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S H O W D A I L Y

NATPE • MIAMI BEACH

TUESDAY, JANUARY 19, 2016

REALITY HITS TV TARGET

With Reality Television reaching a crescendo on all platforms, NATPE 2016 is reflecting the level of interest throughout the industry this year—with a record 10 panel sessions devoted to drilling down into every aspect of the genre.

Tracing its roots to such programs as *Candid Camera* (1948) and *You Are There* (1953), Reality Television exploded across the world's televisions since the early 1990s

See 'REALITY' PAGE 3

KEEPING UP WITH SUCCESS

Convergence and technologies have met in an explosion of video and broadcast capabilities across all screens. From traditional screens to mobile devices, tablets to smartphones and beyond, the quality and availability of digital content broadcast opportunities has never been greater.

In the series of panel sessions spanning the Platforms Accelerated track today and Wednesday, industry

See 'SUCCESS' PAGE 5



PHOTO BY ALEX NATPE

Getting a running start on the week ahead, NATPE execs JP Bommel, managing director and COO, and Rod Perth, president and CEO, shore up details as NATPE 2016 gets underway today. Since its first convention in New York in 1964, NATPE has convened in Las Vegas, San Francisco, New Orleans and other markets; this is NATPE's sixth consecutive year in Miami Beach.

SYNDI'S SEASON SIZZLING

BY CATHY CORCORAN

Deals are sizzling as industry execs gather this week in sunny Miami Beach to stake claim to the future of syndicated TV programming. This year's syndi crop ranges from a daytime talk to a comedy game show, to programs focusing on behind-the-scenes at pawn shops, crime and punishment.

"Everyone's looking for the next big daytime hit," said Bill Carroll, senior VP and

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at deadline

Multiple stations in multiple markets have recently launched the three emerging **Katz Broadcasting** TV networks—*LAFF*, *GRIT* and *ESCAPE*. The recent growth accelerates the penetration of *LAFF* to 76.3 percent of the U.S., which equals 86.5 million households; *GRIT* to 88 percent of the U.S. and 99 million HHs; and *ESCAPE* to 78 percent and 88.4 million homes.

* * *

Disney/ABC Home Entertainment and TV Distribution has renewed *Live with Kelly and Michael* through 2019-2020 on the ABC-owned TV Stations Group, and has also renewed *Who Wants to be a Millionaire* for 2016-2017 on the majority of ABC-owned stations.

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Laff
YOU KNOW YOU WANT TO.



REALITY HITS TV HOME RUN AS INDUSTRY NAVIGATES FUTURE

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and “has become a major part of the consumer diet,” according to Phil Gurin, executive producer of *Shark Tank*.

For the past few months, a blue ribbon panel of judges has been weighing nominees for the second-annual NATPE Reality Breakthrough Awards to be presented today at a luncheon hosted by Howie Mandel.

The NATPE Reality Breakthrough Awards honor programs that “make some noise,” become part of the cultural conversation and generally alter expectations of what constitutes a reality program. Original formats that have aired in network, cable or syndication were eligible.

Reflective of the continuing growth of reality programming, NATPE doubled its track of Reality Television panel sessions to cover two days this year.

By next year, Gurin said, he hopes “to make NATPE Reality one of the major sites on the global tour of content creation.”

“We don’t have to educate the viewers anymore about the conventions of Reality TV,” Gurin said. “We’ve seen it all. We know them all.”

Gurin, president of The Gurin Company, a member of the NATPE Board of Directors and co-chair of the NATPE Reality committee, is moderator of one of those panel discussions today, “If It’s Broken, Let’s Fix It: Global Trends in Formats.”

Gurin’s panel delves into what works, what fails, and the who, what, when, where and why of how the business will continue to evolve.

Among the seven panelists is Lisette van Diepen, VP, Acquisitions for Sony Pictures Television.

“The Producers Speak: Reality Content & The New Digital Frontier,” is a panel of five veteran producers, each currently toggling between traditional reality TV content and the new digital frontier.

C. Scot Cru, executive VP of International Strategy and Development for United Artist Media Group (UAMG), is among the panelists participating in the producers’ discussion.

Cru is responsible for all international business for UAMG. His group launches original UAMG formats outside the U.S., including *Mind Control*, *Spin Off*, *Dream Funded* and *Prank You Very Much*.

