



NEXT-GEN TV AUTO SYMPOSIUM | MAY 15, 2019 | WXYZ-TV CHANNEL 7



#ATSC3AUTO

In partnership with:



Special thanks to our venue host:



AGENDA

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|-------------------|---|
| 9:30am – 10:00am | Continental Breakfast |
| 10:00am – 10:05am | Welcome & Opening Comments <ul style="list-style-type: none">• Mike Murri, GM, WXYZ TV Station |
| 10:05am – 10:20am | Welcome to a Brighter, Faster Future <ul style="list-style-type: none">• Anne Schelle, Managing Director, Pearl TV• Madeleine Noland, President, ATSC |
| 10:20am – 10:40am | Ramping Up with ATSC 3.0 – an Overview and Use Cases for Automotive Beyond Next-Gen TV <ul style="list-style-type: none">• Sam Matheny, CTO & EVP, National Association of Broadcasters |
| 10:40am – 11:00am | Why Next-Gen TV and the 5G myth – Understanding the Economics and Timing <ul style="list-style-type: none">• Umair Hussain, Principal & Associate Partner, Red Chalk Group |
| 11:00am – 11:15am | Networking Break |
| 11:15am – 11:35am | If It Plays in Korea (A Showcase) <ul style="list-style-type: none">• Dr. Jong Kim, Zenith President & Senior Vice President in the Office of the CTO, LG Electronics & member of the ATSC Board of Directors |
| 11:35am – 12:10pm | Lunch Served
Getting in the Driver's Seat: LG Electronics Auto Demo/Simulation
LG Electronics – Korean Team |
| 12:10pm – 12:20pm | Automotive Use Case Demonstrations I <ul style="list-style-type: none">• Michael Luby, UC Berkeley |
| 12:20pm – 12:50pm | Automotive Use Case Demonstrations II <ul style="list-style-type: none">• Bryan Biniak, CEO, Connected Travel• John Moon, Managing Director, Strategic Partnerships, Honda Innovations |
| 12:50pm – 1:30pm | Crossing the Finish Line with ATSC 3.0 – Automotive Test Results <ul style="list-style-type: none">• Anne Schelle, Managing Director, Pearl TV• Kevin Gage, EVP, Strategic Development & CTO, ONEMedia/Sinclair• Jeff Kaelin, VP, Product Development, Avis Budget Group |
| 1:30pm – 1:40pm | Poised for Victory <ul style="list-style-type: none">• Marla Durtz, GM & VP, WDIV-TV |
| 1:40pm - 1:45pm | Closing Remarks |

SPEAKERS



Mike Murri

Vice President and General Manager
WXYZ & WMYD-TV

Murri began his broadcasting career as an account executive at WJBK-TV. He was hired by ABC affiliate WXYZ as an account executive in 1982 and was promoted to local sales manager in 1996. In 1997, he launched a partnership with the North American International Auto Show that became a blueprint for Detroit's broadcast coverage of the event.

Murri was named WXYZ's director of sales in 2001 and became the station manager in 2012. In 2015, he was promoted to vice president and general manager of WXYZ and the newly acquired My Network affiliate WMYD, TV20.

In 2015, Murri lead a team effort to create a new street-side studio for WXYZ/WMYD at Campus Martius Park in the heart of downtown Detroit. The studio is home to 7 Action News at noon, and connects viewers to the vibrant rebirth of the city. WXYZ partners with the Downtown Detroit Partnership to support Campus Martius Park and to broadcast the annual tree lighting event that brings the community together to kick off the holiday season.

Under Murri's leadership, WXYZ has continued to build on its rich history of community involvement, public service and local programming. The station has syndicated its coverage of the Woodward Dream Cruise to stations across the country; partnered with the University of Michigan to broadcast football and basketball coaches shows and advanced the multi-platform approach to storytelling with ground-breaking news series.

