<b>Globo Super Pitching: A Mother's Love</b>		<b>China Showcase</b>	<b>Greater Miami Convention Bureau</b>