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Mark Cuban to Keynote NATPE 2013

Association celebrates 50th anniversary at annual conference

By Paige Albinak -- Broadcasting & Cable, October 29, 2012

AXS TV's Mark Cuban will be the keynote speaker at this year's NATPE|| Content First conference, to take place at the Fontainebleau and Eden Roc Resort in Miami Beach January 28-30, 2013. Cuban's session will kick off the three-day conference, which marks NATPE's 50th anniversary.

The keynote will be in an interview format, with CNN's Poppy Harlow talking with the cable investor and owner of the NBA's Dallas Mavericks.

"Mark is an innovative businessman whose work has helped to change the face of the media world," said new NATPE President and CEO Rod Perth in a statement. "With each step of his career, this entrepreneurial mogul has expanded his interests and influence, fully embodying NATPE'S theme of 'Beyond Disruption.' As we dedicate this year's market to how new business models are being created, we are excited to have his voice set the stage for the game changing conversations among industry leaders at NATPE."

Cuban will launch the Game Changers track at NATPE, while Stephen Lambert, chief executive of Studio Lambert, will serve as the international keynote speaker on the conference's third day, kicking off the Global Navigators track. Other speakers who will address international content and programming include Alberto Ciurana, Univision's president of programming and content; Jacqueline Hernandez, Telemundo's chief operating officer; Philip Gurin, president of The Gurin Company; Philip Schuman, High View Media's CEO and co-founder; and Brad Kania, Samsung Electronics' head of content distribution.

Other speakers in the Game Changers track scheduled to address NATPE attendees this year include Erin McPherson, Yahoo!'s vice president and head of video; Rhonda Shantz, Norton's vice president of global brand marketing and public relations; Jamie Byrne, Google/YouTube's global head of content strategy; and Chris M. Williams, Maker Studios' chief development officer.

Homeland's Howard Gordon, *Law & Order* and *Chicago Fire's* Dick Wolf, *CSIs* Anthony Zuiker and *Touch's* Tim Kring will fill out the "Storytellers That Shape Pop Culture" track.

The "Masters of Messaging" will feature Steve Hasker, Nielsen's president of global media products and advertiser solutions, Mike Bloxham, the Media Behavior Institute's executive director; Dustin Garis, corporate innovator at P&G; Jamie Widdoes, director of CBS' *Two and a Half Men*, and others.

Speakers discussing "Technologies That Fuel Multi-Platform Content" include Hardie Tankersley, Fox's vice president of innovation and social media; Will Law, Akamia's principal architect of media engineering; Ann Glenn, Sony Pictures Interactive's director of social media; Sean Besser, GetGlue's executive VP of business development, partnerships and strategies as well as executives from Microsoft and TV Plus.

Finally, Current TV's Jason Silva; YouTube's Lance Podell; Simplynew Studios' Marc Scarpa and Vuguru's Larry Tanz will offer their views of the future in the conference's "Visionaries" track.

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