In 2017, as part of the evolution of the station's Detroit 2020 community effort, WXYZ launched a town hall initiative that gave residents in communities across Metro Detroit an opportunity to share their concerns. WXYZ also created a unique partnership with the Detroit Historical Museum in 2017 that marked the 50th Anniversary of the Detroit riots. WXYZ was embedded into an exhibit that helped advance a dialogue created to move the community forward. The innovative partnership earned Murri an Emmy award from the Michigan chapter of the National Association of Television Arts and Sciences.

With Murri as the station's vice president and general manager, WXYZ has been named "Station of the Year" by the Michigan Association of Broadcasters, recognized as the top station in the Detroit market by the Michigan chapter of the National Academy of Television Arts and Sciences, and honored as a finalist in the National Association of Broadcasters Service to America Awards.

In 2018, Murri was honored with the Silver Circle Award, one of the highest honors given by the Michigan chapter of the National Academy of Television Arts and Sciences. The award recognizes television professionals who have made an enduring contribution to the television industry.

Murri is a board member of the Michigan Association of Broadcasters, Forgotten Harvest, the Woodward Dream Cruise, and the Detroit Metro Convention & Visitors Bureau.



Anne Schelle

Managing Director
Pearl TV

Pearl TV is a business alliance of 8 of the larger broadcast TV companies with a shared interest in exploring forward-looking opportunities, including innovative ways of promoting local TV content and developing digital media and wireless platforms for the broadcast industry. Pearl TV companies reach two-thirds of the U.S. population with more than 170 local TV stations.

Anne has more than two decades of wireless and media industry experience. Schelle was founder and President of APS Connex LLC, providing senior-level advisory services to some of the nation's largest public media companies focused on the future of digital media.

An innovator who is experienced in advising established companies and startups, Schelle served previously as senior advisor to the NAB and as Executive Director of the Open Mobile Video Coalition, where she led outreach efforts by broadcasters to introduce Mobile TV services.

Anne was a founding management team member for several companies, including the nation's first commercial digital cellular network American Personal Communications, dba Sprint Spectrum and also xDSL Networks, a competitive local exchange carrier.

She also served as manager of business development at LCC Inc., a cellular engineering consulting firm, and was a financial analyst for McCaw Cellular Communications, MCI/Airsignal. She is also a past venture partner and CEO of Acta Wireless. Anne currently services on the Board of the Advanced Television Systems Committee (ATSC) and is working on the advancement of the new Next Generation Television standards. She is a board member of WYPR, Maryland's Public Radio Station and the Wise Giving Alliance, Give.org. She formerly served as Vice Chairman of the Mobile Marketing Association's North American Board and founding Chair of its video committee, and as a founding member of the advisory board of the Johns Hopkins Whiting School of Engineering for Professionals.



Madeleine Noland

President
ATSC

Madeleine Noland is the President of the Advanced Television Systems Committee Inc. A 15-year industry veteran who is widely respected for her consensus-building leadership style, she chaired the ATSC technology group that oversees the ATSC 3.0 next-generation broadcast standard before being named ATSC President in May 2019. Previously, she chaired various ATSC 3.0-related specialist groups, ad hoc groups and implementation teams since 2012.

Noland began her career in the television industry in 2004 with Backchannelmedia Inc., an interactive television technology developer. It was during her work there that she first became involved in ATSC projects. In 2012, she moved on to product and project management roles at Telvue Corp. before joining LG Electronics CTO's office in 2013. Noland represented LG in a variety of industry organizations for over six years.

She received TV NewsCheck's "2019 Futurist" Women in Technology Award and was named one of 2018's "Powerful Women in Consumer Technology" by Dealerscope magazine. In 2016, she received the ATSC's highest technical honor, the Bernard J. Lechner Outstanding Contributor Award recognizing her leadership related to the development of ATSC 3.0 Next Gen TV.

