

TV2025

Monetizing the Future

Oct 19, 2022

A TVNewsCheck Conference Presented at NAB Show New York
Transformative Strategies for an Industry in Transition

Mission:

TV2025: Monetizing the Future gathers TV station group CEO/COO/CFOs, CTOs, CROs and CDOs for strategic conversations about how changing technology is shaping emerging and developing revenue streams. From the rise of streaming and Next-Gen TV to historic changes in audience measurement and advertising technology to the role of the cloud in creating more content for a multimedia audience, TV2025 offers TV industry leaders unparalleled insights into their changing industry.

Agenda Highlights

Creating More Content for a Multimedia Audience

TV station groups see significant opportunity in expanding their news and other local programming to serve audiences on streaming, NextGen TV, the web, mobile and in some cases their daytime lineups. With content creation teams maxed out, they need to streamline traditional workflows to enable news sharing, collaboration and easy reversioning for multiple platforms. How are hubbing, the cloud, AI and other technologies powering this transformation and how are busy news teams being encouraged to change? Will station groups need to expand their teams and boost compensation?

Cybersecurity: Strategies for Mitigating Risk in a High Visibility Industry

The CISOs of major station and network groups talk about the most important security issues media companies face in an environment of escalating threat. They tackle best practices for government and insurance company compliance, working with broadcast technology vendors to mitigate against risk and training organizations to be more aware and vigilant against phishing and other threats.

Sixth Annual CEO Panel

Top executives at four major station groups take the stage with TVNewsCheck Editor Michael Depp to talk about their outlook for 2023, their biggest challenges and their forecasts of the most significant opportunities for developing and nurturing new revenue streams by 2025. How are they tackling the recruitment crisis, vMVPD subscriber fees, the need for more content and the ebbing of network exclusivity?

Data and Redefining the Audience Relationship

Streaming, NextGen TV, e-newsletters, news personalization and other emerging businesses are

giving broadcasters access to troves of new consumer data that can influence decisions about new programming, new revenue streams and their relationships to consumers. How are pioneering station groups managing, integrating and capitalizing on all this new data and how are they turning it into audience impressions and revenue?

NextGen TV, Streaming and the Future of Local Media

NextGen TV, set to be available in 75 markets, including New York, Philadelphia, Miami, San Francisco and Washington, DC, by the end of 2022, is making its consumer debut amid the meteoric rise of consumer streaming. How will TV station groups balance the content, marketing, revenue and technology needs associated with nurturing both distribution platforms? How is technology making it easier for local broadcasters to distribute content over many platforms while developing a mobile distribution feed that serves consumers in cars, on the beach and at the stadium? And when will data broadcasting begin feeding significant revenue to support all this expansion?

Technology, Audience Measurement and the Future of Local TV Advertising Revenue

Audience measurement is undergoing historic change even as advertisers shift their targeting from age/sex demographics to consumer data and outcomes-based campaigns. How are station groups working with data and technology providers to develop omnimedia campaigns that are easy to execute? How is the effort to streamline transactions with automated platforms, as some groups build their own tech stacks while others partner with vendors?

Capitalizing on the Cloud On-Stage Tour

TV2025 wraps up (and gets ready for Happy Hour) with a tour — presented on stage — of technology providers and their perspectives on how cloud workflows can help boost content creation and multimedia versioning; facilitate personalized programming on streaming services and NextGen TV; power collaboration and content sharing; and enable hubbing and other strategies critical to the future of local news production. This moderated, lively conversation will welcome questions and comments from the audience.

Sponsorship Opportunities

Presenting Sponsor (Exclusive) - \$17,500

- Deliver up to (2) two minutes of welcome remarks at the TV2025 conference open. In lieu of live remarks, you may opt to play a 30-second video
- 15-minute Fireside Chat presented as part of program, or place a speaker on the panel of your choice
- Dedicated email blast to registered attendees of the TV2025 conference (list will consist of registered attendees who have opted in to receive 3rd party communication and be deployed post NAB Show New York)
- List of TV2025 registrants who have opted in to hearing from sponsors following the event
- Premium position logo included on the TV2025 conference pages on the NAB Show New York website

- Digital Display Ads, (728 x 90 and 300 x 250) in rotation, on the NAB Show New York website
- Recognition on TV2025 conference promotions, deployed by TVNewsCheck and NAB Show New York, as space allows
- Premium position logo on conference visuals and signage
- Promotion on TVNewsCheck social media channels including LinkedIn Event campaign
- Four 728 x 180 ad insertions on TVNewsCheck newsletters during the event month
- Premium position advertising in TVNewsCheck's coverage of conference
- Five (5) registrations to the TV2025 Conference

Platinum - \$12,000 (2 Available)

- One Fireside Chat presented as part of program
- List of TV2025 Conference registrants who have opted in to hearing from sponsors post-conference
- Logo included on the TV2025 conference pages on the NAB Show New York website
- Digital Display Ads, (728 x 90 and 300 x 250) in rotation, on TV2025 pages on the NAB Show New York website
- Promotion on TVNewsCheck social media channels including LinkedIn Event campaign
- Recognition on TV2025 conference promotions, deployed by TVNewsCheck and NAB Show New York, as space allows
- Logo on conference visuals and signage
- Four 300 x 250 ad insertions on TVNewsCheck newsletters during the event month
- Advertising in TVNewsCheck's coverage of the conference
- Four (4) registrations to the TV2025 Conference

Gold - \$10,000 - (6 Available)