Within the reality realm, non-scripted cable business is going through a challenging period. One major element that doesn’t get much discussion is the process—from the successful pitch of an idea to a network through to its airing.

Brett Hansen, partner and head of alternative TV, United Talent Agency, leads the discussion, “Doing Business in Cable—The Process: Is It Working?” that

seeks to determine exactly where the process is breaking down...and how to fix it.

“Insights From China’s TV Market: Opportunities and Future” will be the topic for a discussion between Qiu Yuan Yuan, president and director of Jiangsu Broadcasting, and Beryl Yan, head of International Business & Program Strategy for Hunan TV, one of



Phil Gurin, producer, Shark Tank



Brett Hansen, partner and head, Alternative TV, United Talent Agency



Lauren Gellert, executive VP, Development & Original Programming WE tv



Howie Mandel, host, Reality TV Awards luncheon today

they be addressed within the current model? Is this the end of the “golden age of unscripted television” and what might be the overlooked opportunities?

Navigating that panel through the topic is Bruce David Klein, president and executive producer of Atlas Media. The lineup for Wednesday’s panels is equally as deep with another five sessions grounded in reality.

A discussion in Spanish among broadcasters in the Latin market will explore alternate cultures in an alternative TV universe.

Nicolas Smirnoff, director of Prensario Internacional, will moderate and Carlos Bardasano, VP, original content, for Univision Communications, will be among panelists outlining what the global Latin market wants, what it doesn’t want, and how that differs from the general market channels in the U.S. and around the world.

Although creating a show and getting a buyer to want it might appear to be the fun part for producers, the laughter stops when it comes to the sealing the deal. “Rights, Deals and Negotiations,” lead by PactUS president David Lyle, explores the subtle and not-so-subtle methods for producers to consider during negotiations.

The panel discussing “Multi-National Companies in a Multi-Platform World” examines the daunting challenges facing content businesses that operate across borders.

Among the pertinent questions to be addressed: How are the largest global content companies facing the “digital now,” and the digital future?

Finally, “Unscripted vs. Non-Fiction” will tackle the topic for which five panelists will weigh in, including Lauren Gellert, executive VP, Development & Original Programming at WEtv.

With thousands of hours of unscripted content on broadcast, cable, and digital platforms, the genre has evolved into a variety of formats—from competition to game show, talk to docuseries, social experiment, and even nonfiction/documentary.

Many networks are starting to recognize “reality fatigue” among viewers and shift their content toward real stories. The question emerges—what’s the next big thing in the ever-evolving unscripted storytelling genre?

While the panel discussions offer loads of information and viewpoints, Gurin said NATPE Reality has “become a market within a market.”

The exchanges between creators and buyers, both formal and informal, are seeds for the origins of future programming ideas, he said, and NATPE is the crucible.

the most watched satellite broadcasters in China.

Capping Tuesday’s panel discussions is “The Unscripted Glut: Is it The End...Or a New Beginning?”

With unbundling, reduced budgets, digital competition and copycat programming, producing unscripted TV has never been more challenging. Producers and networks are assaulted from all sides to deliver fresher, cheaper content while more shows than ever compete for precious, and dwindling, ratings. The landscape appears somewhat uncertain, provoking such questions as: What are the challenges and can

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NATPE'S SYNDI SEASON SIZZLING WITH 2016 DEALS RANGING

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NBCUniversal Domestic Television Distribution's Harry Connick, Jr.

director, Content Strategy, Katz TV group. "With the cancellation of *The Meredith Vieira TV Show* and the uncertainty caused by the departure of Tyra Banks from *The Fab*, there could be a real gap in daytime programming."

Among the syndi offerings are *Harry*, a daytime talk show starring Harry Connick, Jr. from NBCUniversal; a comedy game show, *Funny You Should Ask* from Entertainment Studios; the surprise hit *Pawn Stars* from Trifecta; *Security Brief*, hosted by security expert Paul Viollis, that delivers true-crime stories followed by positive empowering solutions; and *TD Jakes*, which tackles socially relevant stories featuring Dallas-based pastor TD Jakes. Courtroom shows on offer include *Verdict with Judge Hatchett* from Entertainment Studios, and *Judge Alex*, offered by NBCUniversal.