Credited on three U.S. patents for television technology, Noland is a member of the Society of Motion Picture and Television Engineers, the Society of Cable Telecommunications Engineers, and the Institute of Electrical and Electronics Engineers - Broadcast Technology Society. Noland graduated cum laude from the University of Massachusetts. She enjoys travel, and she plays keyboards in a classic rock band, "Brave Pursuit."



Sam Matheny

Executive Vice President and Chief Technology Officer
NAB

Sam Matheny is Executive Vice President and Chief Technology Officer at the National Association of Broadcasters. With over 25 years of experience in the broadcast and data networking industries, including earning a patent for inventing mobile and interactive DTV technologies, Sam leads NAB's technology team in its efforts to promote innovation and propel broadcast technology into the future. He also provides overall leadership for PILOT, formerly NAB Labs, as well as NAB's TV, Radio, and Digital Technology Committees.

Matheny is a member of the Academy of Digital Television Pioneers, a member of the Federal Emergency Management Agency's (FEMA) Integrated Public Alert Warning System Network Advisory Council, (IPAWS NAC), and he serves on the board of governors for the National Wireless Safety Alliance. He has served as an advisor to numerous startup and technology companies and is currently engaged with Reveal Mobile, a location based advertising technology company, and Haystack TV, a personalized OTT headline news channel. He is also a former member of the FCC Communications Security, Reliability and Interoperability Council (CSRIC), and of the board of directors for the Advanced Television Systems Committee (ATSC), where he served as Chairman of the specialist group on the next generation of digital television.

Before joining NAB, Sam served as Vice President of Policy and Innovation for Capitol Broadcasting Company where he focused on strategic media applications, mobile wireless content delivery, smart TV, and helped secure multiple patents for broadcast Internet distribution. He has also held management positions with mobile development, satellite, digital television, web development, and interactive video companies.

Sam holds a B.S. in Communications from East Carolina University and a M.S. in Technology Management from North Carolina State University. In 2007, he was named an American Marshall Memorial Fellow.

Sam lives in Arlington, Virginia, with his wife and two sons.



Umair Hussain

Associate Partner
Red Chalk Group

Umair Hussain is an Associate Partner with Red Chalk Group and has broadly served and counseled senior corporate and investment executives for the past 10 years. Mr. Hussain has deep experience addressing critical strategic issues, including the development of corporate and business-unit growth strategies focused on adjacent markets, emerging markets, and new platforms – often through M&A strategy. Moreover, he has advised executives on the strategic options to address opportunities and mitigate risks associated with disruptive technologies and new business models. Mr. Hussain has extensive experience addressing strategic opportunities associated with Technology, Media, and Telecom, Internet of Things, Automotive / Mobility, and Blockchain.



Jong Kim

President of Zenith Electronics R&D and SVP of LG Electronics under Chief Technology Office
LG-Zenith

Work Experience: Joined LG Electronics in 1983 and has been working on Television Broadcasting Technology Development including new HDTV System, Enhanced VSB system and ATSC 3.0.

Education: BS and MS Degrees on Electronics Engineering at the Seoul National University and Ph.D. on Communication Systems Engineering at the Univ. of Alabama in Huntsville.



Mike Luby

Research Director of the Core Technologies for TCS (Transport, Connectivity and Storage) Group
UC Berkley

Mike is the Research Director of the Core Technologies for TCS (Transport, Connectivity and Storage) Group. The group is developing technology, largely based on RaptorQ codes, which can be leveraged in a variety of transport, communications, and storage solutions.

Mike earned a BSc in Applied Math from MIT and a PhD in Theoretical Computer Science from UC Berkeley. He founded Digital Fountain Inc. in 1999, and served as CTO until acquired by Qualcomm Inc. in 2009, and was a VP Technology at Qualcomm until August 2018. Awards for his research include the IEEE Richard W. Hamming Medal, the ACM Paris Kanellakis Theory and Practice Award, the IEEE Eric E. Sumner Communications Theory Award, the UC Berkeley Distinguished Alumni in Computer Science Award, and numerous prizes for his research papers in distributed computing, information theory, coding theory, transport technologies, and cryptography. He is a member of the National Academy of Engineering and is an IEEE Fellow and an ACM Fellow.



