OTT is the future of television, and this summit is a deep dive into how broadcasters, cable and satellite operators, MVPDs, vMPVDs, and content rightsholders can unlock the value of OTT and TV Everywhere. Because business and technology factors work hand in hand to create a successful OTT service, we’ll look at the entire OTT ecosystem to provide a thorough understanding of the opportunities and challenges that lie ahead. We’ll also unveil fresh OTT research to give you actionable data and help you thrive in this increasingly competitive market.

Possible topics covered include the following:

- OTT is the New TV
- The Future of OTT Monetization
- Maximizing Reach With Syndication
- Making Search and Discovery Work for Your Viewers
- Pay TV and OTT: Frenemies?
- Realizing the Promise of Targeted Advertising
- The Future of the Skinny Bundle
- Reaching Viewers on Multiple Platforms and Devices
- Measuring the Success of Multiplatform Delivery
- Working Toward Broadcast Economics & Quality at Scale
- Building a Successful Owned-and-Operated OTT Service
- Leveraging the Cloud for OTT Success
- The Future of Video Delivery Architecture
- Ensuring Quality of Service and Quality of Experience

PLATINUM SPONSORSHIP $4,995
(Limited to four)

BENEFITS INCLUDE:

- Speaking opportunity includes a 30-minute presentation or case study (if signed contract is received by 8/17/18); must be relevant to the conference program; content must be instructional and informative and is subject to review. Scheduling of the presentation is at the discretion of the conference chair.
- Four complimentary OTT Leadership Summit conference passes for your staff
- Special discount VIP registration offer for your customers and prospects
- Floor standing banner in conference area (banner to be supplied by sponsor)
- Logo on applicable preshow and on-site conference materials
- Full-page, 4-color ad in the on-site conference agenda
- Literature on display table in conference area
- Full attendee list after event (postal addresses only; does not include email or phone)

GOLD SPONSORSHIP $2,495

BENEFITS INCLUDE:

- Two complimentary OTT Leadership Summit conference passes for your staff
- Special discount VIP registration offer for your customers and prospects
- Logo on applicable preshow and on-site conference materials
- Literature on display table in conference area
- Full attendee list after event (postal addresses only; does not include email or phone)