Harry appears a frontrunner, slated to begin airing in September 2017, with NBCUniversal Domestic Television Distribution having sold it in more than 85

percent of U.S. markets to date. The one-hour entertainment show, hosted by award-winning musician, singer, composer, actor and live performer Harry Connick, Jr., will air on FOX TV Stations in 17 markets. New station groups include Sinclair, Scripps, Media General, Hubbard, Cox, Nexstar, Gray, Bonten, Hearst, Raycom, Dispatch and Quincy.

"*Harry* will bring the party to daytime," said Sean O'Boyle, executive VP, Syndication Sales, NBCUniversal Domestic Television Distribution. The show will entertain viewers with a live band, comedic segments, man-on-the-street interviews and audience participation.

Also on tap for fall 2016 is the comedy game show *Funny You Should Ask* with a panel of professional stand-up comics who interact with contestants for cash and prizes. The stakes increase in every episode as the game progresses.

Pawn Stars is the surprise hit series from A&E and the History Channel. Inside The Gold & Silver Pawn Shop on the outskirts of Las Vegas, three generations of the Harrison family use their sharp eyes to assess the value of items from the commonplace to the truly historic. What's real? What's fake? and What's it worth? More than 200 episodes are available as a strip for the 2016/2017.

But there's more to programming than just funny. Enter *TD Jakes*, hosted by the Dallas-based pastor, entrepreneur and businessman, who promises to deliver "... relevant and uplifting content... consistent with my years of experience at the intersections of the faith-based, entertainment and business worlds."

TD Jakes will hit the syndi market with 5 million social media followers, as well as 30,000 members of Jakes' Texas church. Author of more than 40 books, Jakes has penned his latest, *Destiny*, which debuted in the top 10 on the *New York Times* bestseller list earlier this year. Scott Carlin, of Soul-Centered Media and formerly of Warner Bros. Domestic Television Distribution, is heading up syndication for Tegna Media (formerly Gannett)

Its potential audience represents "a new generation of viewers hungry for positive content that transforms their lives and relationships in an entertaining manner," observed Stephanie Noonan Drachkovitch, executive producer of the show.

Speaking of positive content, *The Security Brief*, hosted by Paul Viollis, an expert in personal security, cyber-crime and anti-terrorism, aims to deliver richly layered true-crime stories followed by positive, empowering solutions.



Tegna Media's T.D. Jakes

"We're not trying to scare people," said the show's creator and daytime talk veteran, Terry Murphy. "In an age of terrorism, they're already scared. But there's a demand for real-world solutions to help people keep their families safe." Murphy and her team at 86th Street Productions are offering a cost-efficient library of 80 already-produced episodes with such titles as "*Bank Robber Mom*," "*My Son Joined Isis*" and "*My Baby Was Carjacked*." Each will offer suggestions on how audience members might cope if presented with similar situations.

"We're funded by private investors who believe in the show," she said. "We know that women have migrated to true-crime in other genres, but we're the first and only talk show dedicated to telling true-crime stories and offering real-life solutions."

If crime sells, then so does courtroom resolution. Judge Hatchett returns to the bench in *The Verdict with Judge Hatchett*. TV viewers know Judge Glenda Hatchett from her previous nationally-syndicated TV show and 14 seasons on air when she presided for eight seasons of original programming and six seasons in repeats. Byron Allen, founder, Chairman and CEO of Entertainment Studios said that the new show "...further demonstrates Entertainment Studios' unwavering commitment to the television court genre." Entertainment Studios has five other court shows on the air.

Not all court shows on offer are newbies. Paul

FROM TALK, COURTROOMS, COMEDY AND GAME SHOWS



Entertainment Studios' *The Verdict with Judge Hatchett*

contracts that run through next season or season longer. We'll be hearing a lot about shows that will become available in 2017 and beyond.

20th Television's Franklin agrees. "As we look to the future, we're really excited about *Fresh Off the Boat*," he said. "We'll be 'teasing' stations at NATPE about that." *Fresh Off the Boat* is set in the 1990s and stars 12-year-old hip-hop loving Eddie Huang who just moved to suburban Orlando from DC's Chinatown with his parents. Culture shock hits his immigrant family in this comedy about the pleasures and pitfalls of pursuing the American Dream.

