

**MEDIA
AD SALES
SUMMIT**

NOVEMBER 9-11, 2022
FORT LAUDERDALE, FL

SUMMIT 2022 AGENDA

WEDNESDAY, NOVEMBER 9, 2022

5:00 PM WELCOME RECEPTION

THURSDAY, NOVEMBER 10, 2022

8:00 AM REGISTRATION & BREAKFAST

9:00 AM WELCOME REMARKS

- Mark Gorman, CEO – Matrix Solutions – Presenter
- Brenda Hetrick, President – Matrix Solutions – Presenter
- Tim Hanlon, Founder & CEO – The Vertere Group – Presenter

9:10 AM OPENING KEYNOTE PRESENTATION/INTERVIEW

We kick off the Summit with a powerhouse lineup of senior broadcast station group executives – sharing their up-to-the-minute insights into the current state of the US media industry, as well as what opportunities and challenges lie ahead in the new year.

- Mark Gorman, CEO – Matrix Solutions – Interviewer
- Ann Hailer, President, Cox Reps – Interviewee
- Mike Hayes, COO, Hearst Television – Interviewee
- Karen Youger, SVP, Sales Operations, Gray Television – Panelist
- Stephanie Slagle, VP & CIO, Graham Media Group – Interviewee

9:50 AM "SUPER PANEL": AUTOMATION & PROGRAMMATIC

The TV industry's march towards automating ad buying/selling processes and improving transactional efficiencies is well underway - fueled by an increasingly complicated array of potential avails and myriad viewing permutations, while driven by marketers' ferocious desire to maximize TV/video spend ROI. We discuss the benefits and challenges of sales automation and programmatic transactions - and what needs to improve for ad buyers and sellers to more enthusiastically "trust the process."

- Tim Hanlon, Founder & CEO, The Vertere Group – Moderator
- Joe Lampert, Senior Program Manager, CNOmniMedia – Panelist
- Ann Hailer, President, Cox Reps – Panelist
- Anthony Greene, VP of Publisher Partnerships, Gamut – Panelist
- Fraser Woollard, SVP, Business Development, Mediaocean – Panelist

- Jessie De Luca, SVP, Strategy, Hudson MX – Panelist
- Glennis Crowell, Director of Revenue Operations, Gray Television – Panelist

10:40 AM NETWORKING BREAK

10:55 AM SPONSOR REMARKS: MEDIA PANACHE

11:00 AM PANEL: ADDRESSABLE ADVERTISING

Once seen as an unachievable Holy Grail, the ability to more finely target TV/video audiences in data-driven addressable environments is rapidly approaching economically attractive scale and technically dependable execution. We discuss the state of addressability with sellers at the forefront.

- Alan Wolk, Co-Founder/Lead Analyst, TV[R]EV – Moderator
- Jamie Power, SVP, Addressable Sales & Strategy, Disney – Panelist
- Larry Allen, GM/VP, Addressable Enablement, Comcast – Panelist
- Brian Morse, VP, National Sales, Ampersand - Panelist

11:30 AM CASE STUDY: CROSS-SCREEN MEDIA - WHY NETFLIX SHOULD CHARGE MORE THAN \$65 CPM

Netflix made waves with the announcement of a \$65 CPM for their new ad-supported tier. Join Michael Beach, CEO of Cross Screen Media, as he makes the case for why this eye-popping rate actually undervalues this new inventory. He will dive into the trends driving these rates and show how media sellers can turn them to their advantage.

- Michael Beach, CEO, Cross Screen Media – Presenter

11:45AM PANEL: DATA-ENABLED LINEAR & CROSS-PLATFORM SALES

A growing array of data from third-party and marketer-proprietary sources is pushing both TV/video ad buyers & sellers to improve the value equation through more precise marketing segmentation and performance attribution – far beyond traditional ratings or demographic reach metrics. This panel will explore how sellers are reinventing their operations for more data-driven ROI-oriented results.

- Brenda Hetrick, President, Matrix Solutions – Moderator
- Al Lustgarten, SVP, Technology & Information Services, Hearst Television – Panelist
- Jeff Hassan, VP, Technology Business Solutions, E.W. Scripps Company – Panelist
- Steph Garfrerick, SVP, Media, Revenue Analytics – Panelist

12:15 PM NETWORKING LUNCH

1:10 PM SUPERHERO SALES SUCCESS RECOGNITION

1:20 PM PANEL: KEYNOTE PRESENTATION/INTERVIEW

The ever-popular Jill Rosengard Hill from Magid returns to the Summit for a comprehensive, proprietary look at the current state of US consumer streaming TV/video behavior – and the implications ahead for the industry.

- Jill Rosengard Hill, Executive Vice President, Magid – Presenter

1:45 PM

PANEL: FAST, OTT, CTV & AVOD

Over-the-top TV/video viewing is already a mainstream media activity in a majority of US households, with plenty of growth yet to come. While subscription VOD services like Netflix have driven much of the action, it's clear that ad-supported OTT offerings from incumbent TV networks, digitally native content brands, and ad-embracing services like Hulu are poised to attract huge audiences in their own right – and with dynamic IP targeting that gives classic linear TV advertising a run for its money.

