



PUBLIC NOTICE

Federal Communications Commission
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MEDIA BUREAU ANNOUNCES AGENDA FOR PUBLIC WORKSHOP ON THE STATE OF THE VIDEO MARKETPLACE ON MARCH 21, 2016

On March 1, 2016, the FCC's Media Bureau ("Bureau") announced plans to hold the first of two workshops to examine competition, diversity, and innovation in the video marketplace.¹ The first workshop will be held at the FCC on Monday, March 21, 2016, and will explore trends in the video marketplace as well as challenges faced by distributors of video programming. With this Public Notice, the Bureau announces the agenda and panelists for the workshop.

The tentative agenda is outlined below:

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| 10:00 am – 10:15 am | Opening Remarks: Tom Wheeler , Chairman, FCC |
| 10:15 am – 10:30 am | Introduction: William Lake , Chief, Media Bureau |
| 10:30 am – 11:45 am | <u>Panel 1: Evolution of the Video Marketplace and the Future of Television</u> |
| | Panelists: |
| | Richard Greenfield , Managing Director and Media Analyst, BTIG |
| | Bruce Leichtman , President and Principal Analyst, Leichtman Research Group |
| | Eli Noam , Professor of Finance and Economics, Columbia University |
| | Marci Ryvicker , Managing Director, Wells Fargo Securities |
| 11:45 am – 12:00 pm | Q&A Session |
| 12:00 pm – 1:00 pm | Lunch |

¹ Media Bureau Announces Public Workshop on the State of the Video Marketplace, DA 16-228 (Mar. 1, 2016).

1:00 pm – 2:15 pm	<u>Panel 2: Challenges Faced By Multichannel Video Programming Distributors</u>
	Panelists: Tasneem Chipty , Managing Principal, Analysis Group Todd Juenger , Vice President, Senior Analyst, US Media, Sanford Bernstein Dan Vincent , Professor, Department of Economics, University of Maryland Ali Yurukoglu , Associate Professor, Graduate School of Business, Stanford University
2:15 pm – 2:30 pm	Q&A Session
2:30 pm – 2:45 pm	Break
2:45 pm – 3:45 pm	<u>Panel 3: Challenges Faced by Online Video Distributors</u>
	Panelists: Mark Fratrick , Senior Vice President, BIA/Kelsey Jeffrey Prince , Associate Professor of Business Economics and Public Policy, Indiana University Alejandro Zentner , Associate Professor of Managerial Economics, University of Texas-Dallas
3:45 pm – 4:00 pm	Q&A Session

The workshop will be held at FCC Headquarters, Commission Meeting Room, 445 12th Street SW, Washington, DC and is open to the public. Attendees are advised to arrive approximately 30 minutes prior to the start of the workshop to allow time to go through our security process.

Open captioning will be provided for this event. Other reasonable accommodations for people with disabilities are available upon request. Include a description of the accommodation you will need and tell us how to contact you if we need more information. Make your request as early as possible. Last minute requests will be accepted, but may be impossible to fill. Send an e-mail to fcc504@fcc.gov or call the Consumer & Governmental Affairs Bureau at 202-418-0530 (voice), 202-418-0432 (tty).

Audio/video coverage of the workshop will be broadcast live with open captioning over the Internet from the FCC's web page at www.fcc.gov/live. The FCC's webcast is free to the public; those who cannot attend can view the webcast at a later date at <https://www.fcc.gov/events/past>.

For more information, please contact Raelynn Remy or Calisha Myers, Policy Division, Media Bureau, 202-418-2120.

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