"Among the hard-to-reach millennial viewers," Franklin added, "20th Television dominates, with six of the top 10 programs, including the No. 1 show, *Family*

Franklin, executive VP of broadcast sales at 20th Century Fox Television Distribution, said, "We saw a need in the marketplace, and decided to take advantage of our extensive library and bring *Judge Alex* back. The show is still relevant today, and we already know audiences love it." Starring Judge Alex E. Ferrer, a former police officer, lawyer, and Florida judge, the show aired from 2005 through 2014. Franklin said that *Judge Alex* will fit into any court block, and he and his staff are looking to make a number of deals that will be most beneficial to advertisers.

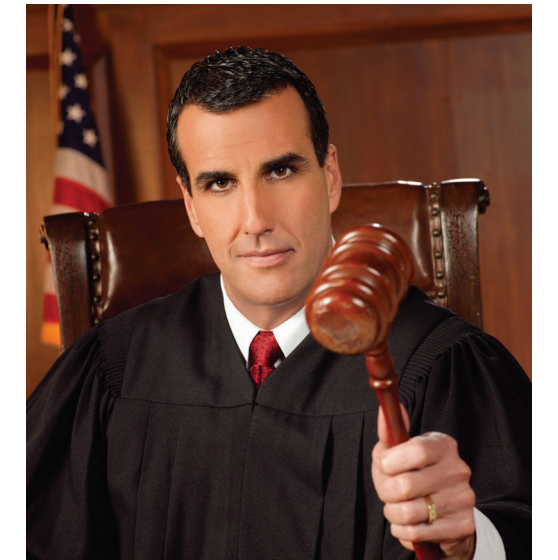
Katz's Bill Carroll said, "This could be a relatively quiet year, with many ongoing programs with contracts that run through next season or season longer. We'll be hearing a lot about shows that will become available in 2017 and beyond."

Guy." He also cited perennial hits *How I Met Your Mother*, *Big Bang Theory*, *Modern Family*, *Cleveland* and *Last Man Standing*, which is now out for second season renewals.

"There's always a market for first-run funny," Bill Carroll said, "but it's been harder and harder to find a show with staying power that appeals to the traditional large demographic groups aged 25-54. Networks are no longer limiting themselves to broad family comedies, but are also looking for niche series that they can sell to premium subscriber networks, said Carroll, citing *The Mindy Project*'s recent sale to Hulu.

Some say that, since audiences will watch what they want when they want it, time periods will become irrelevant in programming, but Franklin points to Nielsen data showing that, unlike with network audiences, an astounding 98 percent of syndi viewers watch their shows "live," rather than on DVR. "That's good news for programmers, good news for distributors and good news for advertisers, too," he said.

"Sitcoms have traditionally been the bread and butter of the syndication market," Franklin said, adding that he doesn't see that changing any time soon. "DVR has changed the way we all watch TV, especially among the younger demographics, but no matter where and when they watch, audiences will always want quality programming."



20th Century Fox Television Distribution's *Judge Alex*

KEEP PACE WITH SUCCESS BY STAYING ONE STEP AHEAD

CONTINUED FROM PAGE 1

visionaries behind the technologies and leading content creators tackle the multi-platform challenges they face, their successful strategies and how they stay one step ahead of the content and convergence revolution.

How will the industry monetize the fragmentation of delivery platforms? How do creatives and executives build second screen enhancements, social media opportunities and brand strategies into the DNA of their projects? Where will the audience be finding their content tomorrow, and on what?

"Future Proof Your Content" delves into the fact-facing truth that the 4K and UHD (Ultra High Definition) TVs are here. Netflix is shooting and streaming in 4K and BluRay 4D is pending, but the schedule for broadcasting upgrades is far from clear. So why shoot your productions in 4K and what does it mean to the production process and budgets? Will it make content more valuable in the 4K future that is coming? Can you afford to wait? Insight (www.insight.tv) produces 200 hours of brand new 4K/UHD content in different genres annually. Executives share their experiences in developing 4K/UHD content and their channel along with partners from every specialty.

There are more channels to watch, more screens to watch it on and more video to consume than ever before. But no one can discount the tremendous stress in the system regarding how to successfully deliver the right piece of content to the right audience member at the right time. Navigating these issues, Lori H. Schwartz, co-founder, Tech Cat, StoryTech, will highlight the "Art of Discovery," aimed at determining how to distribute and program content so that it performs well, with panelists injecting insight and opinions on how to target the most receptive, engaged and interactive audiences.

