



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

SPACE SCHEDULE OF EVENTS

TUESDAY, JANUARY 6

10:30-11 AM Level 1, Pinyon 7

TV Data and Measurement Unplugged
presented by NBCUniversal

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

Fostering Creativity in a Technology Saturated World: Part 1
presented by MediaLink

1-1:45 PM Level 1, Pinyon 5

C Space Headliner: Google
Neal Mohan, VP, Display and Video Advertising Products, Google
Meredith Kopit Levien, EVP, Advertising, *New York Times*

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

For your convenience, food will be available for purchase from 11 AM-2 PM, Jan. 6-8, near the Pinyon Ballroom Foyer.

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

Kirstine Stewart, VP, North American Media Partnerships, Twitter

Chris Moody, VP, Data Strategy, Twitter

Jennifer Prince, Industry Director, Media and Entertainment, 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

9-10:30 AM Level 1, Pinyon 7

Reaching the Next Gen Consumer on TV and Video

Presented by the Connect Series-CES Edition, Mediaocean, GroupM and Videology

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, President, Havas Worldwide Digital

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