

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



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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.

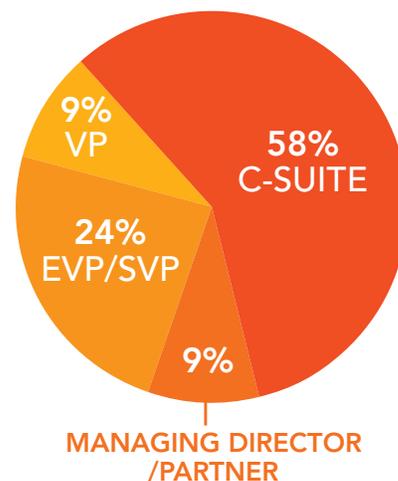
It's the one event this year where you'll be immersed in peer-to-peer conversations tackling the topics you care about most in a comfortable setting—and on a schedule that allows for networking and breaks so you come back to the office refreshed and invigorated by the future of your business.

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

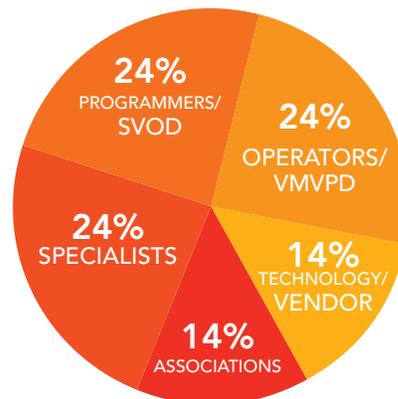
- Everyone will be a full participant in a series of interactive discussions among peers, carefully curated for the people in the room.
- Topics include technology, regulation, competition and the future of the content and broadband business—but the specific areas of focus will depend on our participants.
- 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



Visit: 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, Equity Research | **Wells Fargo**

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.



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Be Part of the Conversation!

AGENDA

April 28, 2019

5:00 – 7:00 p.m. | WELCOME RECEPTION

Whether you're reconnecting with old friends or meeting someone new, this meet-and-greet will prime your brain for a productive two days.

April 29, 2019 — DAY ONE

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.

10:30 – Noon | Welcome Brunch

Noon – 1:30 p.m. | Industry Leaders Forum: How Blockchain & AI Change Everything in Media

We'll discuss ways that top executives are exploiting these fundamental shifts. And we'll share success stories from those who have already implemented strategies.

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

Join your peers for a round of golf, adventures with alligators, a glass bottom boat tour or kayaking.

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

7:15 p.m. | Cocktail Reception

8:00 p.m. | Networking Dinner

April 30, 2019 — DAY TWO

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

What better way to wake up than a crisp walk along the beach to take in the sights, smells and sounds of the beautiful setting of the Ocean Reef Club at Key Largo.

8:00 – 9:00 a.m. | Breakfast

9:00 – 10:30 a.m. | Industry Leaders Forum: Turning Over Every Revenue Rock

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.

10:30 – 11:00 a.m. | Networking Break

11:00 – 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.

12:30 – 2:00 p.m. | Lunch

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

We'll discuss overall takeaways from the last two days of discussions—and we'll brainstorm key actions items.

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

Would you enjoy bringing your spouse/partner with you to Key Largo? Register them to join us during the networking and meals.



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.



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 or 301.354.2010