With all the possibilities of the digital world, there is no more an important weapon than the data that drives it. In the session, "Numbers Don't Lie," senior



Erin Flood—3:45 pm today



Ali Barash—10:15 am Wednesday



Sara Trohanis—9 am Wednesday

executives from the top digital video businesses in the industry—such as Erin Flood, with Verizon's content strategy and acquisition—drill down on the analytics of digital video. New platforms are greenlighting, producing and distributing original content at a record pace. The experts are plugged in to how data is being used to inform creative, production and distribution decisions. But what can studios, producers and creators learn from the new data driven mode that also impacts how advertisers and marketers play into this data paradigm?

Late this afternoon, a group of visionaries—including Matt O'Grady, Nielsen's executive VP and managing director; Larry Wert, president of Tribune Broadcasting; and Stacey Lynn Schulman, Katz Media Group's executive VP of strategy, analytics and research—weigh in on the challenges that broadcasters have to overcome as media evolves from radio, TV and internet into audio, video and digital content that consumers expect to have available whenever and wherever they want.



20th Century Fox Television Distribution's *Fresh Off the Boat*



Trifecta Entertainment's *Pawn Stars*

DEVELOPING BALANCED, COLLABORATIVE RELATIONSHIP



Andrew Graham,
senior talent manager, Big Frame



Nick Buzzell,
CEO, NBTv Studios



Bonin Bough, chief media & eCommerce officer,
Mondelez International

BETWEEN CONTENT, BRAND STRATEGY



Lori H. Schwartz, co-founder, Tech Cat, StoryTech



Dan Harmon, writer/creator, Starburns Industries

PREVIEW: TODAY & WEDNESDAY

Dawn of the Publisher | Tuesday 10 am

Moderator:

Lori H. Schwartz, co-founder, Tech Cat, StoryTech

Panelists:

David Bickford, TV platform lead, Bloomberg
Tom Davis, CMO, Forbes

Michael Klein, executive VP, programming & content strategy, digital channels, Condé Nast Entertainment
Jamie Elden, chief revenue officer, Federated Media

Owned and Influenced | Tuesday 11:45 am

Moderator:

Drew Baldwin, executive producer, Streamy Awards

Panelists:

Andrew Graham, senior talent manager, Big Frame
Jennifer Ann McAllister, content creator/actress, JennXPenn

Scott Reich, VP, original content & programming, Vevo
Adande Thorne, internet personality, YouTube
Jason Ziven, producer, Mills Entertainment

Live by the Touch | Tuesday 2 pm

Moderator:

Scott Donaton, CCO, Digitas LBI

Panelist:

Frank Cooper III, CMO/CCO, BuzzFeed

Mark D'Arcy, CCO, Facebook

Kendall Aliment Ostrow, digital agent,
United Talent Agency

Eric Korsh, director, Mashable Studios

Brad Feinberg, media director, MillerCoors

Between the Sheets | Tuesday 3 pm

Moderator:

Shira Lazar, CEO and on-air personality, What's Trending

Panelist:

David Beebe, VP, global creative + content marketing,
Marriott International

Behind the Curtain | Tuesday 3:45 pm

Moderator:

Allison Arden, VP, publisher, Advertising Age

Panelists:

Peter Krainik, host, Above the Clutter, NBTv Studios

Nick Buzzell, CEO, NBTv Studios

Robert Friedman, CEO, Bungalow Media + Entertainment

Richard Marnell, marketing executive,
Viking River Cruises

What Creators Want to Say | Wednesday 9 am

Moderators:

Scott Donaton, CCO, Digitas LBI

Daniel Rosenberg, founding partner, Piro

Panelists:

David Beebe, VP, global creative + content marketing,
Marriott International

Dan Harmon, writer/creator, Community

Mitch Hurwitz, creator/writer/executive producer,
Arrested Development

Marc Cherry, creator, Desperate Housewives,
Cherry Productions

Peter McGuinness, CMO, Chobani

The Value of a View | Wednesday 10:45 am

Moderator:

Robert Friedman, CEO, Bungalow Media + Entertainment

Panelists:

