TUESDAY, JUNE 7

4:30 p.m. - 6:30 p.m.   **ATSC Members-Only Reception at the Westin Book Cadillac**
(2nd Floor, Woodward Ballroom BCD)

WEDNESDAY, JUNE 8: ATSC Annual Member Meeting

8:30 a.m. – 9:30 a.m.   **Registration & Networking**
Continental Breakfast
Lanyards Sponsored by Humber College

9:30 a.m. – 9:45 a.m.   **Welcome Remarks – Madeleine Noland & Richard Friedel**

9:45 a.m. – 10:25 a.m.   **Increasing Diversity – Best Practices for Success**

Moderator:
- Abby Auerbach, *TVB*

Speakers:
- Nilanjana Buju Dasgupta, *University of Massachusetts*
- Courtney Williams, *Nexstar Media*

10:30 a.m. – 11:15 a.m.   **ATSC 3.0 on the Global Stage**

Moderator:
- Anders Askerup, *Hewlett Packard Enterprise*

Speakers:
- Orest Sushko, *Humber College Broadcast-Broadband Convergence B²C Lab*
- Maria Myers Hamilton, *Spectrum Management Authority Jamaica*
- Aldo Cugnini, *AGC Systems, LLC*

11:20 a.m. – 12:05 p.m.   **NextGen TV Content – Meeting Consumer Expectations**

Moderator:
- Bill Hague, *Magid*

Speakers:
- Ellis Reid, *Dolby*
- Sean Plater, *WHUT-TV, Howard University*
- Oliver Botti, *Fincons Group*
- Imran Maskatia, *Evoca TV*

12:05 p.m. – 1:20 p.m.   **Lunch/Networking/Exhibits**

ATSC

1:20 p.m. – 2:00 p.m.

Business Drivers of Broadcast Core Network Development

Moderator:
- Ali Dernaika, *Hewlett Packard Enterprise*

Speakers:
- Niem Dang, *ONE Media*
- Jamie Meyer, *Coherent Logix*
- Josh Arensberg, *Verizon*

2:05 p.m. – 2:50 p.m.

Monetizing the ATSC 3.0 Ecosystem

Moderator:
- Rick Ducey, *BIA Advisory Services*

Speakers:
- Chandra Kotaru, *Gaian Solutions*
- Shawn Makhijani, *NBC Universal*
- Mark Aitken, *ONE Media*
- Richard Glosser, *Verance*

2:50 p.m. – 3:10 p.m.

Networking Break – Refreshments Sponsored by iWedia

3:10 p.m. – 3:35 p.m.

ATSC Board of Directors Nomination Process

Presenter:
- Brian Markwalter, *Consumer Technology Association*

Special Guests:
- Madeleine Noland & Richard Friedel

3:40 p.m. – 4:10 p.m.

Future of ATSC 1.0, Optimizing 3.0
Moderator:
- Lynn Claudy, *National Association of Broadcasters*

Speakers:
- Jing Zhou, *Harmonic*
- Josh Weiss, *ARK Multicasting*
- Alfred Chan, *MediaTek*
- Jim Stenberg, *Signal Infrastructure Group*

4:15 p.m. – 4:45 p.m.

Feedback Loop with Richard Friedel & Madeleine Noland

6:00 p.m. – 6:15 p.m.

Buses depart Westin Book Cadillac to The Henry Ford Museum

6:30 p.m. – 10:00 p.m.

Evening at The Henry Ford Museum – Sponsored by Crown Castle

ATSC

THURSDAY, JUNE 9: The ATSC NextGen Broadcast Conference (open to members, non-members, and media)

8:30 a.m. – 9:30 a.m.	**Registration & Networking - Lanyards Sponsored by Humber College** **Continental Breakfast - Sponsored by Signal Infrastructure Group**

9:30 a.m. – 9:35 a.m. **Welcome Remarks from Madeleine Noland**
- Greetings from Sam Klemet, *Michigan Association of Broadcasters*

9:35 a.m. – 9:55 a.m. **Automakers Look Ahead to Tomorrow's Communications Protocols**

Presenter:
- Roger Lanctot, *Strategy Analytics*

9:55 a.m. – 10:45 a.m. **Automotive Field Trials**

Moderator:
- Luke Fay, *Sony Home Entertainment & Sound Products - America*
- Robert Foster, *Auton*
- Merrill Weiss, *Merrill Weiss Group*
- Kerry Oslund, *The E.W. Scripps Company*

10:50 a.m. – 11:30 a.m. **Automotive Applications for ATSC 3.0 and Datacasting Service Delivery**

Moderator:
- Anne Schelle, *Pearl TV*

Speakers:
- Mark Corl, *Triveni Digital*
- Luke Fay, *Sony Home Entertainment & Sound Products - America*
- Dr. Jong Kim, *LG Electronics*
- John Lawson, *AWARN Alliance*

11:30 a.m. – 1:30 p.m.	**Lunch/Networking/Exhibits**

1:30 p.m. – 2:30 p.m. **CEO's Corner – ATSC 3.0: Television, Automotive and More**

Moderator:
- Myra Moore, *Digital Tech Consulting (DTC)*

Speakers:
- Curtis LeGeyt, *National Association of Broadcasters*
- Gary Shapiro, *Consumer Technology Association*

2:35 p.m. – 3:20 p.m.	**Spotlight: Jamaica**

Moderator:
- Raymond Robinson, *Crown Castle*

Speakers:
- Nicole Walford, *Broadcasting Commission of Jamaica*
- Dr. Maria Myers-Hamilton, *Spectrum Management Authority (SMA)*
- Claire Grant, *Television Jamaica*

3:20 p.m. – 3:40 p.m.	**Networking Break – Refreshments Sponsored by Low Power TV Association**

3:40 p.m. – 4:10 p.m.	**Distance Learning in ATSC 3.0**

Moderator:
- Lonna Thompson, *America's Public Television Stations (APTS)*

Speakers:
- Aby Alexander, *Thomson Broadcast*
- Rich Homberg, *Detroit Public Television*
- Joonyoung Park, *DigiCAP*
- Mark O'Brien, *SpectraRep*

4:15 p.m. – 5:15 p.m.	**Closing session – Presentation of Bernard J. Lechner Outstanding Contributor Award & Mark Richer Industry Leadership Medal**

- Presenters: Madeleine Noland & Mark Richer