



2015 INTERNATIONAL CES®  
January 6-9, 2015 | Las Vegas, NV | #CES2015

# C SPACE AT ARIA

## SCHEDULE OF EVENTS

### TUESDAY, JANUARY 6

11 AM-Noon Level 1, Pinyon 5  
**Fostering Creativity in a Technology Saturated World: Part 1**  
presented by MediaLink

1-2 PM Level 1, Pinyon 5  
**C Space Headliner: Google**  
Neal Mohan, VP, Display and Video Advertising Products, Google

2:15-4:30 PM Level 1, Pinyon 5  
**Digital Disruption**  
presented by ANA

2:15-3:15 PM CES Trends  
3:30-4 PM MillerCoors Drives Digital Innovation with the Startup Community  
4-4:30 PM A Future Worth Having

4-5 PM Level 1, Pinyon 7  
**Fostering Creativity in a Technology Saturated World: Part 2**  
presented by MediaLink

4-7 PM Level 1, Pinyon 4  
**C Space Opening Reception**  
presented by The Onion

6-7 PM Special appearance by Nick Cannon



## WEDNESDAY, JANUARY 7

7:30-9 AM Level 1, Pinyon 5

### **Innovation Series at CES**

presented by ShellyPalmer™

*By invitation only*

9-10 AM Level 1, Pinyon 7

### **C Space Headliner: Twitter**

Chris Moody, VP, Data Strategy, Twitter

10:15 AM-12:30 PM Level 1, Pinyon 5

### **Digital Disruption**

presented by ANA

10:15-10:45 AM MasterCard Worldwide's Approach to Digital Disruption

10:45-11:15 AM Amplifying Content with Earned Reach

11:30 AM-12:30 PM Digital Dynamic Duo – Dana & Bonin

1-2 PM Level 1, Pinyon 5

### **C Space Headliner: iHeartMedia**

Bob Pittman, Chairman and CEO, iHeartMedia with Ryan Seacrest, Emmy winning host, radio personality and entrepreneur

4-8 PM Casino Level, barMASA

### **Hulu Happy Hour**

*By Invitation Only*

## THURSDAY, JANUARY 8

9-11:15 AM Level 1, Pinyon 5

### **Digital Disruption**

presented by ANA

9-10 AM Subway's Fresh Take on Digital, Social and Content

10:15-11:15 AM Eradicating Fraud/Maximizing Digital Spend

11:30 AM-12:30 PM Level 1, Pinyon 5

### **The Relationship Between Privacy and Measurement**

presented by Neustar

1-2 PM Level 1, Pinyon 5

### **C Space Headliner: Havas Worldwide**

Jason Jercinovic, IBM Global Brand Director, Havas Worldwide  
with Howard Pyle, VP, IBM Marketing Innovation Group

2:15-3:15 PM Level 1, Pinyon 5

### **C Space Headliner: Yahoo**

Scott Burke, SVP, Advertising, Yahoo

### **C Space Hours**

Please note the hours for C Space are slightly different than the other CES venues.

Tuesday, January 6: 10 AM - 6 PM

Wednesday, January 7: 9 AM - 6 PM

Thursday, January 8: 9 AM - 4 PM

Friday, January 9: CLOSED