

march 3-4, 2015
los angeles convention center

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SOCIAL ENTERTAINMENT: THE NEXT GENERATION OF MEDIA

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ZAZOOM
MEDIA GROUP

TODAY'S PANEL

- **Ian Aaron**, CEO - MemeTV
- **Juan Bruce**, Co-Founder and CEO – Epoxy
- **Steven Oh**, Chief Operating Officer, TYT Network
- **Evan Weiss**, SVP Strategic Alliances, Collective Digital Studio
- **Steve Bradbury**, Chief Operating Officer, Zazoom Media Group

TODAY'S FORMAT

Agree or Disagree?



AGREE OR DISAGREE?

1. A viewer is a viewer is a viewer, platform notwithstanding.



AGREE OR DISAGREE?

2. A platform is a platform is a platform, social footprint notwithstanding.



AGREE OR DISAGREE?

3. Real time viewing → Time shifted viewing → Binge viewing → ???



AGREE OR DISAGREE?

4. YT reaches teens while TV reaches an older demo. Mobile apps best serve 20's and 30's.



AGREE OR DISAGREE?

5. As the universe of video expands exponentially, social discovery has become the single greatest challenge to monetary success.



AGREE OR DISAGREE?

6. Within 3 years, Facebook (or ???) will become more important than YouTube to content owners (and/or advertisers) as the video platform of choice.



AGREE OR DISAGREE?

7. Augmented Reality is poised to have a material impact on the social aspects of video consumption.



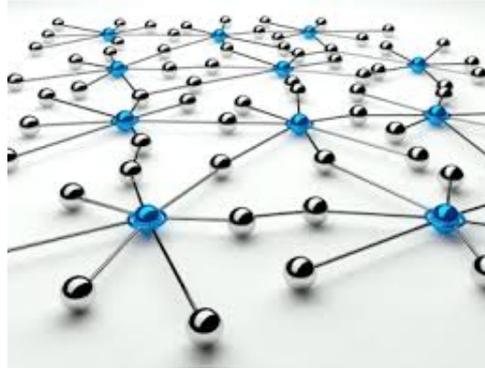
AGREE OR DISAGREE?

8. Socially engaging OTT services like Sling, CBS, WWE and HBO are the future. MSOs are not.



AGREE OR DISAGREE?

9. Content and MCNs are King.



AGREE OR DISAGREE?

10. Watching video is a means to the end of engaging with others about the content.

WATCH THIS
VIDEO NOW



AGREE OR DISAGREE?

11. The companion app is more of a distraction than a companion.



AGREE OR DISAGREE?

12. What goes around comes around: 1950's style brand sponsorships are coming back.



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**THANK YOU, GRACIAS, MERCI, GRAZIE, ZIKOMO
(MALAWI), TAKK (FAROESE), DOMO ARIGATO, XIE XIE
(MANCHURIAN), KA PAI (MAORI)**

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