



NATPE VIRTUAL
CONTENT CAST
THE BUSINESS OF
PODCASTING CONTENT
JULY 14, 2021

12:00PM ET OPENING REMARKS

12:05PM ET OPENING KEYNOTE INTERVIEW
State of the IP Union: How Hollywood is Finding its Voice(s)

12:35PM ET EXPANDING AUDIENCES

1. A Brief Overview On the State of Podcast Listening: Today's Share of Ear
2. Podcasting is Ready for its Close-Up
3. Screen to Pod/Pod to Screen Audience Engagement

1:35PM ET CLOSING THE KNOWLEDGE GAP: Practicum on the Tactical

1. Rooster Teeth on Building a 360 Audience
2. Navigating The Realities of Migrating IP
3. Upping the IP: Marketing to Grow Audiences

2:45PM ET STATS AND PIXELS, SUBS AND SPOTS

1. From Conversation to Commerce
2. Nielsen on the Intersection of TV and Podcasting Consumption
3. Leveraging Cross Platform Sales

3:45PM ET "TWO WAY STREET" - Considerations in Driving IP From Screen to Mic and Back
"WHISPER DOWN THE LINE" - Inspiration and Innovations in Integrating Audio

4:55PM ET MASTERS OF THE "TALK/SHOW": A Fireside Chat