Bonin Bough, Chief Media & eCommerce Officer,
Mondelez International

Tom Noble, department head, marketing, MINI USA

Brendan Gaul, executive VP, global creative
director, UM/J3 Studios

Marketing Strategy Inspiration Wednesday 3:45 pm

Moderator:

Daniel Rosenberg, founding partner, Piro

Panelists:

Mark Crumacker, CCO, Chipotle Mexican Grill

Peter McGuinness, CMO, Chobani

Simon Burch, senior VP, global marketing, Belvedere
Vodka, Moët Hennessy

Kevin O'Leary, chairman, O'Leary Financial Group

At no time in TV programming has branding played so prominent a role and advertising been so increasingly involved in the earliest stages of development—well before the “go” light turns green. Ideally, a balanced and collaborative relationship between content and brand strategy lifts a program's success across all screens, but what are the tradeoffs? Do brands muddy the creative process, or are they becoming an existential value add?

This track of insight into marketing focuses on industry thought leaders thought leaders debating the opportunities and potential jeopardy of marrying creative visions with brand marketing objectives.

Given that we live in a technology-driven ecosystem that is almost completely dependent on advertising, the sessions today and Wednesday point to the very foundation of the future of content development and distribution.

TODAY'S SESSIONS

DAWN OF THE PUBLISHER...

As a distribution arm, analytics firm, and creative partner, publishers are reinventing their value in the marketplace. No longer are they just a place to buy an ad, but they are guiding brands and content companies on how to connect with their audience.

Whether it's creating great mobile experiences, utilizing video content or keeping up with the rapidly changing consumer, publishers are the new pretty girl at the party.

OWNED AND INFLUENCED...

Over the last 12 months influencers have begun carving out profitable niches in multiple media categories, such as Jenn McAllister's successful film *Bad Night* and her book, *Really Professional Internet Person*. These influencers are finding resourceful native ways to market to their audience base. While there is lots of talk about how marketers should be partnering with influencers, we rarely hear from the influencers on how they market their own brands. The truth is that while there are best practices in marketing across digital, it remains a very personal and producer-specific endeavor. This panel is all about the nitty gritty of how these influencers have attacked their own projects over the last 12 months.

LIVE BY THE TOUCH...

By some estimates, more than half of all digital content is now consumed via mobile devices. For platforms such as Instagram and Pinterest, that figure rises to more than 90 percent. Social media is the way audiences discover content as the feed becomes the new portal. That often means you have less than a second to capture your audience's attention before you're swiped away. This panel will explore how content creators and brands are adapting to a mobile first world, and how it changes the way stories are shaped and shared. Will audiences consume long form content on small screens, or only bite size snacks? What formats work best? How can mobile strengths such as geolocation and live broadcasting impact what messages are created, and when and where they're delivered? How can content be tailored across diverse platforms?

BETWEEN THE SHEETS...

In a world filled with so much discordant media noise, brands are now producing content across all formats in an effort to reengage familiar audiences and engage new ones. In this session, David Beebe, VP Global Creative + Content Marketing for Marriott International and its portfolio of 19 brands, discusses why Marriott is going all in as a media company. The company launched the Marriott Content Studio, which is partnering with the creative community to develop, produce and distribute digital, TV and film projects in all formats across all screens. The content is winning the hearts, minds and wallets of the next generation traveler, while the content also has turned the hotel conglomerate into a media business where agencies, producers and distributors fit into the mix.

BEHIND THE CURTAIN...

Ever wondered what's happening inside and behind the scenes of marketing? In this unique session, Pete Krainik, host of the digital series *Above the Clutter* and CEO of the CMO Club, will conduct a fireside style chat with four top CMOs who were featured in the series. In an age where content truly is king across all platforms, especially digital, this panel serves as a highly conversational approach to picking the brains of the industry's most elite CMOs. The unfettered, all access panel will feature candid moments with the CMOs discussing their respective brands' mission, and how video and original content has helped enhance their brand's mission and enabled them to create a sustainable, always-on relationship with the consumer.

WEDNESDAY

WHAT CREATORS WANT TO SAY...

