



2015 Video Day Agenda

Thursday, July 16th from 12:00pm-5:00pm (*cocktails to follow*)

Time Inc., 1271 Avenue of the Americas, 8th Floor, NYC

12:00-12:15 Registration and Lunch

*Lunch sponsored by **Integral Ad Science***

12:15-12:30 Welcome and Introductions

Speaker: Jason Kint, CEO, DCN

12:30-1:00 How to get into the video business: building a content studio

Speaker: Marty Moe, President, Vox

Vox is aggressively pursuing a strategy of building creative video competencies in-house and have deeply explored looking at video from three different revenue channels: branded content, sponsored editorial, and pre-roll. Learn from Vox President Marty Moe about the organizational implications, the tension points between growing audience and satisfying advertiser demands, and how to make decisions on where to invest.

1:00-1:20 The Key Video Metric You're Missing: Attention

Speaker: Cortney Henseler, AOL Director of Consumer Analytics

Consumers are using multiple devices at once - taking attention away from brand messages. To quantify the impact distractions have on ad impact, AOL created an Attention Metric. Join this session to learn more about how it works and how it affects publishers.

1:20-1:50 TV Everywhere: It's What You Make of It

Speaker: Evan Silverman, SVP, Digital Media, A+E Networks

The TV industry's rollout of TV Everywhere has been slow and inconsistent, but don't make the mistake of painting all efforts with the same brush. Evan details A+E Networks' successes and learnings delivering video online, and through its authenticated apps on mobile and OTT.

1:50-2:15 Coffee Break / Refreshments

*Break Sponsored by **Teads***

2:15-3:00 Periscope: Hype or Value?

Panel: Mike Bucklin, ESPN Producer (moderator); Amy Odell, Editor, Cosmopolitan.com; Greg Gilderman, Head of Video Strategy, Weather.com

Hear and see how three different companies are learning about and using Periscope.

3:00-4:00 Breakout Discussion Groups

There is no need to sign up for the breakout discussion groups. Simply sit at the table with the topic you're most interested in and join the discussion with your fellow Video Day attendees!

Building a Video Content Studio • Video Attention Metrics • Fragmentation of Distribution Platforms • Periscope/Meerkat Implications • OTT: What's Working, What's Not • Video Monetization • Measurement Challenges for Video • Quality of Inventory • Video Viewability • Mobile Video

4:00-4:30 Video Distribution 2015: A highly fragmented race to the top

Speaker: Paul Marcum, Head of Global Digital Video, Bloomberg LP

Publishers and video producers have never before had more paths to ingest and distribute video. Bloomberg, which grew video UVs 337% from May 2014 to May 2015 to reach the [top position](#) in Global Business Video, will share the trends and players altering the landscape, how the company is shifting its operations in response, and why they are excited for the future.

4:30-5:00 Virtual Reality: What's Coming

Speaker: Scott Stein, Senior Editor, CNET

Scott has reviewed most all of the products and will give a comprehensive overview of the must-have gadgets and the most approachable angles for publishers: from immersive experiences to news.

5:00-6:00 Networking & Cocktail Reception

*Cocktails sponsored by **SpotXchange***



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