

POD ONE: OPENING PROGRAM

8:30–10:45 AM PT

8:30 AM PT

Welcoming Remarks

Host: JP Bommel (President + CEO, NATPE)

8:35 AM PT

Streaming Trends 2021: Dare to Stream

Interviewer: Heidi Chung (Media Analyst + Correspondent, Variety Intelligence Platform)

Presenter: Kevin Tran (Media Analyst, Variety Intelligence Platform)

9:00 AM PT

Opening Discussion: Growing Streaming Today

OPENING
DISCUSSION

Moderator: Elaine Low (Sr. Entertainment Business Reporter, Insider)

Guest: Reny Diaz (VP of Audience Strategy & Content Development, NBCUniversal Telemundo Enterprises)

9:15 AM PT

Panel Discussion: The Changing Business Model for MVPDs

FIRESIDE

Moderator: Mark Romano (VP, Americas, Insight TV)

Panelists: Kevin Parks (Sr. Director, Field Engineering, Zixi) Patrice Courtaban (COO, TV5Monde USA) Burke Berendes (Partner, Condista), Stefanie Zuroff (Director, Business Development and Content Acquisition, Samsung TV Plus)

9:45 AM PT

Passionate Stories For Passionate Audiences: An Inside Look At ALLBLK's Targeted Content Strategy

Guests: Brett Dismuke (General Manager, ALLBLK & WE tv, AMC Networks), Kendall Kyndall (Actor, Social Media Personality, & Host of Social Society on ALLBLK)

10:15 AM PT

International Programming: Creating Content for Global Streamers

ROUNDTABLE

Moderator: JC Acosta (President, Viacom CBS International Studios and Network Americas)

Guests: John Leguizamo (Actor, Producer (Moulin Rouge, John Wick)),

Frida Torresblanco (Producer (The Dancer Upstairs, The Assassination of Richard Nixon, Pan's Labyrinth)), Manolo Cardona (Actor (Who Killed Sara?, Narcos))

10:45 AM PT

Mid-Morning Break Networking Mezzanine

Moderator: Shahid Khan (Co-Founder + Managing Partner, MAG Consulting)

Keynote: Pierluigi Gazzolo (President and Chief Transformation Officer, Univision)

JAN 18–20, 2022

NATPE
Miami

FONTAINEBLEAU

POD TWO: FAST TALKS

11:15 AM–12:35 PM PT

11:15 AM PT **Special Tech Spotlight Presentation: Blockchain's Potential for Streamers**
Presenter: Chris Martin (Co-Founder + Pres., Sator)

11:30 AM PT **Leveraging Broadcast Content for FAST Distribution**
Interviewer: Scott Rowe (President, SRowe 2000 Media)
Presenter: Scott Erlich (SVP Growth Network and Content, Sinclair Broadcast Group)

11:45 AM PT **FAST and Streaming Audiences**
FAST TALKS **Interviewer:** David Bloom (Sr. Contributor, Forbes)
FIRESIDE **Guests:** Bill Herman (VP, Advanced Advertising, Spectrum Reach)

12:00 PM PT **Content Creation, Acquisition, Monetization on FAST Channels**
FAST TALKS **Moderator:** Daniel Punt (Senior Managing Director, FTI Consulting)
PANEL **Panelists:** Stuart McLean (CEO, Fast Studios), Rene Santaella (Executive Vice President, Digital & Streaming Media, Estrella Media), Chris Pizzurro (SVP, Global Sales and Marketing, Canoe Ventures)

12:30 PM PT **A Word from the Greater Miami Convention Bureau**
Presenter: Jose Sotolongo (Director, Sports & Entertainment Tourism, Greater Miami Convention Bureau)

12:35 PM PT **Networking Lunch Break** Luncheon on the patio

POD THREE: AVOD TALKS

1:30 – 3:00 PM PT

1:30 PM PT **Welcome Back: Creating Original Content for Diversifying Audiences**
KEYNOTE **Interviewer:** Tom Umstead (Senior Programming Editor, Multichannel News)
Presenter: Sarah Aubrey (Head of Original Content, HBO Max)

1:45 PM PT **AVOD Talks: Differentiating advertising on AVOD**
PANEL **Moderator:** Diane Garrett (Senior TV Editor, Variety)
Panelists: JC Williams (AD, Multicultural & Business Solutions, Horizon Media), Jordan Bellin (West Division Director of Advanced Advertising, Digital Media, Spectrum Reach), Aaron Gallagher (SVP, Digital Sales, Discovery Inc.), David Di Lorenzo (SVP, Kids & Family, Future Today)

2:15 PM PT

AVOD Talks: Content and Acquisition for AVOD Platforms

FIRESIDE

Interviewer: John Griffiths (Executive Director and Founder, GALECA)

Guest: Adam Lewinson (Chief Content Officer, Tubi)

2:30 PM PT

AVOD Talks: Thriving with AVOD Amongst the SVOD Giants

FIRESIDE

Interviewer: Michael Schneider (Deputy TV Editor, Variety)

Guest: Rick Haskins (President, Streaming & Chief Branding Officer, The CW)

2:45 PM PT

AVOD Talks: Creating Content for AVOD and Other Platforms

FIRESIDE

Interviewer: Cynthia Littleton (Business Editor and Co-editor in Chief, Variety)

Guest: Jason Sarlanis (Pres., Crime & Investigative Content, Linear and Streaming, Discovery, Inc.)

3:00 PM PT

Mid-Afternoon Break Networking Mezzanine

POD FOUR: SVOD TALKS

3:30–5:30 PM PT

3:30 PM PT

How to Create Engaging Branded Content

KEYNOTE

Moderator: Brian Toombs (Dir., Head of Content, Roku)

Speakers: Rachael Scholten (VP, Starcom Content), Josh Clark (Sr. Brand Manager, Maker's Mark U.S.)

4:00 PM PT

SVOD TALKS: Taking the Leading on Underrepresented Audiences

FIRESIDE

Interviewer: John Griffiths (Executive Director and Founder, GALECA)

Guest: Stefanie Meyers (SVP, Distribution, STARZ)

4:15 PM PT

SVOD TALKS: Content Acquisition & Worldwide Distribution

PANEL

Moderator: Samantha Friedman (Managing Director, FTI Consulting)

Panelists: Sherry Brennan (EVP/GM, Whip Media Exchange, Whip Media Group), Michele Edelman (Head of Growth, Premiere Digital), Jim Riley (Pres., US Operations, Stingray)

4:45 PM PT

SVOD TALKS: Content That Attracts Subscribers

FIRESIDE

Interviewer: Michael Schneider, (Deputy TV Editor, Variety)

Guest: Michael Wright (Pres., Epix)

5:00 PM PT

The Power of SVOD Around the World

CLOSING
KEYNOTE

Interviewer: Cynthia Littleton (Business Editor, Variety)

Guest: Kelly Day (Pres. of Streaming, ViacomCBS Networks International)

5:30 PM PT

Closing & Reception Closing Remarks

CLOSING RECEPTION & SPECIAL SCREENINGS

5:30–6:30 PM PT
