

AGENDA

Wednesday, November 28



3:00 pm Grand Ballroom (all sessions there)

Group assembles for networking and meeting

3:30 pm

Retreat Begins

Andy Plessner welcomes everyone to the Retreat with brief comments. Nicolle Pangis, CEO of NCC, and the event's lead sponsor says a few words of welcome to the group. **Ashley Swartz** gives overview of the content and sessions

3:45 – 5:15 pm

Section 1: Setting the Aperture for a Consumer-Centric TV Fireside Chats with Titans of TV

Nicolle Pangis, NCC w/ Ashley Swartz
Jesse Redniss/Turner w/ Ashley Swartz
Brett Hurwitz/OATH w/ Ashley Swartz
David Clark, Comcast w/ Adam Gerber

Kevin Arrix/DISH w/ Howard Shimmel
Laura Nelson/Disney w/ Howard Shimmel
Denise Colella, NBCU w/Howard Shimmel
Howard Shimmel w/ Matt Prohaska

5:15 – 5:45 pm

Puerto Rico Media Transformed by Hurricane Maria

Melissa Burgos, AT&T
Jose Cancela, Telemundo
Andres Claudio, Hearts & Science

Phil Cowdell, GroupM, Moderator
Freddie Hernandez, P&G

An update on the Children of Puerto Rico from Olga Ramos, president of the Boys & Girls Clubs of Puerto Rico

6:00 – 7:30 pm

Opening reception hosted by OATH

7:45pm

Welcoming dinner hosted by DISH (at El San Juan)



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Thursday, November 29



7:30 - 8:30

Networking Breakfast

8:30 - 8:45

It's Time to Make Omnichannel Buying a Reality

Joanna O'Connell/Forrester w/ Phil Cowdell

8:45 - 9:15

How is the sausage made? What is required to enable addressable at scale for linear TV providers?

Brad Danaher, Experian
Archie Gianunzio, Videa
Armine Khan, WideOrbit

Jim D'Antoni, DISH Media
Peter Dolchin, Google
Moderator: Ashley Swartz

9:15 - 9:45

**What is TV? What role do OTT platforms play in the linear TV ecosystem?
Is the future one audience, one price for video? (and an impression?)**

Neil Smith, Freewheel
Julie DeTraglia, Hulu
Anupam Gupta, 4C

Carol Hinnant, comScore
Mike Baker, dataxu
Moderator: Matt Prohaska

9:45 - 10:15

**How much friction remains for buyers of addressable?
What are we getting right, what remains simply too hard?**

Mike Bologna, Cadent
Adam Gerber, Essence
Mike Law, Dentsu Aegis

Jonathan Steuer, Omnicom
Craig Berkley, Liveramp
Moderator: Howard Shimmel

10:15 - 10:30

Break



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Thursday, November 29 *(continued)*



10:30 - 11:00

How much is too much? Ad load, optimal ratio of addressable and linear? Will linear TV ever go away completely?

Denise Colella, NBC (broadcaster)
Ethan Heftman, A+E
Danielle Seth, NCC

Howard Shimmel
Lisa Lutz, TIVO
Moderator: Joanna O'Connell

11:00 - 11:30

Reach Remains Fuel to the Fire

David Hohman, Nielsen
Laura Nelson, ABC Disney

Tony Yi, Amobee
Moderator: Ashley Swartz

11:30 - noon

TV's Millennials

Hardeep Bindra, Sizmek
Beth-Ann Eason, Innovid
Mark Gall, Alphonso

Frank Sinton, Beachfront
Moderator: Matt Prohaska

Noon - 1:30

Working Lunch (adjacent ballroom)

Afternoon, no scheduled activity.

1:45 - 4:00

Visiting with the Boys & Girls Club

[Visit to the Island's first charter school](#) which is operated by the Boys & Girls Club. Transportation provided from 1:45 – 4 p.m. To attend, please contact katy@beet.tv

6:30 PM on

Evening Activities

Transportation leaves hotel promptly at 6:30 for gala reception and dinner at the San Cristobal Fort in Old San Juan. Evening Includes charity auction for Boys & Girls Clubs. Post dinner party in Old San Juan with Google to follow, via a short walk from the Fort. Transportation will be provided back to the hotel after dinner for those wishing to return and later from the post party.





AGENDA

Friday, November 30

8:30 - 9:00

Data as a product

Phil Cowdell, GroupM
Jesse Redniss, Turner
Frans Vermeulen, TruOptik

Brian Kilmer, Ninth Decimal
Moderator: Ashley Swartz

9:00 - 9:30

The Big Gorilla in the Room: Privacy in TV's Future

Jodie McAfee, Inscape
Robert Bareuther, ispot.tv

Matt O'Grady, Nielsen Catalina
Moderator: Howard Shimmel

9:30 - 10:00

What is Programmatic TV in a Consumer-centric TV Era?

Brett Hurwitz/OATH
Marissa Jimenez, Modi
Noah Levine, Fox

Mike Law, Dentsu Aegis
Moderator: Matt Prohaska

10:00 - 10:15

Break

10:15 -10:45

What is ROI Across the Value Chain?

Vijay Konduru, Discover
Jay Prasad, VideoAmp
Brian Norris, NBCU

Jonathan Steuer, Omnicom
John Hctor, Data + Math
Moderator: Ashley Swartz

10:45- 11:15

Off the record group conversation

11:15 - noon

Informal networking and box lunch provided.

Event Concludes



Please Note Time Zone: Puerto Rico is one hour ahead of East Coast now, during standard time.
Event page with all speakers attendees: beet.tv/pr2018

