

Tuesday, March 1, 2016

8:00 - 10:00 pm	Cocktail Reception for Early Arrivals: 8 to 10 p.m. Sheraton Ft. Lauderdale Airport Hotel
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Wednesday, March 2, 2016

Sheraton Ft. Lauderdale Airport Hotel

11:30 - 1:00 pm	Sheraton Ft. Lauderdale Airport Hotel Opening Luncheon Luncheon Keynote: Jeremy Legg, Chief Technology Officer, Turner Broadcasting System, Inc
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1:00 - 1:55 pm	Session 1: Millennial Workflows: The secret tech sauce for attracting the elusive 18-34 set. <i>As programmers struggle to attract the next generation of viewers, they are increasingly realizing that they need next-generation technologies to provide the programming and content millennials crave. This panel will look at how stations and networks can better attract younger viewers by streamlining workflows and implementing new technologies to easily deliver more content to mobile, social and digital platforms.</i>
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2:00 - 2:55 pm	Session 2: Election Tech: New technologies for winning the 2016 election coverage race
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	<i>In the run-up to the 2016 elections this panel will explore the latest developments in graphics, newsroom systems, editing, live streaming, ENG, cameras, clip production, video walls, touch screens, virtual reality, data analytics, storage and other technologies that can help produce landslide ratings.</i>
3:00 - 3:30 pm	REFRESHMENTS & NETWORKING
3:30 - 4:00 pm	BOARDROOM PRESENTATIONS
4:00 - 4:30 pm	BOARDROOM PRESENTATIONS
4:30 - 5:30 pm	<p>Session 3:</p> <p>IP and Cloud Tech 2.0: Turning the hype into reality</p> <p><i>IP video and cloud-based technologies are hot topics but there are still a number of hurdles facing stations and networks as they embrace these technologies. This panel will look at the most recent improvements in these technologies; the progress being made on standardizing how they are approached; and some of the challenges that still remain.</i></p>
5:45 - 6:45 pm	COCKTAILS & NETWORKING
7:00 pm	<p>Dinner Event</p> <p>DINNER KEYNOTE: Marc DeBevoise, EVP/GM of CBS Digital Media, CBS Interactive</p>

Thursday, March 3, 2016

Sheraton Ft. Lauderdale Airport Hotel

7:00 - 8:30 am	BREAKFAST EVENT
7:30 - 8:25 am	<p>BREAKFAST PANEL DISCUSSION – SESSION 4</p> <p>Software as a Service: SaaS Realities and Challenges</p> <p><i>Software and cloud-based technologies promise to provide much more flexible infrastructures that would allow companies to quickly respond to new market developments. This panel will look at the issues involved in deploying these services and how they impact existing workflows, hardware, staff, product development and operations.</i></p>
8:30 - 9:25 am	<p>Session 5:</p> <p>Sports Tech: Winning the live TV game with new technologies</p> <p><i>With sports rights and sports audiences at record levels, live sports technologies are more important than ever. This panel will explore newer technologies for streamlining live sports production workflows, replay systems, remote production, graphics and digital delivery and archives.</i></p>
9:30 - 10:00 am	Boardroom Presentations
10:00 - 10:30 am	Boardroom Presentations
10:30 - 11:00 am	REFRESHMENTS & NETWORKING
11:00 - 11:55 am	<p>Session 6:</p> <p>CTO Strategies: Building for the future</p> <p><i>Top engineers and technologists discuss key tech topics facing the industry,</i></p>

	<i>from spectrum and ATSC to the transition to IP and cloud-based infrastructures. What technologies will they be exploring at NAB 2016 and beyond?</i>
11:55 - 2:00 pm	LUNCHEON EVENT LUNCHEON KEYNOTE: Louis Gump, CEO, NewsON
2:00 pm	Adjourn

* Agenda Subject to Change