- Alan Wolk, Co-Founder/Lead Analyst, TV[R]EV – Moderator
- Ian McPhee, Executive Director, Strategic Relationships, FreeWheel – Panelist
- Peter Jones, Head of Local Sales, Premion – Panelist
- Will Gurman, VP Global Content Partnerships, Pluto TV – Panelist

2:20 PM

SPONSOR REMARKS: GROUND TRUTH

2:25 PM

PANEL: LOCAL TV ADVERTISING IN A DIGITAL WORLD

We tap leaders from some of the country's most progressive local TV ad sales organizations for an inside look at how each is transforming traditional linear advertising availabilities into comprehensive, digitally-centric marketing propositions for their increasingly sophisticated client bases.

- Kristin Wnuk, VP of Sales, MadHive – Moderator
- Jim Long, Founder & CEO, Local BTV/Didja – Panelist
- Maggie Drake, Sr. Director, OTT & Digital Media, Octane/Scripps – Panelist
- Jenn Scilabro, SVP, Digital Sales, Nexstar Digital – Panelist
- Stephanie Slagle, VP & CIO, Graham Media Group – Panelist

3:00 PM

NETWORKING BREAK

3:10 PM

PANEL: REINVENTING MEASUREMENT + OUTCOMES

The chorus of dissatisfaction with legacy TV ratings' historical locks on both audience measurement and trading currency is reaching a crescendo - and ad practitioners on both sides of the aisle are clamoring for new approaches and improved solutions. We tackle the elephant in the room with a discussion of how and what the transactional future might soon evolve to.

- Sean Cunningham, CEO, Video Advertising Bureau – Moderator
- Jo Kinsella, President, InnovidXP – Panelist
- Jill Josephson, CRO, Limbik – Panelist
- Josh Chasin, Chief Measurability Officer, VideoAmp – Panelist
- Michael Sharp, VP, Partnerships, TVision Insights – Panelist

3:45 PM

PANEL: SPANISH-LANGUAGE MEDIA AD SALES: BURGEONING AUDIENCES & BOUNDARYLESS POSSIBILITIES

We assemble a who's who of leading ad sales executives from the world of Spanish-language media to debate the seemingly limitless possibilities yet undeniable challenges in reaching and influencing today's modern Latinx consumer.

- Mark Gorman, CEO, Matrix Solutions – Moderator
- Susan Oh, VP, Strategy & Operations, Gray Television/ Telemundo Station Group – Panelist
- Andres Chaparro, VP/GM, WSFL-TV/Miami (Scripps) – Panelist

4:10 PM

PANEL: ATSC 3.0/NEXTGEN TV & ADVERTISING

The rollout of broadcasting television's next-generation technology standard is well underway and promises an entirely new array of "better TV" experiences and "beyond TV" business opportunities; we check in on the latest developments - including a look at some of the more compelling products/services in the pipeline.

- Adam Jacobson, Editor-in-Chief, Radio & TV Business Report – Moderator
- Kurt Rao, SVP & CTO, TEGNA – Panelist
- Jimshade Chaudhari, SVP Product, Marketron – Panelist
- Francesco Moretti, Group Deputy CEO & CEO International, Fincons Group – Panelist

4:30 PM

CLOSING DISCUSSION: BIG PICTURE WRAP-UP

We close with a strategic overview discussion/debate of the day's important issues and what lies ahead for us in the room– and the industry at large.

4:55 PM

CLOSING REMARKS

- Mark Gorman, CEO, Matrix Solutions – Presenter
- Brenda Hetrick, President, Matrix Solutions – Presenter
- Tim Hanlon, Founder & CEO, The Vertere Group – Presenter

5:00 PM

COCKTAIL RECEPTION

FRIDAY, NOVEMBER 11, 2022

8:00 AM

BREAKFAST

8:20 AM

MASC ROUNDTABLE

The Media Ad Sales Council is a group founded by Matrix, comprised of thought leaders from across the media industry and representing different verticals and viewpoints. The group examines the standard of measurement for all advertising, pinpoints manual buy-sell transactions that can be automated and explores the development of a next-gen independent rep firm platform.

- Tim Hanlon, Founder & CEO, The Vertere Group – Moderator
- Mark Gorman, CEO, Matrix Solutions – Panelist
- Brenda Hetrick, President, Matrix Solutions – Panelist
- Peter Jones, Head of Local Sales, Premion – Panelist
- Melanie Webb, VP/Sales Operations, TEGNA – Panelist
- Joe Lampert, Senior Program Manager, CNOmniMedia – Panelist
- Karen Youger, SVP, Sales Operations, Gray Television – Panelist
- Jenn Scilabro, SVP, Digital Sales, Nexstar – Panelist
- Al Lustgarten, SVP, Technology & Information Services, Hearst Television – Panelist

9:05 AM

CLOSING CONVERSATION: Local Media Outlook '23

It's a special Summit-closing look back at the industry's year with two of the country's most influential local media agency executives. Hear their reads of the post-election and pre-holiday advertising marketplace, and their assessments of what's ahead for local ad spend in 2023.

- Tim Hanlon, Founder & CEO, The Vertere Group – Presenter
- Kathy Doyle, EVP, Local Investment, Magna/IPG – Interviewee
- Martha Matthews, SVP, Group Media Director, Dentsu – Interviewee