

PROGRAM OVERVIEW

THURSDAY, DECEMBER 1, 2022							
8:00 a.m.	BREAKFAST						
9:00 a.m.	Opening Plenary: Public Media 3.0						
	9:00 a.m.: Welcoming Remarks – Marc Hand, PMVG; David Stoller, Google; Leo Martinez, PMVG Board Chair; Michael Isip, KQED						
	9:10 a.m.: NextGen Transition’s Impact and Value to Public Media – Skip Pizzi, PMVG						
	9:15 a.m.: PTV Perspective – Neal Shapiro, WNET/Thirteen						
	9:20 a.m.: Mission-Focused Investing in Support of For-Profit & Nonprofit Initiatives – Suz Mac Cormac, Morrison Foerster						
	9:30 a.m.: Google Cloud – Anil Jain, Google Cloud						
10:15 a.m.	Break						
10:45 a.m.	<table border="1"> <tr> <td>CEO Breakout 1: Emerging Technologies and Trends for Public TV</td> <td>CTO Breakout 1: Alternate Transition Models and Workflows for NextGen</td> </tr> <tr> <td>10:45 a.m.: The Emerging Marketplace - Bill Hague, Magid</td> <td>10:45 a.m.: Public TV Station Transition Options: Lighthouse, Dance Partner or LPTV – Skip Pizzi and Vinnie Curren, PMVG; Mark Hunt, NBCU</td> </tr> <tr> <td>11:10 a.m.: Use Cases Panel – Erik Langner, IEI; Hind Wildman, WNET; Tim Carroll, Dolby; John Hane, BitPath</td> <td>11:15 a.m.: The WNET/WLIW Model for ATSC 1.0/3.0 Signal Flow – Frank Graybill, WNET</td> </tr> </table>	CEO Breakout 1: Emerging Technologies and Trends for Public TV	CTO Breakout 1: Alternate Transition Models and Workflows for NextGen	10:45 a.m.: The Emerging Marketplace - Bill Hague, Magid	10:45 a.m.: Public TV Station Transition Options: Lighthouse, Dance Partner or LPTV – Skip Pizzi and Vinnie Curren, PMVG; Mark Hunt, NBCU	11:10 a.m.: Use Cases Panel – Erik Langner, IEI; Hind Wildman, WNET; Tim Carroll, Dolby; John Hane, BitPath	11:15 a.m.: The WNET/WLIW Model for ATSC 1.0/3.0 Signal Flow – Frank Graybill, WNET
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12:00 p.m.	LUNCH						
1:00 p.m.	Keynote: Why Public TV is an Essential Part of NextGen – Madeleine Noland, ATSC						
1:20 p.m.	Plenary 2: Going Mobile: Status of the Mobile Data Marketplace – Roger Lanctot, Strategy Analytics						
2:20 p.m.	Break						
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3:30 p.m.	Break						
3:45 p.m.	Plenary 3: What Makes NextGen TV Different? (And How Can Public TV Best Put It to Use?)						
	3:45 p.m.: Introduction – Vinnie Curren, PMVG						
	3:50 p.m.: Hybrid Services – Imran Maskatia, Evoca						
	4:10 p.m.: Interactivity – Mark Simpson & Mark Corl, Triveni Digital						
4:30 p.m.	Networking Happy Hour, Hosted by Google						
5:30 p.m.	Adjourn						
6:30 p.m.	DINNER, Hosted by PMVG (One Market Restaurant)						

FRIDAY, DECEMBER 2, 2022							
8:00 a.m.	BREAKFAST						
9:00 a.m.	Plenary 4: Innovative Approaches to Supporting News						
	9:00 a.m.: Overview & Welcome Back – David Stoller, Google						
	9:05 a.m.: Google News Initiative Update – Olivia Ma, Google News						
	9:20 a.m.: National Trust for Local News Fireside Chat – Elizabeth Hansen Shapiro in conversation with Chrissy Towle, Google News Partnerships						
	9:55 a.m.: PBS NewsHour Student Reporting Labs - Ashley Edwards, Google; Leah Clapman, PBS NewsHour						
	10:10 a.m.: YouTube and News - Ezra Brettler, YouTube News						
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11:45 a.m.	Closing Plenary: What Have We Learned? - Marc Hand, PMVG; David Stoller, Google						
12:30 p.m.	Adjourn, LUNCH & Optional KQED Tour						