

## Digital Entertainment World Expo (DEW)

### The Power of Creativity and Influence

February 4-5, 2019

**Location:**

Marina del Rey Marriott  
4100 Admiralty Way  
Marina del Rey, CA 90292

**About:**

Described by Hollywood insiders, digital influencers and industry leaders throughout the world as a "must-attend" event, now in its 6th year Digital Entertainment World (DEW) is where you want to be if you are in the business of creating or monetizing digital entertainment content.

### FEBRUARY 4

**Panelist:**

Leif Cervantes de Reinstein

**Topic:**

Video/TV/Movies: Redefining Video Distribution: The Melting Pot of OTT, Cable and Linear Television

**Description:**

The lines between linear television and OTT services are blurred more than ever with digital services offering network/cable streams with DVR capabilities. Alternately, traditional linear services have their own apps and are buying into OTT services and content. What does this say about the viewing habits of today's consumers? Are broadcasters and distribution companies responding effectively? Where do advertisers fit in?

### FEBRUARY 5

**Panelist:**

Sid Fohrman

**Topic:**

Music: The Power of Music in Digital Media Programming & Sonic Branding

**Description:**

Demand for music has risen due to the spectacular growth of original programming on video distribution services in TV and Film. Due to the nature of these platforms, more opportunities have been created for

licensees and licensors, and brands, to develop long-term relationships in finding the right sound that resonates with the digital consumer. What are the unique ways that these teams are working together to develop innovative marketing strategies, and what other opportunities are on the five-year horizon.

## Attorneys

Leif Cervantes de Reinstein

## Practice Areas

Entertainment, Technology and Advertising

## Industries

Entertainment, Technology and Advertising

Music