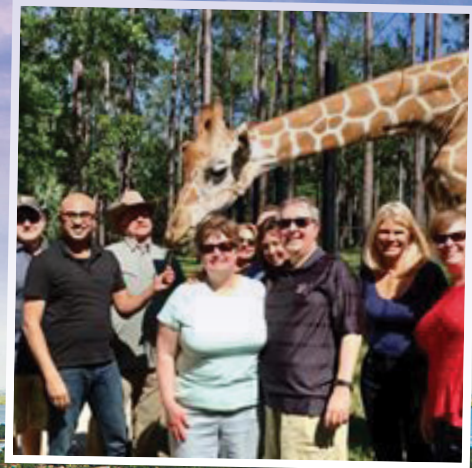


**Cablefax**

# Leaders Retreat

**April 29-30, 2019**

**Ocean Reef Club, Key Largo**



The Cablefax Leaders Retreat fosters off-the-record discussions that simply can't be had anywhere else.

**But don't just take our word for it...**

**[www.cablefax.com/event/CLR19](http://www.cablefax.com/event/CLR19)**



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# Cablefax Leaders Retreat

## April 29-30, 2019

### Ocean Reef Club, Key Largo

The Cablefax Leaders Retreat is a private, high-level, off-the-record event scheduled for April 29-30 at Key Largo's incredible Ocean Reef Club.

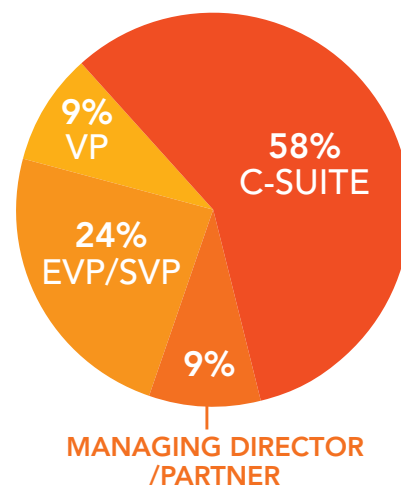
It's the one event this year where you'll be immersed in peer-to-peer conversations tackling the topics you care about most in a comfortable setting—and on a schedule that allows for networking and breaks so you come back to the office refreshed and invigorated by the future of your business.

## How is the Cablefax Leaders Retreat Different from Other Industry Events?

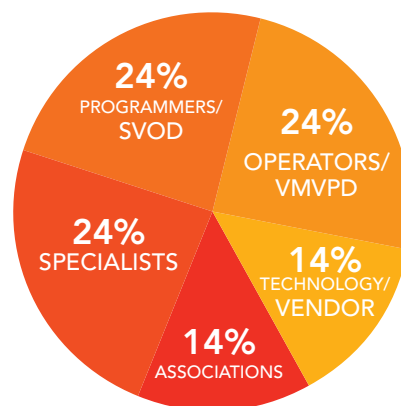
- Everyone will be a full participant in a series of interactive discussions among peers, carefully curated for the people in the room.
- Topics include technology, regulation, competition and the future of the content and broadband business—but the specific areas of focus will depend on our participants.
- The Leaders Retreat format enables us to pack more information into a curated hour-and-a-half interactive discussion than most venues could impart in an entire afternoon.
- More time for excursions and networking time, so all of our participants can pow wow individually and in smaller groups in a more unstructured environment.
- Share innovative ideas and take part in the kind of creative collaboration that can make a real difference for your company, as well as your personal career.

**Seats at the Retreat are extremely limited. Register before it's too late, and join the elite group of SVP, EVP and C-Level executives already booked to attend this incredible getaway.**

### 2018 PARTICIPANTS BY TITLE



### 2018 PARTICIPATING COMPANY TYPES



Register at [www.cablefax.com/event/CLR19](http://www.cablefax.com/event/CLR19)



Visit: [www.cablefax.com/event/CLR19](http://www.cablefax.com/event/CLR19)

## Mingle and Brainstorm with Executives Facing Similar Challenges, Hurdles and Expectations. But Don't Just Take Our Word For It...

