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
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
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