

Conference Programming at ARIA

SPACE HEADQUARTERS

WEDNESDAY, JAN. 4

Chief Digital Officer Brand Summit

ARIA, Level 1, Bristlecone 10

- 1-2 PM Emerging Platforms Spotlight: Artificial Intelligence + Virtual Reality
- 2:15-3:15 PM The Future of Content: Cross-Platinum Monetization
- 3:30-4:30 PM eMarketer's Geoff Ramsey + The Chairman's Interview

C Space Storytellers

ARIA, Level 1, Pinyon 4 Ballroom

- 2:30-3 PM Spotify
- 3:30-4 PM Nielsen

THURSDAY, JAN. 5

StoryTech Show Floor AM Briefings

sponsored by CANOE

8:30-9:15 AM

ARIA, Level 1, Pinyon 4 Ballroom

Chief Digital Officer Brand Summit

ARIA, Level 1, Bristlecone 10

- 9-10 AM CDX Master Class: Mastering Brand Innovation
- 10:15-11:15 AM Forrester CDO Roundtable: Mastering Digital Transformation
- 11:30 AM – 12:30 PM The CDX CMO Interview

C Space Storytellers

ARIA, Level 1, Pinyon 4 Ballroom

- 10:15-10:45 AM Google
- 11:30 AM-Noon Hulu and Live Nation
- 2:15-2:45 PM iCrossing, a Hearst Media Company
- 3:30-4 PM Verizon Digital Media Services

Virtual Reality: The Future is 360

presented by Consumer Technology Association

ARIA, Level 1, Bristlecone 10

- 1-2 PM Brand Marketers Leap into Virtual Reality
- 2:15-3:15 PM Expanded Horizons for Virtual Reality
- 3:30-4:30 PM Hollywood's Very Real Virtual Reality Push

FRIDAY, JAN. 6

ShellyPalmer Innovation Series Breakfast

presented by The Palmer Group

7:30-10 AM

ARIA, Level 1, Bristlecone 6

By invitation only

Marketing Reinvented

presented by MediaLink

ARIA, Level 1, Bristlecone 10

- 9-10 AM Stories in Motion: the Content Commute
- 10:15-11:15 AM Modern Marketing: Digital Hieroglyphics
- 11:30 AM-12:30 PM Marketing in the Moments that Matter

StoryTech Show Floor AM Briefings

sponsored by CANOE

9:30-10 AM

ARIA, Level 1, Pinyon 4 Ballroom

C Space Storytellers

ARIA, Level 1, Pinyon 4 Ballroom

- 10:15-10:45 AM Turner
- 11:30 AM-Noon Facebook
- 1-1:30 PM BBC Earth
- 2:15-2:45 PM Twitter

Entertainment Summit

presented by Variety

ARIA, Level 1, Bristlecone 10

- 1-1:30 PM Headliner Conversation with Shaquille O'Neal and David Levy, President, Turner
- 1:30-2:10 PM The State of Peak MultiPlatform
- 2:10-2:30 PM Engineering the Customer Outcome
- 2:30-3 PM Headliner Conversation with Nielsen
- 3-3:40 PM The Connected Playground: To Infinity and Beyond
- 3:40-3:55 PM Headliner Conversation with Shahrzad Rafati, BroadbandTV
- 3:55-4:10 PM Headliner Conversation with WWE's Chief Marketing & Revenue Officer
- 4:10-4:20 PM Love at First Sight on Social
- 4:20-5 PM Titans of Video Engagement
- 5-5:15 PM Best 2017 Tech Trends with Aisha Tyler
- 5:15-5:30 PM Headliner Conversation with Alexis Ohanian, Reddit

Additional Events and Conference Programming

WEDNESDAY, JAN. 4

Digital Hollywood

LVCC, North Hall, N264 and N262

- 9-10 AM Binge TV – Internet TV, Media and the Hollywood Connection
- 9-10 AM Audience Intelligence, AI, Analytics and Advertising
- 10:15-11:15 AM Multi-Screen Strategies for InternetTV – Technology and Content
- 10:15-11:15 AM VR-AR ThinkTank: Top Technology and Entertainment Companies
- 11:30 AM-12:30 PM Streaming: The Video Phenomenon of Everything
- 11:30 AM-12:30 PM Hollywood and Media: Platforms and Brands
- 1-2 PM Transforming Contextual Advertising and Media Platform Relationships
- 1-2 PM Pokemon GO – The Phenomenon of AR Gets Real
- 2:15-3:15 PM Virtual Reality Transforms Media – TV, Movies and News
- 2:15-3:15 PM Programmatic Buying and Targeting: Cross-Platform Advertising
- 3:30-4:30 PM YouTube: Unlocking the Power of Programming
- 3:30-4:30 PM Social Media, Viral Campaigns and Advertising