### TESTIMONIALS FROM 2018 PARTICIPANTS



**DANE SNOWDEN**  
COO | **NCTA**

Found the Retreat to be a good and strategic use of time and look forward to the next one.

**LORI LEBAS**

SVP, Affiliate Partnership Development & Operations | **The Walt Disney Company / ESPN**

Beautiful venue for an important conversation on the state of our industry.

**JIM GLEASON**

CEO | **Vast Broadband**

The Cablefax Retreat was a great way to hear a wide variety of opinions on industry issues and challenges. I was really impressed with the people who attended as well as the topics of discussion. I definitely had good takeaways from the meeting.

**DAVE SHULL**

CEO | **The Weather Channels**

The Cablefax event was unique — a beautiful, low-key event where I was able to have honest, interesting conversations with peers in the industry. This is a type of event that has been sorely missing in the cable world.

**BETH MAIN**

SVP, Domestic Network Distribution | **HBO**

A unique gathering of contributors, within and around the industry. Presented a great opportunity to pause and look up — and made for an invigorating exchange.

**PAUL GLIST**

Partner | **Davis Wright Tremaine**

Cablefax has succeeded in creating a unique forum for leaders in the cable, OTT and programming industry to candidly discuss the industry's future and the technology, business, investment, marketing, programming, and political paths to take us there.

**RICH FICKLE**

President | **NCTC**

Great forum to help improve the collaboration in the industry, understanding differences, making it better. It provided me with several great ideas and created new relationships that will be highly valued. The venue and vibe were terrific.

**MARCI RYVICKER**

Managing Director | **Wolfe Research**

The 2018 CableFax retreat was an intimate and unique experience that brought a variety of constituents together to air their views as well as brainstorm on how best to tackle the various challenges and issues facing the television ecosystem. Meeting and talking to people of all levels in such an open and relaxed environment was absolutely invaluable to me. I look forward to the next retreat!

**JEFF WEBER**

CEO | **Zone.TV**

The Leaders Retreat was very valuable for me — a great group of senior leaders that could mix and debate in a safe, relaxed environment. Looking forward to next year!

**MARK GREENBERG**

President & CEO | **MSGCI**

The inaugural Cablefax Leaders Retreat was an incredible event. An amazing opportunity to meet with industry leaders to discuss the issues and opportunities for our industry. The cross-section of people from the many companies that were represented allowed for a deep conversation that reflected multiple perspectives. I was great to see that everyone was trying to find a way to build our respective businesses together and grow our industry.





# AGENDA

## April 28, 2019

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### 5:00 – 7:00 p.m. | WELCOME RECEPTION

We invite all participants to join us for a beachside evening cocktail reception. Whether you're reconnecting with old friends or meeting someone new, this meet-and-greet before the discussions begin in earnest the next morning will prime your brain for a productive two days.

## April 29, 2019 – DAY ONE

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### 8:30 – 10:30 a.m. | Let's Get It Started: Leadership Amid Consolidation & Audience Fragmentation

In this welcome session, we'll set the stage for two days of game-changing discussions vital to the future of the business.

Amid this era of consolidation, we'll share strategies to maintain one-on-one consumer connections we'll discuss how to wow consumers, innovate in an increasingly chaotic arena and inspire creativity at all levels.

To kick things off, we'll turn to **Comcast Corporation's David L. Cohen**, who will discuss cable's role in the community and how a commitment to localism can help operators big and small shine. Cohen will discuss how Comcast initiatives, such as Internet Essentials and Comcast Cares Day serve overall business goals as they expand local relationships and customer bonds.

Then we'll open it up to the room to share battle stories (and scars) as we debate solutions and strategies and discuss how to organize the corporate culture to compete and partner with content distribution "frenemies." And where can content owners and distributors work together to better serve consumers.

This discussion will segue to **CTAM's Vicki Lins**, who will share exclusive data on how CTAM's Connected Consumer initiatives shed new light on how the industry brands and portrays itself in the media and across its marketing matrix. As part of the ensuing discussion, participants will discuss the best ways for all sides of the industry to work together toward common goals.