The marriage of Madison & Vine is one of great promise—but also real tension. Creators are more willing than ever to develop stories for brands, and brands increasingly are turning to content to engage audiences. But the two sides don't always speak the same language or share the same goals. Both sides have a mandate to create compelling content. Along the way, they have to define the line between creative integrity and business objectives. This panel will feature content creators and brand marketers in a frank discussion about how they navigate the tensions that naturally exist in the creative process and how they can partner to forge new paths to success.

THE VALUE OF A VIEW...

What does success look like? It's perhaps the biggest question that exists for marketers in the content age. Is a digital video view the same as a TV impression? Does engagement translate to sales? Is a share worth more than a comment, a comment worth more than a like? Is that influencer asking a fair price? Marketers are investing more of their budgets in content marketing and A-list talent as traditional forms of advertising decline in effectiveness and efficiency. But many remain unsure of how to define the return on those investments. This panel explores how key content

marketers define success in the space, the tools and measurements being used to prove ROI and the challenges the industry needs to confront and to unlock the true potential of content marketing.

CAN MARKETING STRATEGY INSPIRE...

Brands are creating, publishing and distributing unprecedented amounts of content. But how creative, strategic and effective is this content? Not enough that consumers are willing to watch it voluntarily. So who will brands turn to for longer form storytelling creative? Madison Avenue? Hollywood? With a landscape that includes a more sophisticated consumer, new ad skipping technologies, commercial free programming, lower TV ratings, dwindling effectiveness of traditional advertising and a millennial not raised on interruptive advertising, brands know they need to lean in to video content. But the content channels are fast becoming beasts with big appetites. So how do brands learn to create with new rules? And how do producers learn to serve a new master marketing strategy?

AGENDA AT...

...A GLANCE

NATPE MIAMI 16

ALL SESSIONS AT EDEN ROC RESORT UNLESS OTHERWISE NOTED

TUESDAY, JANUARY 19

	OCEAN TOWER SALON 1B & 1C GAME CHANGERS	OCEAN TOWER SALON 2C PLATFORMS ACCELERATED 1 Track Sponsor: NIELSEN	OCEAN TOWER SALON 2A NATPE REALITY Track Sponsors: WE tv / CAA / PactUS Endemol Shine Group	OCEAN TOWER SALON 2B MASTERS OF MARKETING Track Sponsor: Reedeux Media	KEY BISCAYNE B ACCESS TO INSIGHT
9	9-9:10 am Opening Remarks: Andy Kaplan & Rod Perth 9:15-10 am Scripted State Of The Union: Will Creative Excellence Survive Tough Business Realities?				
10	10:15-10:45 am Keynote: Ocean McAdams, GoPro		10:30-11:15 am The Producers Speak: Reality Content & The New Digital Frontier	10-10:45 am Dawn Of The Day Of The Publisher	10:15-10:45 am Telemundo: The Evolution Of The Novelas Genre
11	11-11:30 am Top TV Station Groups: How to Stay Afloat in Turbulent Times	11-11:45 am Future-Proof Your Content: To 4K Or Not To 4K? That Is The Question SPONSORED BY Insight	11:30 am-12:15 pm Doing Business In Cable - The Process: Is It Working?	11-11:30 am Creativity Matters: A Conversation With Philip Thomas Of Cannes Lions	
12	11:45 am-12:30 pm Cracking the Mobile Code And Its Perceived Return On Investment	12-12:45 pm The Art Of Discovery SPONSORED BY SeaChange		11:45 am-12:30 pm Owned and Influenced: How Digital Influencers Today Are Powering And Building The Consumer Brands Of Tomorrow	
2			2-2:45 pm Insights From China's TV Market: Opportunities And Future SPONSORED BY CAA	2-2:45 pm Live By The Touch, Die By The Swipe: Creating Compelling Content For Mobile Audiences	2:30-3 pm Finding and Marrying Global Creative, Writing and Producing Talent With Big Ideas
3		2:45-3:30 pm Navigating The Wave Of New Video Platforms	3-4 pm If It's Broken, Let's Fix It: Global Trends In Formats	3-3:30 pm Between The Sheets Of The Marriott Content Studio	3:30-4 pm Novel Adaptations: A Booming Content Pipeline for Scripted Television
4	3:30-4:30 pm What's Real About Virtual Reality? Demystifying VR For Storytellers And Brands	3:45-4:30 pm The Numbers Don't Lie: Content Creation In A Data-Driven World	4:15-5 pm The Unscripted Glut: Is It The End... Or A New Beginning?	3:45-4:30 pm Behind The Curtain: GMO's Uncensored	
5	4:45-5:30 pm The Rise Of New OTT Platforms	4:45-5:15 pm Multi-platform Challenges: Senior Executives Discuss Their Approaches		4:45-5:15 pm Commercials Aren't Effective: New Ways For Programs To Make Money	

