

**MEDIA
AD SALES
SUMMIT**

JANUARY 19-21, 2022
MIAMI BEACH, FL

SUMMIT 2022 AGENDA

WEDNESDAY JANUARY 19, 2022

5:00 PM **WELCOME RECEPTION**

THURSDAY JANUARY 20, 2022

8:00 AM **REGISTRATION & BREAKFAST**

9:00 AM **WELCOME REMARKS**

Mark Gorman, CEO – Matrix Solutions – Presenter
Brenda Hetrick, CRO – 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.

Pat LaPlatney, Co-CEO & President, Gray Television – Interviewee
Steven J. Pruet, Executive Chairman, Cox Media Group – Interviewee
Jordan Wertlieb, President, Hearst Television – Interviewee

9:55 AM **PANEL: AD SALES AUTOMATION & AI**

The TV industry's march towards automating ad processes and improving transactional efficiencies is well underway – fueled by an increasingly complicated and sophisticated set of digitally-infused workflows – and the promise of breakthrough technologies like AI and blockchain. Just how quickly and advantageously depends on who you ask – as this panel will debate.

Joe Lampert, Senior Program Manager, CNOmniMedia – Moderator
Jay Stevens, President, Hudson MX – Panelist
Fraser Woollard, SVP, Business Development, Mediaocean – Panelist

Mark Gorman, CEO, Matrix Solutions – Panelist

10:25 AM

PANEL: PROGRAMMATIC AD SALES

As pressure grows on marketers, agencies & media companies to increase the ROI of TV/video advertising, programmatic platforms and dynamic pricing mechanisms are playing larger roles in the transactional process. We discuss what's working now and what needs to improve for ad buyers and sellers to more enthusiastically "trust the process."

Ann Hailer, President, Cox Reps – Panelist

Zach Cross, President, Revenue Analytics – Panelist

Karen Youger, SVP, Sales Operations, Gray Television – Panelist

10:50 AM

NETWORKING BREAK

11:00AM

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.

Al Lustgarten, SVP, Technology & Information Services, Hearst Television – Panelist

Jeff Hassan, VP, Technology Business Solutions, E.W. Scripps Company – Panelist

Helen Obamanu, Manager, Ad Platforms, Digital Ad Tech Partnerships – Panelist

11:30 AM

ROUND-ROBIN CASE STUDIES

11:40 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, TVREV – Moderator

Missy Evenson, VP Sales, Local Media, E.W. Scripps Company – Panelist

Larry Allen, GM/VP, Addressable Enablement, Comcast Advertising – Panelist

Jamie Power, Chief Data Officer & COO, Cadent – Panelist

12:15 PM

NETWORKING LUNCH

1:20 PM

LUNCHTIME 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

1:50 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, TVREV – Moderator

Misha Williams, VP, Global Client Services, FreeWheel – Panelist

Peter Jones, Head of Local Sales/Strategic Partners, Premion – Panelist

Will Gurman, VP, Global Content Partnerships, Pluto TV – Panelist

Greg Barnard, Director, Content Acquisitions, VIZIO/WatchFree+ – Panelist

2:30 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.

Joe Marino, Head of Client Success Organization, MadHive – Moderator

Jim Long, Founder & CEO – Local BTV/Didja, Panelist

Maggie Drake, Sr. Director, OTT Partnerships, Octane/Scripps – Panelist

Doug Pfaff, President, Katz Digital Video, Katz Media – Panelist

Jenn Scilabro, SVP, Digital Sales, Nexstar Digital – 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.

Marianne Vita, SVP, Director of Integrated Strategy & Marketing, VAB – Moderator

Jill Josephson, CRO, Limbik – Panelist

Brian Handrigan, Co-Founder & CEO, Advocado – Panelist

Michael Sharp, VP, Brand Partnerships, TVision Insights – Panelist

Bob Ivins, Chief Strategy Officer, TV Square – Panelist

3:50 PM

ROUND-ROBIN CASE STUDIES

4:00 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
Oliver Botti, Strategic Marketing & Innovation Exec. Director, Finconns 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 – ahead.

4:55 PM

CLOSING REMARKS

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

5:00 PM

COCKTAIL RECEPTION

FRIDAY JANUARY 21, 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 will examine the standard of measurement for all advertising, pinpoint manual buy-sell transactions that can be automated and explore the development of a next-gen independent rep firm platform.

Mark Gorman, CEO, Matrix Solutions – Moderator
Brenda Hetrick, CRO, Matrix Solutions – Moderator
Peter Jones, Head of Local Sales/Strategic Partners, Premion – Panelist
Melanie Webb, VP/Sales Operations, TEGNA – Panelist
Joe Lampert, Senior Program Manager, CNOmniMedia – Panelist
Becky Meyer, SVP, National Sales, Gray Television – Panelist
Jen Scilabro, SVP, Digital Sales, Nexstar – Panelist
Al Lustgarten, SVP, Technology & Information Services, Hearst Television – Panelist

9:05 AM

CLOSING CONVERSATION: Local Media Outlook '22

It's a special Summit-closing look at the industry's still-new New Year - with two of the country's most influential local media agency executives. Hear their reads of the post-holiday advertising marketplace, and their assessments of what's ahead for local ad spend in 2022.

Kathy Doyle, EVP, Local Investment, Magna/IPG – Interviewee
Heather Gundry, SVP/Director, Local Video & Audio Investment, Dentsu – Interviewee