C Space Opening Reception

presented by The Weather Company and Nielsen

4-7 PM

ARIA, Level 1, Herringbone

MediaLink CES Kick-Off Party

8 PM-12 AM

Encore, XS Nightclub

By invitation only

Mobile Munches: “Late Night Eats” with Watson + Weather

11 PM-2 AM

Mandarin Oriental Las Vegas – Front Drive

THURSDAY, JAN. 5

Digital Hollywood

LVCC, North Hall, N262

- 9-10 AM Internet TV, The Disruption: Programming Everywhere
- 10:15 -11:15 AM The Future of TVL From Primetime to MultiPlatforms
- 11:30 AM-12:30 PM Understanding the Video Value Proposition
- 1-2 PM Hollywood and the Digital Consumer: The Entertainment Experience
- 2:15-3:15 PM Venture Funding, Investment and Mergers
- 3:30-4:30 PM Leveraging Content and Celebrity for Cross-Platform Success

Sports Business Innovation

presented by Turner Sports

Sands, Level 2, Hall D, Booth #45045

- 9-9:45 AM The New Era of League Innovation
- 9:45-10:30 AM Life Off the Court
- 10:30-11:15 AM Evolution of Consumer Engagement
- 11:15 AM-Noon eSports

C Space Keynote

presented by MediaLink

10:30 -11:30 AM

Westgate, Westgate Theater

Featuring Barry Diller, Chairman and Senior Executive, IAC and Expedia, and Michael Kassan, Chairman and CEO, MediaLink

Go Behind the Scenes with Microsoft Surface

Noon-2 PM

ARIA, Level 1, Bristlecone 6

Session and Lunch, *RSVP required*

Mobile Munches: “Late Night Eats” with Watson + Weather

11 PM-2 AM

Mandarin Oriental Las Vegas – Front Drive

Additional Events and Conference Programming

FRIDAY, JAN. 6

Content and Entertainment

presented by Consumer Technology Association
LVCC, North Hall, N259

- 9-10 AM The Continuing Rise of Short Form Video
- 10:15-11:15 AM What's Next for 4K UHD TV?
- 1-2 PM The Reality of Virtual Reality
- 2:15-3:15 PM Augmented Reality (AR): Gaming's Next Level
- 3:30-4:30 PM Successful Ways Brands Are Marketing to Women

Digital Hollywood

LVCC, North Hall, N262

- 9-10 AM Branded Media Marketing across Platforms
- 10:15-11:15 AM Programming the New "OVN's" (Online Video Networks)
- 11:30 AM-12:30 PM Ultimate TV: The OTT Multiscreen Experience
- 1-2 PM The Future of Brand Partnerships
- 2:15-3:15 PM The Next Generation of OTT
- 3:30-4:30 PM Facebook, Instagram, Snapchat, Twitter = Social Media Transformation

Sports Business Innovation

presented by Turner Sports
Sands, Level 2, Hall D, Booth #45045

- 9:30-10:15 AM Targeting and Engaging the Next Generation of Fans
- 10:15-11 AM Data Analytics and Sports Performance
- 11-11:45 AM Future of Sports Content
- 11:45 AM-12:30 PM Going Deeper with the Consumer
- 12:30-1:15 PM Tech Investing in Sports

Signature Luncheon

presented by WICT

11:30 AM -1 PM

ARIA, Level 1, Bristlecone 6

Ticket Required

C Space Party

presented by JEWEL Nightclub

10 PM-1 AM

ARIA, JEWEL Nightclub

SATURDAY, JAN. 7

Sports Business Innovation, presented by Turner Sports
Sands, Level 2, Hall D, Booth #45045

- 10-10:45 AM Technology in Sports and Fan Accessibility
- 10:45-11:30 AM Venture of the Future
- 11:30 AM -12:15 PM Disruption and Innovation in Sport

