

2017 | STATE OF THE ENTERTAINMENT INDUSTRY CONFERENCE



Kevin de León



Mitch O'Farrell



Vin Di Bona



Amy Lemisch



Kevin James



Steve Levitan



David Wells



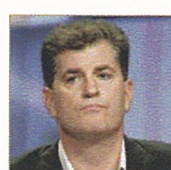
Erin McPherson



Eric Berger



Rachel Webber



Jim Whitaker



Howard E. King



Andrew Wallenstein



Debra Birnbaum



Andrew Barker



Phillip Sokoloski



Susanne Ault



Kristin Cavanaugh

PROGRAM

8:30 a.m. Registration and Networking
Continental Breakfast

9:15 a.m. Welcome from Conference Co-chairs
Susanne Ault, *Variety*
Kristin Cavanaugh, Sony Pictures Entertainment

Emcee **Vin Di Bona**
Vin Di Bona Productions and FishBowl Worldwide Media

Greetings from the City of L.A.
Councilmember **Mitch O'Farrell**, 13th District

KEYNOTE REMARKS

9:35 a.m.

Kevin de León, President Pro Tempore, California State Senate

PANEL

9:55 a.m.

The State of the Stream

Today's entertainment-on-demand loving audience has quickly built a complex streaming economy, with a new group of media power players calling the shots. Business strategies vary across subscription and ad-supported models. User-generated content mixes with increasingly premium offerings across platforms. In a crowded field, the streaming elite debate what comes next for this industry.

Moderator: **Andrew Wallenstein**, Co-Editor in Chief, *Variety*

Panelists: **Eric Berger**, Chief Digital Officer at Sony Pictures Television Networks; GM, Crackle
Erin McPherson, Head of Content Strategy, Acquisition and Programming, Verizon
Rachel Webber, EVP, Digital Product, National Geographic
David Wells, CFO, Netflix

SPOTLIGHT CONVERSATION

10:40 a.m.

This spotlight conversation will explore opportunities and challenges for today's artists who are looking to succeed in a rapidly changing music industry.

Howard E. King, Managing Partner; King, Holmes, Paterno & Soriano, LLP
Andrew Barker, Senior Features Writer, *Variety*

10:55 a.m. BREAK

SPECIAL REPORT

11:10 a.m.

Inaugural FilmL.A. Soundstage Production Report

Philip Sokoloski, VP, Integrated Communications, FilmL.A., Inc.

SPOTLIGHT CONVERSATION

11:20 a.m.

The Benefits of the California Film Tax Credit

Amy Lemisch, Executive Director, California Film Commission
Jim Whitaker, Producer, and Chairman, Whitaker Entertainment

12 noon LUNCHEON

GREETINGS

Kevin James, Director & Chief Liaison, Mayor's Office of Film and Television Production
Donelle Dadigan, President/Founder, Hollywood Museum/Max Factor Building

Presentation of Commitment to California Award

Presentation by **Susanne Ault** and **Kristin Cavanaugh**
Honoree: **Steve Levitan**, Co-creator, Executive Producer, *Modern Family*
Interviewed by: **Debra Birnbaum**, Executive Editor, TV, *Variety*

1 p.m. Adjourn