Brian Biniak

CEO
Connected Travel

Bryan Biniak is the CEO and founder of Connected Travel, a connected vehicle platform and application services company that, together with Honda Innovations, recently launched a first-of-its-kind mobile infotainment, commerce, and rewards platform and the automotive industry's first consumer application system to gamify the driving and riding experience.

Bryan has more than 25 years of experience within the technology, entertainment and automotive sectors. He most recently served as an EIR at NGP Capital – Nokia Corporation's venture capital business, where he was an investor in growth stage virtual reality, augmented reality, connected vehicle and IoT companies.

Prior to that, Bryan served as General Manager of Developer Experience at Microsoft Corporation. He also served as Global Vice President & General Manager at Nokia Corporation leading its worldwide application and developer ecosystem and store for its feature phones and smart devices.

Bryan's previous positions also include CEO of interactive TV platform developer Jacked, Senior Vice President & General Manager for Mobile at American Greetings Corporation, Executive Vice President Sales & Marketing Moviso at Vivendi Universal, CEO of China based MusicZone and Vice President of Harmonix Music Systems – developer of Guitar Hero and Rock Band.

Bryan holds a Bachelor of Arts degree in International Relations, Business & Economics from Boston University. He currently serves on the Board of Boston University's College of Arts & Sciences, as well as the Boy Scouts of America's Western Council.



John Moon

Managing Director
Strategic Partnerships, Honda Innovations

John Moon is Managing Director, Strategic Partnerships at Honda Innovations and leads the Silicon Valley-based open innovation program, Honda Developer Studio. At Honda Developer Studio, he explores the integration of Honda vehicles and products with apps and services from startups to established partners.

Before joining Honda, John worked in a variety of industries including mobile software development with HTC, near field communications (NFC) chip manufacturing with Kovio, video game middleware with Scaleform, interactive advertising with kissd and computer security with 5PEG SECURITY. His leadership guided these companies to deliver on the full potential of their technology projects.

John received his BS in Cognitive Science from the University of California, Los Angeles.



Jeffrey S. Kaelin

Vice President, Product Development
Avis Budget Group, Inc.

Jeff Kaelin has been involved with the transportation industry for more than 25 years. Since joining Avis Budget Group in 1994, he has held various roles with increasing responsibility across Operations, Information Technology, Customer Experience, Strategy, Marketing and most recently, Product Development within the Innovation organization. Jeff's current focus is helping to shape Avis Budget Group's position in the evolving mobility landscape through the development and growth of the Company's rapidly growing Global Connected Car and Self Service Products. These products deliver new capabilities transforming customer experiences, rental operations and brand positioning delivered through global cross-functional teams.

Jeff is a graduate of the Kelley School of Business at Indiana University, with a dual major in Human Resources and Management.



Kevin Gage

Executive Vice President, Strategic Development and Chief Technology Officer
One Media/Sinclair

Kevin Gage is ONE Media's Executive Vice President Strategic Development and Chief Technology Officer. Gage played a key role developing ONE Media's next generation broadcast platform and ATSC 3.0 standards to meet future wireless transmission goals. Mr. Gage is focused on the deployment of a national ATSC 3.0 broadcast broadband network. Mr. Gage also sits on the Federal Communications Commission (FCC) Communications Security, Reliability and Interoperability Council (CSRIC) VI. Mr. Gage is the former Executive Vice President and Chief Technology Officer of the National Association of Broadcasters (NAB). Mr. Gage was also founder and head of NAB Labs. Prior to that, Mr. Gage worked for Warner Bros. Studios, where he helped develop the Digital Versatile Disc (DVD) specification and production facilities at the film studio, later successfully launching DVD across four continents. While at Warner Bros. (WB), Mr. Gage helped launch The WB Network and was a founding member of the Advanced Television Enhancement Forum, a cross-industry initiative that developed standards for interactive TV. Mr. Gage later became head technologist at Warner Music Group, where he oversaw creation of new digital platforms and standards for products that included iTunes. While at NBC Universal, Mr. Gage was responsible for developing online media strategies.