12:30-2 pm
TUESDAY, JANUARY 19 • EDEN ROC RESORT • MONA LISA BALLROOM
2016 NATPE REALITY BREAKTHROUGH AWARDS - hosted by Howie Mandel
Tickets required - please purchase at registration.

6-8 PM - OPENING NIGHT PARTY
@Fontainebleau Poolside
Sponsored by: YouNow, tubefilter, Insight, Cisneros

WEDNESDAY, JANUARY 20

	OCEAN TOWER SALON 1B & 1C STORYTELLERS AND THE SHAPING OF POP CULTURE	OCEAN TOWER SALON 2C PLATFORMS ACCELERATED 2 Track Sponsor: RENTRAK	OCEAN TOWER SALON 2A NATPE REALITY Track Sponsors: WE tv / CAA / PactUS Endemol Shine Group	OCEAN TOWER SALON 2B MASTERS OF MARKETING
		9-9:30 am News You Can Use: Meeting The Needs Of Today's Consumers	9-9:45 am Spanish Broadcasters (¡En Español!)	9-9:45 am What Creators Want To Say, What Brands Need To See
	10-10:45 am A Chat With Todd Chrisley And Kris Jenner	10:15-11 am Comedy In The Digital Age		
	11:30 am-12:15 pm A Chat With Michelle Ashford, Ilene Chaiken And Sarah Troom	11:30 am-12:15 pm Development In The Digital Age: Inside The New Era Of Writer's Rooms	10:45-11:30 am Rights, Deals And Negotiations SPONSORED BY PactUS	10:45-11:30 am The Value Of A View
			11:45 am-12:30 pm Music Rocks: How Artists Are Discovered and Gain Success in a Multiplatform World	
	2-2:45 pm A Chat With Quincy Jones And Norman Lear	2:45-3:15 pm The TV Landscape Is Healthier Than Ever	3-3:45 pm Multi-National Companies In A Multi-Platform World	
	3-3:30 pm A Chat With Steve Harvey	3:30-4:15 pm I Want What They're Having	4-4:45 pm Unscripted VS. Non-Fiction	3:45-4:30 pm Can A Marketing Strategy Inspire Mainstream Entertainment?
	4:15-5 pm A Chat With John Eisendrath, Howard Gordon And Graham Yost	4:30-5:15 pm Develop This! The Future Of Digital Influence On Film, Finance, Distribution And Creative		

5:30-8 PM - BRANDON TARTIKOFF LEGACY AWARD CELEBRATION
@FONTAINEBLEAU RESORT: GLIMMER BALLROOM 5, 6 & 7
Sponsored by: B&C/Multichannel, Epix, Viacom
Separate Ticket Required (Purchase at Registration)

THURSDAY, JANUARY 21

	OCEAN TOWER SALON 1B & 1C GLOBAL NAVIGATORS A	MONA LISA BALLROOM GLOBAL NAVIGATORS B	KEY BISCAYNE B TBD
		8:30-9:30 am The Revolution of TV Financing: New Sources and Players in the Funding Game	
		9:45-10:15 am International Keynote: Sophie Turner Laing	
	10:30-11:15 am Latin America TV Trends: Drama - From Novelas To Drama Series PRODUCED BY CAA	10:30-11 am A Conversation With Gary Davey	10:30-11 am Airtime Alternatives: Getting To Yes
	11:30 am-12:15 pm The Future Of Latin American Pay TV	11:15 am-12 pm The Dawn Of The International Procedural	11:30 am-12 pm Don't Blow It At Your Next Pitch Meeting
	12:30-1:15 pm Introducing Generation M: Latino Influencers On The Loose	12:15-1 pm The Role of Languages In International Co-Production	

Glitz & Glamour Sparkles at... ...NATPE's 2016 Welcoming Reception



SCENE & HEARD



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