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### 10:30 – Noon | Morning Break and Welcome Brunch

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### Noon – 1:30 p.m. | Industry Leaders Forum: Turning Over Every Revenue Rock

Finding new revenue is how the top leaders in this industry ensure a healthy environment where employees and customers can thrive and contribute to the growth of the business.

But as the conversation between distributors and content owners evolves, it's clear that macro-economic trends can create challenges even as companies enhance the customer and viewer experience.

**MoffettNathanson's Craig Moffett** will start us off as we delve into the central question about cable's traditionally core product: What's the future of video? He'll dissect the market and give us a sense of where the business is headed—and what kind of strategies may best position different industry sectors for success.

And as more content gets peeled away from that traditional bundle and goes direct-to-consumer, we'll turn to **Wolfe Research's Marci Ryvicker** to give us a sense of how the vast and sweeping changes to the business model is affecting distributors, programmers and even the technology sector as relationships evolve and revenue models shift in line with consumer trends.

Learn from your peers, share your own success stories and pow-wow with the best and brightest to uncover new business opportunities, platforms and partnerships.

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### 1:30 – 6:00 p.m. | Afternoon Activities

Join your peers for a round of golf, adventures with alligators, a boat tour or other bonding activities.

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### 6:00 – 7:15 p.m. | R&R: Relax and Refresh

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### 7:15 p.m. | Cocktail Reception

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### 8:00 p.m. | Dinner





## April 30, 2019 – DAY TWO

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**6:15 a.m. | Sunrise Walk (optional)**

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**8:00 – 9:00 a.m. | Breakfast**

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### **9:00 – 11:00 a.m. | Industry Leaders Forum: How Blockchain, AI and More Change Everything in Media**

During our 2018 Retreat, senior leaders agreed that Blockchain could vastly change the business in unpredictable ways. But what exactly is Blockchain, how does it work—and what does it have to do with TV, broadband and consumer entertainment?

First, we'll ask **Adventure Corp.'s Michael Hoydich** to walk us through Blockchain-based "tokens" and other ways that the technology could generate several new revenue streams for distributors, programmers, content producers and other entertainment sectors. You won't want to miss this one as we open it up to the room and dive headfirst into this intriguing (and sometimes confusing) world best known for driving cryptocurrency—but fast becoming so much more.

But as everything from Blockchain to Virtual Reality waxes and wanes in the public consciousness, savvy leaders often must pivot on a dime to ensure they can fully exploit business opportunities. That's why we'll check in with **Alcacruz's Emily Ward**, whose has evolved into serving the hot sports and eSports markets. Then we'll share strategies on how to stay nimble in such a fast-evolving marketplace—no matter what sector of the business involved.

After that discussion, we'll turn to **SCTE's Mark Dzuban** to give us an update on the most important technology developments affecting cable and broadband, including how artificial intelligence, 10G and, yes, even holograms could help revolutionize the services that operators and programmers provide to customers. From telemedicine to new entertainment options, the future looks exceedingly bright despite challenges around competition and consolidation.

We'll open it up to the room to discuss ways that top executives are exploiting these fundamental shifts, firing up the rank and file to integrate these new innovations into products and services, and making high-level strategic moves to pull well ahead of the competition.

And we'll share success stories from those who have already implemented strategies, as well as brainstorm ways companies can apply what works to different corporate environments.

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### **11:00 – 11:30 a.m. | Networking Break**

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### **11:30 – 12:30 p.m. | Industry Leaders Forum: Seizing the Future, Learning from the Past**

We'll examine how industry leaders are prioritizing strategies with a laser-focus on both short-term and long-term opportunities and threats.

Of course, it's impossible to properly assess those opportunities without understanding the current playing field—made even more tenuous as we head into primary season and what's sure to be a contentious Presidential election next year.