Mr. Gage is the author of three patents on distributing multimedia programs. He previously was a member of the DVD Forum Technical Board and Steering Committee and served on the board of directors of the Recording Industry Association of America and the Mobile Entertainment Forum. Mr. Gage is a graduate of Pennsylvania State University with a B.S. in Science.



Marla Drutz

General Manager and Vice President
WDIV-TV

Marla Drutz is Vice President and General Manager of WDIV-TV (Detroit). She has held this position since July 2008. Under her leadership, WDIV Local 4 has been dominant both on-air and online. The station has the top-rated/most watched newscasts in the market. On the digital side, ClickOnDetroit is consistently Metro Detroit's No. 1 news/information website. Drutz has also bolstered a strong commitment to outstanding community service.

In addition, the Local 4 News team has been presented with 10 prestigious Edward R. Murrow Awards from the RTDNA for news coverage since her tenure, and WDIV has been named Station of the Year five times by the Michigan Association of Broadcasters. ClickOnDetroit, received the Local Media Association's Digital Innovation Award for Best Overall Local News Strategy and Best Social Media Strategy. Drutz is most proud of WDIV's two Service to America Awards. Local 4 was the only station in the country in 2017 and 2011 to receive the prestigious national honor for outstanding community service presented by the National Association of Broadcasters.

Prior to joining WDIV, Drutz worked at the E.W. Scripps Company and WXYZ-TV (Detroit) as the Director of Programming. Earlier in her career, she was the Marketing Director at WJBK-TV (Detroit). Drutz began her career as a research analyst at WJW in Cleveland.

Throughout her career in broadcasting, Drutz has received numerous professional awards including the 2017 Broadcasting & Cable General Manager of the Year Award, 2017 Lifetime Achievement Award from the Michigan Association of Broadcasters and numerous Emmy Awards. She has also been honored as a member of the NATAS Silver Circle.

A graduate of Leadership Detroit, Drutz recently completed a five year term on the NBC Television Affiliate Board of Directors. She is currently on the executive board of the Michigan Association of Broadcasters Education Foundation, Detroit Metro Convention and Visitors Bureau (Vice Chair), an executive board member of New Detroit and is also a member of Michigan Roundtable for Diversity and Inclusion.

She is a leading participant in many industry organizations, and is a member of the National Association of Broadcasters. Drutz is also actively involved in many local literacy campaigns including Bookstock, Metro Detroit's largest used book sale, which supports and raises funds for local teachers and education projects.

Drutz holds a bachelor's degree from Ohio University in Communication.

ABOUT

Pearl TV is a business organization of U.S. broadcast companies with a shared interest in exploring forward-looking broadcasting opportunities, including innovative ways of promoting local broadcast TV content and developing digital media and wireless platforms for the broadcast industry.



Pearl's membership, comprising over 520 network-affiliated TV stations, consists of eight of the largest broadcast companies in America including: Cox Media Group, the E.W. Scripps Company, Graham Media Group, Hearst Television Inc., Meredith Local Media Group, Nexstar Media Group, Gray Television, and TEGNA, Inc.

The Advanced Television Systems Committee, Inc. is an international, non-profit organization developing voluntary standards and recommended practices for digital television. ATSC member organizations represent the broadcast, broadcast equipment, motion picture, consumer electronics, computer, cable, satellite, and semiconductor industries. ATSC also develops digital television implementation strategies and supports educational activities on ATSC standards.





For more information, please contact:

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