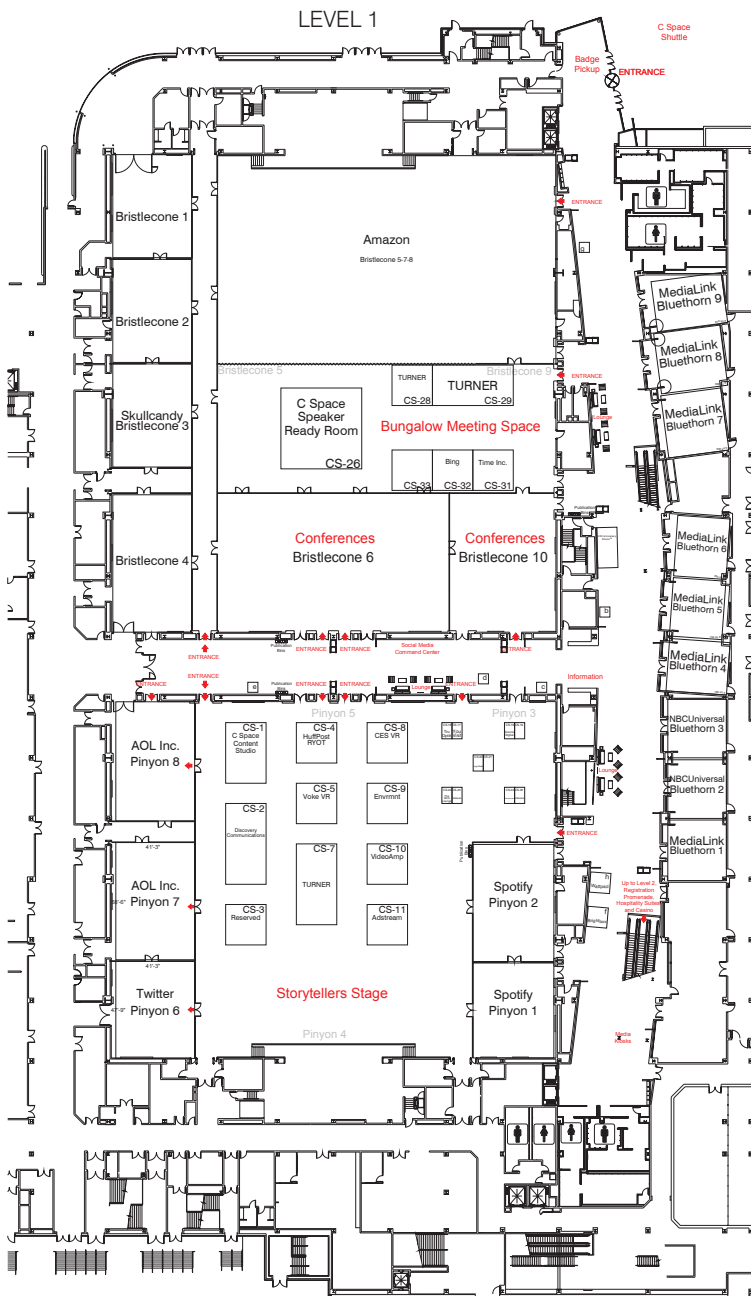
Technology and Engineering Emmy® Awards

presented by The National Academy of Television Arts & Sciences

6:30 PM

Bellagio, Monet Ballroom

ARIA, Level 1, C Space Exhibits and Conference Sessions



Hours for Conference Sessions at ARIA

Wednesday, Jan. 4 1-5 PM
 Thursday, Jan. 5 9 AM-5 PM
 Friday, Jan. 6 9 AM-5 PM

TRANSPORTATION

The shuttle runs every 15 minutes and will arrive and depart from ARIA, Level 1 Convention Space, adjacent to the Bristlecone Ballroom.

LVCC Boarding: Grand Lobby patio

Sands/Venetian boarding:
 Venetian underground bus area

Operating Hours

- Thursday, Jan. 5, and Friday, Jan. 6: 8 AM-5:30 PM
- Saturday, Jan. 7: 8 AM-2:30 PM

HOURS FOR C SPACE EXHIBITS* ARIA, PINYON BALLROOM

Hours for C Space Exhibits*
 ARIA, Pinyon Ballroom

Wednesday, Jan. 4 2-5 PM
 Thursday, Jan. 5 10 AM-5 PM
 Friday, Jan. 6 10 AM-5 PM
 Saturday, Jan. 7 10 AM-2 PM

*Please check with individual C Space participants for open hours outside of this schedule.