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**DEG Roadshow *&* BASE Screen Forum**  
Embracing Consumer Choice

**Thursday 12th May**

# **AGENDA**

**Venue**: NBC Universal – Central St Giles (WC2H 8NU)

* *Opening remarks from* **Joe Braman**, DEGI Co-Chair and SVP, International Digital Account Management at NBCUniversal
* **Asif Kapadia**, British Filmmaker. Academy Award, BAFTA and Grammy winning director – **Q&A** with **Joe Braman**
* **Amy Jo Smith**,President & CEO, DEG – **Welcome and overview**
* **Jeremy Enos**, SVP, Worldwide Market Intelligence, Paramount Pictures; DEG Performance Reporting Committee Chair– **Industry Landscape 2022: Finding A New Normal Post Covid**
* **Andrew Walker**, Client Knowledge Director, Kantar Worldpanel – **More freedom, tighter budgets, new priorities**
* **Janice Pearson**, Senior Vice President, Sales and Strategy for XL8; DEG Advanced Content Delivery Alliance - Supply Chain Efficiency & Security Committee Chair – **The “speed to market” paradox – how innovations in streaming delivery are hampered by new security risks and outdated supply chain workflows**
* **Chris Carey**, EVP, Marketing and Corporate Development, Iyuno-SDI Group; DEG Advanced Content Delivery Alliance - Localization Committee Chair – **Localization and its Role in Distribution Strategy**
* **Charlotte Lund Thomsen**, Legal Counsel, International Video Federation and **Stan McCoy**, President & Managing Director, MPA – **Prospective on Policy and Piracy**
* **Mazin Al-Jumaili**, VP Talent Management and Business Development EMEA, Zoo Digital Group – **Storytelling For The OTT Generation: Crunch Time**
* **Sharon Reid**, UKCA / Cinema First – **Returning Health of UK Cinema**
* **Customer Engagement at Retail** (Rakuten, HMV & Frontline, moderated by Becca Monahan, OCC)
* **Doug Whelpdale**, Head of Insight,BARB– **Understanding People’s Choices: The 360° Audience View**
* **Liz Bales,** CEO BASE / DEGI – **Overview of the day and** **Thank you**