



Media Outlook 2019

September 12, 2018

Offices of Lowenstein Sandler LLP • 1251 Avenue of the Americas • New York, NY

Overview: A look at trends with the potential to affect media businesses in 2019 and beyond.

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| 7:30 AM – 11:00 AM | <i>Pick-up registration credentials</i> | |
| 7:30 AM – 8:00 AM | <i>Optional Breakfast – Sponsored by</i> | |
| 8:00 AM – 8:10 AM | Welcome and Introductions
Co-Chairs: Stuart Benson , CFO, Helios and Matheson
Jeana Stanley , VP Finance, Hearst Corporation | |
| 8:10 AM – 9:00 AM | Keynote Address – The Market Implications of Global Disarray
Speaker: Byron Wien , Vice Chairman, Private Wealth Solutions,
Blackstone

(F/1 CPE/O) | |
| 9:00 AM – 9:50 AM | Consumer Content Consumption Trends
Speaker: Justin LaPorte , Vice President, Local Audience Insight,
Nielsen

(SKA/1 CPE/O) | |
| 9:50 AM – 10:10 AM | <i>Break</i> | |
| 10:10 AM – 11:00 AM | The Blockchain Wave: What Might this Technology do for - and to - the Media Industry
Moderator: Richard Taub , Managing Director, Pequan Group
Panelists: Peter J. McAliney , Executive Director, Continuing and Professional Education, Montclair State University
Andrew Levine , Content Director, Steemit
Prakash Santhana , Managing Director Deloitte Advisory
Cyber Risk Payments Integrity

(SKA/1 CPE/O) | |
| 11:00 AM – 11:50 AM | #MeToo – Sexual Harassment in the Workplace: What Can Your Company Do To Prevent It?
Speakers: David M. Wissert , Chair, Employment Group,
Lowenstein Sandler LLP
Amy Komoroski Wiwi , Partner, Lowenstein Sandler LLP

(BL/1 CPE/O) | |

Thank you to Lowenstein Sandler for providing the meeting space for today's seminar.



CPE information for CPAs

PROGRAM PREREQUISITES/ADVANCE PREPARATION: No course prerequisites or advance preparation are required for any sessions.

INSTRUCTIONAL METHOD: Group – Live

Code	Area – Maximum Number of CPE Credits
BL	Business Law - 1
F	Finance - 1
SKA	Specialized Knowledge and Applications - 2

CPE: 1 CPE credit available for minimum of 50 minutes participation. In accordance with the standards of the National Registry of CPE Sponsors, CPE credits are granted based on 50-minute hour. Attendance at all CFO Summit sessions qualifies each CPA, or other person entitled to earn Continuing Professional Education (CPE) hours, for up to four [4] CPE credits.

Those eligible for CPE credits will be asked to sign in to receive a CPE certificate. They will also receive a program evaluation form which they are encouraged to complete. Attendance forms are kept on file for six (6) years.

Media Financial Management Association is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State Boards of Accountancy have final authority on the acceptance of individual course for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.nasbaregistry.org.

LEARNING OBJECTIVES:

Keynote Address – The Market Implications of Global Disarray

- Demonstrable understanding of a minimum of three global factors that are likely to affect the U.S. economy in 2019.

Consumer Content Consumption Trends

- Provide at least one example of how media content consumption by adults 18-34 differs from that of other age groups;
- Ability to thoughtfully discuss media consumption by “non-television households.”

The Blockchain Wave: What Might this Technology do for - and to - the Media Industry

- Explain how blockchain technology can be used by media businesses;
- Discuss potential staffing needs or changes related to implementation of blockchain.

#MeToo – Sexual Harassment in the Workplace: What Can Your Company Do To Prevent It?

- Identify a minimum of two factors that may have contributed to an environment in which sexual harassment was ignored;
- List a minimum of two business considerations related to the future use of non-disclosure agreements and confidential settlements for sexual harassment claims.