



Media and Entertainment Exchange Sessions

Wednesday, November 2, 10:45 am – 12:15 pm

Session 1: The Opportunity to Redefine Value and Success in Media and Entertainment

The industry has gone through more change in the past 10 years than in the previous 100 – and media and entertainment organizations face unprecedented challenges that require a focus beyond content, to new forms of product, revenue and business model innovation. Hear about the key ideas shaping this dynamic ecosystem and the future, and the opportunities facing an industry where connecting with the consumer and experimenting with new operating models has become of paramount importance.

Featured Speakers:



Steve Canepa
General Manager
Global Media and
Entertainment Industry
IBM



Adam Steinberg
Americas Media and
Entertainment Industry Leader
IBM



Jonathan Reichental
Chief Information Officer
O'Reilly Media



Ken Rona
Vice President of Audience Insights
and Ad Sales Partnerships
Turner Broadcasting

Wednesday, November 2, 3:30 pm – 5:15 pm

Session 2: Transforming Customer Relationships to Strengthen Revenues

Reaching customers in today's highly fragmented marketplace is increasingly difficult. With online research preceding the vast majority of offline purchases; increased competition for online share of wallet; and consumers trusting social media channels and each other more than your brand; what is the modern commerce company to do? Join this session to hear John Lovett, of Web Analytics Demystified and author of Social Media Metrics Secrets, describe the many facets of the circuitous customer journey. While illustrating the current behaviors and attitudes of digital savvy consumers, Lovett will also outline best practices for building relationships with customers in this new digitally enhanced environment. Lovett will be joined by a panel of expert practitioners who share their experiences and stories from the trenches about what's required to attract, convert and retain customers in the twenty-first century.

Featured Speaker:



John Lovett
Senior Partner & Principal Consultant
Web Analytics
Demystified



Thursday, November 3, 8:00 am – 9:15 am

Session 3: Speakers' Breakfast Exchange

Network with your industry peers over breakfast. This is a perfect opportunity to connect with speakers from the day before and engage in further dialogue. IBM senior Media and Entertainment industry executives will be available for deeper discussion and to answer any questions that you may have.

For those attendees in marketing leadership roles within their companies, there is a separate breakfast exchange focused exclusively on marketing leadership topics.

Featured Speakers:



Steve Canepa
General Manager
Global Media and
Entertainment Industry
IBM



Gregory Pizutti
Worldwide Sales Leader
Media and Entertainment
IBM



Mike Riddle
Executive Manager
Telecommunications and
Media Transformation
IBM



Adam Steinberg
Americas Media and
Entertainment Industry Leader
IBM

Thursday, November 3, 11:30 am – 12:30 pm

Session 4: Evolving the Business of Media

We are reaching an inflection point in the industry as we migrate to the connected customer era. Online connectivity, must-have new consumer devices, social networking, and search technologies bring a profound change in the way people discover and engage with content. The empowered customer requires a fundamental shift in the way media companies view themselves and their capabilities. Join us for this facilitated discussion and hear from industry leaders, academics and experts about how brands are beginning to leverage these differentiating capabilities to gain competitive advantage. Engage with these experts together with IBM executives in an interactive discussion on the industry's future and call to action.

Featured Speakers:



Steve Canepa
General Manager
Global Media and
Entertainment Industry
IBM



Adam Steinberg
Americas Media and
Entertainment Industry Leader
IBM



Professor Jonathan Taplin
Director
Annenberg Innovation Lab
University of Southern California