Because Congress, the FCC and other agencies affecting cable and broadband don't operate in a vacuum, we'll turn to **NCTA's Dane Snowden** and **ACA's Matt Polka** to give us a sense of how priorities in Washington are shifting as the political season heats up. What can we learn from the last two years of a new Administration and its priorities?

We'll discuss how to apply that knowledge to better navigate every nook and cranny of Washington policy and ultimately help our businesses thrive, tackling how different sectors of cable & broadband can work together to apply pressure on policymakers—or perhaps even just get out of each other's way.

In addition to policy talk, we'll handicap several industry changes in 2019 and beyond and share experiences to forge a strategic vision that could generate new businesses and partnerships.

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### **12:30 – 2:00 p.m. | Lunch**

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### **2:00 – 3:00 p.m. | Industry Leaders Forum It's a Wrap... Now What Can We Take Back to the Office?**

In this final roundtable, we'll discuss overall takeaways from the last two days of discussions—and we'll brainstorm key actions that senior executives must take today to ensure a robust and growth-oriented strategy going forward.

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### **3:00 p.m. | Final Toast and Good-byes**





## Recreation Options for Monday, April 29

### OPTION 1: Eco-Kayak Tour

This laid-back Eco-Kayak trip begins from Buccaneer Island and will take you through mangroves, past bird rookeries and leave you speechless as you can see clearly to the bottom of the sea floor. The Naturalist will provide information on the reef, sea life and the history of the Keys and the Ocean Reef Club.



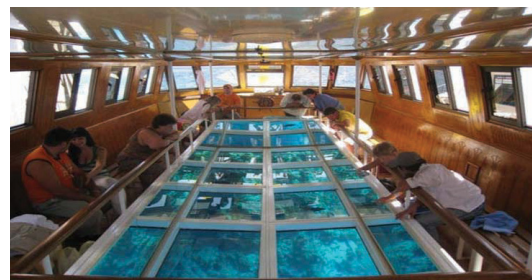
### OPTION 2: Everglades Alligator Farm Visit

Visit South Florida's oldest alligator farm. Everglades Alligator Farm contains more than 2000 alligators. The excursion includes an exciting airboat tour, alligator show, snake show and alligator demonstration. The visit finishes with a trip to the famous Robert is Here fruit stand for a sweet and refreshing treat.



### OPTION 3: Glass Bottom Boat Ride

Enjoy a unique glimpse into the serene undersea world in style and comfort. While taking the Glass Bottom Boat tour through John Pennekamp Coral Reef State Park and the Florida Keys National Marine Sanctuary, you will be able to see the beautiful variety of tropical vegetation, shore birds and marine life. While the mangrove swamps and tropical hammocks offer visitors a unique and interesting experience, it is the coral formations and associated marine life that most park visitors come to enjoy.



### OPTION 4: Golfing

As golf clubs go, Ocean Reef Club's traditions go back more than half-a-century to 1955, when the first 9-hole course opened. Today the Club boasts two 18-hole courses, a rarity in the Florida Keys — even among standard golf clubs.

Although the Hammock Course and the Dolphin Course offer distinctly different tests of golf, both feature scenic vistas and an enjoyable challenge for players of all levels.



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## A LUXURY EXCLUSIVE ENCLAVE!

Secluded at the north end of Key Largo, Ocean Reef is a refuge from the clamor and demands of the world beyond our boundaries, the place where we come whenever we can to relax and be ourselves. Surrounded by the ocean on 3 sides and situated on 3000 extraordinarily landscaped acres. Experience the glory of the sunrise, the magic of the azure sea while networking with industry leaders. A remarkable combination of an ideal private location, luxury accommodations, impeccable service, and unsurpassed amenities is tucked away in the Florida Keys, an intimate retreat flawlessly blending work with play.

**Book Your Room:** Cablefax has reserved a room block for the Retreat. Reserve your room by April 8 online at: <https://book.passkey.com/go/Cablefax2019>.

## Sponsorship Opportunities Available:

Contact Olivia Murray at [omurray@accessintel.com](mailto:omurray@accessintel.com) or 301.354.2010