



MEDIA ALERT

PwC US at Variety's Entertainment Summit at CES 2015

Two Panel Sessions on Jan. 7: "The Future of MultiPlatform Entertainment" "Dollars and Sense: The Business of Digital Entertainment"

LAS VEGAS, NV – January 6, 2014 – [PwC's entertainment, media & communications \(EMC\) practice](#) is participating in [Variety's Entertainment Summit](#), taking place during the [2015 International Consumer Electronics Show \(CES\)](#), sharing insights on the top digital trends and issues impacting media and entertainment today.

Joe Atkinson, U.S. advisory leader for PwC EMC, will moderate the session on "**The Future of MultiPlatform Entertainment**," and Chris Vollmer, partner for Strategy&'s [global media and entertainment practice](#), will lead a panel of top entertainment industry executives on "**Dollars and Sense: The Business of Digital Entertainment**."

["The Future of MultiPlatform Entertainment"](#)

Wednesday, January 7 • 1:00 – 1:45 p.m. PT • North Hall, Room N258, Las Vegas Convention Center

Networks have shaken up the traditional distribution model to offer content across numerous platforms and devices, making TV everywhere, on-demand, all-the-time a reality. But, these new multiplatform options bring questions on how programming, distribution and advertising will need to change to adapt. Joe Atkinson leads a group of top entertainment and content chiefs in a discussion on evaluating different digital and traditional platforms, integrating over-the-top options for audiences and optimizing monetization strategies to remain successful.

- *Moderator:* Joe Atkinson, U.S. Advisory EMC Leader, PwC
- Christina Miller, President and General Manager, Cartoon Network – Adult Swim – Boomerang
- Sam Register, President Animation and Digital, Warner Bros.
- Patrick Moran, Head of ABC Studios
- Beatrice Springborn, Head of Originals, Hulu
- Dan Goman, Founder and President, OWNZONES
- Darcy Antonellis, Chief Executive Officer, Vubiquity

["Dollars and Sense: The Business of Digital Entertainment"](#)

Wednesday, January 7 • 3:30 – 4:15 p.m. PT • North Hall, Room N258, Las Vegas Convention Center

Fast-rising digital and interactive players have attracted the attention of established companies looking to invest or outright acquire these assets. Led by Chris Vollmer, a panel of the top digital entertainment leaders discusses the impact of digital on the future media industry and the new business models emerging in today's evolving media and entertainment landscape.

- *Moderator:* Chris Vollmer, Partner, Strategy&
- Kay Madati, Chief Digital Officer, BET Networks

- Courtney Holt, Chief Strategy Officer, Maker Studios
- Spencer Baim, Chief Strategic Officer, VICE Media
- Sam Landman, Principal, Comcast Ventures
- Shahrzad Rafati, Founder and CEO, BroadbandTV Corp
- Scott Schiller, Executive Vice President, Digital Advertising Sales, NBCUniversal

CES will be held January 6-9, 2015. It will take place at the Las Vegas Convention Center in Las Vegas, Nevada. For complete information, visit <http://www.cesweb.org/>. Learn more about PwC by following us online: [@PwC_Entcomm](#), [LinkedIn](#), [Facebook](#), [Instagram](#), [YouTube](#) and [Google +](#).

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