- Sponsor may place a speaker on available panel of their choice
- List of TV2025 registrants who have opted in to hearing from sponsors post-conference
- Logo included on the TV2025 conference pages on the NAB Show New York website
- Promotion on TVNewsCheck social media channels including LinkedIn Event campaign
- Digital Display Ads, (728 x 90 and 300 x 250) in rotation, on TV2025 pages on the NAB Show New York website
- Recognition on TV2025 conference promotions, deployed by TVNewsCheck and NAB Show New York, as space allows
- Logo on conference visuals and signage

- Four 300 x 250 ad insertions on TVNewsCheck newsletters during the event month.
- Advertising in TVNewsCheck's coverage of conference
- Three (3) registrations to the TV2025 Conference

Silver - \$5,000 (4 Available)

- Inclusion in the "Capitalizing on the Cloud" Technology On-Stage Tour at the TV2025 conference. This moderated discussion will feature Q&A with sponsors on how cloud & hybrid workflows are becoming an integral part of program production and distribution and asset management.
- List of TV2025 registrants who have opted in to hearing from sponsors post conference
- Logo included on the TV2025 conference pages on the NAB Show New York website
- Promotion on TVNewsCheck social media channels including LinkedIn Event campaign
- Digital Display Ads, (728 x 90 and 300 x 250) in rotation, on TV2025 pages on the NAB Show New York website
- Recognition on TV2025 conference promotions, deployed by TVNewsCheck and NAB Show New York, as space allows
- Logo on conference visuals and signage
- Advertising in TVNewsCheck's coverage of conference
- Two (2) registrations to the TV2025 conference

Breakfast - \$10,000

- Opportunity to provide two (2) ad panel or pop-up banners for placement in the TV2025 conference breakfast
- Sponsor may provide promotional materials to be distributed at the TV2025 Conference Breakfast
- Sponsor recognition alongside the breakfast listing when the event is promoted in official NAB promotional print pieces or in electronic communications
- List of TV2025 registrants who have opted in to hearing from sponsors post conference
- Logo included on the TV2025 conference pages on the NAB Show New York website
- Promotion on TVNewsCheck social media channels including LinkedIn Event campaign
- Digital Display Ads, (728 x 90 and 300 x 250) in rotation, on TV2025 pages on the NAB Show New York website
- Recognition on TV2025 conference promotions, deployed by TVNewsCheck and NAB Show New York, as space allows
- Logo on conference visuals and signage
- Advertising in TVNewsCheck's coverage of conference

- Sponsor's logo on NAB-produced promotional signage displayed at the TV2025 Conference Breakfast
- Logo on conference visuals and signage
- Three (3) registrations to the TV2025 Conference

Lunch - \$12,000

- A sponsor representative will have the opportunity to deliver up to one (1) minute of welcome remarks at the beginning of the TV2025 CEO Panel (precedes lunch)
- Opportunity to play a video in silence during luncheon and with sound during transition from lunch to afternoon programming
- Opportunity to provide two (2) ad panel or pop-up banners for placement in the TV2025 Conference Lunch
- Sponsor may provide promotional materials to be distributed at the TV2025 Conference Lunch
- List of TV2025 registrants who have opted in to hearing from sponsors post conference
- Logo included on the TV2025 conference pages on the NAB Show New York website
- Promotion on TVNewsCheck social media channels including LinkedIn Event campaign
- Digital Display Ads, (728 x 90 and 300 x 250) in rotation, on TV2025 pages on the NAB Show New York website
- Recognition on TV2025 conference promotions, deployed by TVNewsCheck and NAB Show New York, as space allows
- Logo on conference visuals and signage
- Advertising in TVNewsCheck's coverage of conference
- Three (3) registrations to the TV2025 Conference

Networking Break - \$5,000 (2 available)

- Opportunity to provide two (2) ad panel or pop-up banner for placement in a TV2025 Conference Networking Break
- Opportunity to play a video (audio off) during networking break
- Opportunity to provide promotional materials to be distributed at a TV2025 Conference Networking Break
- List of TV2025 registrants who have opted in to hearing from sponsors post conference
- Logo included on the TV2025 conference pages on the NAB Show New York website
- Promotion on TVNewsCheck social media channels including LinkedIn Event campaign

- Digital Display Ads, (728 x 90 and 300 x 250) in rotation, on TV2025 pages on the NAB Show New York website
- Recognition on TV2025 conference promotions, deployed by TVNewsCheck and NAB Show New York, as space allows
- Logo on conference visuals and signage
- Advertising in TVNewsCheck's coverage of conference
- Two (2) registrations to the TV2025 Conference

Social Media Sponsor - \$5,000

- Branding as Social Media Sponsor on table tents at TV2025 Conference
- List of TV2025 registrants who have opted in to hearing from sponsors post conference
- Logo included on the TV2025 conference pages on the NAB Show New York website
- Promotion, including pre- and post-show, on TVNewsCheck social media channels including LinkedIn Event campaign
- Digital Display Ads, (728 x 90 and 300 x 250) in rotation, on TV2025 pages on the NAB Show New York website
- Recognition on TV2025 conference promotions, deployed by TVNewsCheck and NAB Show New York, as space allows
- Logo on conference visuals and signage
- Advertising in TVNewsCheck's coverage of conference
- Two (2) registrations to the TV2025 Conference

Patron Sponsor - \$3,000

- Logo on conference visuals and signage
- Recognition on TV2025 conference promotions, deployed by TVNewsCheck and NAB Show New York, as space allows
- One (1) registration to the TV2025 Conference