

Digital Entertainment World Expo (DEW)

The Power of Creativity and Influence

February 4-5, 2019

Location:

Marina del Rey Marriott
4100 Admiralty Way
Marina del Rey, CA 90292

About:

Described by Hollywood insiders, digital influencers and industry leaders throughout the world as a "must-attend" event, now in its 6th year Digital Entertainment World (DEW) is where you want to be if you are in the business of creating or monetizing digital entertainment content.

FEBRUARY 4

Panelist:

Leif Cervantes de Reinstein

Topic:

Video/TV/Movies: Redefining Video Distribution: The Melting Pot of OTT, Cable and Linear Television

Description:

The lines between linear television and OTT services are blurred more than ever with digital services offering network/cable streams with DVR capabilities. Alternately, traditional linear services have their own apps and are buying into OTT services and content. What does this say about the viewing habits of today's consumers? Are broadcasters and distribution companies responding effectively? Where do advertisers fit in?

FEBRUARY 5

Panelist:

Sid Fohrman

Topic:

Music: The Power of Music in Digital Media Programming & Sonic Branding

Description:

Demand for music has risen due to the spectacular growth of original programming on video distribution services in TV and Film. Due to the nature of these platforms, more opportunities have been created for

licensees and licensors, and brands, to develop long-term relationships in finding the right sound that resonates with the digital consumer. What are the unique ways that these teams are working together to develop innovative marketing strategies, and what other opportunities are on the five-year horizon.

Attorneys

Leif Cervantes de Reinstein

Practice Areas

Entertainment, Technology and Advertising

Industries

Entertainment, Technology and Advertising

Music