



# SCHEDULE OF EVENTS

## TUESDAY, JANUARY 5

2:45-4 PM ARIA, Level 1, Pinyon 5  
**C Space Storytellers**, presented by Consumer Technology Association  
2:45-3:15 PM Spotify and Chef Morimoto  
3:30-4 PM Rocket Fuel and Glenfiddich

4-7 PM ARIA, Level 1, Pinyon 4  
**C Space Opening Reception**  
presented by Rocket Fuel

8 PM-12 AM Wynn, XS Nightclub  
**MediaLink CES Kick-off Party**  
By invitation only

## WEDNESDAY, JANUARY 6

8:30 AM Venetian, Level 5, Palazzo Ballroom  
**Netflix Keynote: CEO Reed Hastings**

8:30 AM-3:15 PM ARIA, Level 1, Pinyon 5 and 6  
Marketing and Engagement, presented by Consumer Technology Association  
8:30-9:15 AM CES Show Floor Trends  
9-10 AM Discovery and GoPro Race Against Global Extinction  
11:30 AM-12:30 PM Licensing: It's More Than Revenue, It's Brand Communications  
1-2 PM The Future of Measurement  
2:15-3:15 PM Thriving in the Decade of the CMO

9 AM-12:30 PM ARIA, Level 1, Pinyon 7  
**Chief Digital Officer Forum (CDX)**, presented by M2 Events, LLC  
9-9:30 AM The Forrester Brand Roundtable: Mastering Digital Transformation  
9:30-10 AM Monetizing Big Data: The Weather Company  
10:15-10:45 AM IoT Spotlight: Creating Breakthrough Consumer Experiences  
10:45-11:15 AM The Chairman's Interview: A Conversation with Viacom  
11:30 AM-12 PM 2016 Media Outlook: Group M and Nestle  
12-12:30 PM How Vice Media Dominates Multi-Platform

9:30 AM-4:30 PM ARIA, Level 1, Pinyon 5  
**C Space Storytellers**, presented by Consumer Technology Association  
9:30-10 AM Salesforce  
10:15-10:45 AM AOL  
11:30 AM-12 PM LinkedIn and GE  
1-2 PM Facebook and Target

2:15-3 PM Pandora  
4-4:30 PM Nick Cannon

10:15-4:30 PM ARIA, Level 1, Pinyon 6  
**Marketing Reinvented**, presented by MediaLink  
10:15-11:15 AM The Future of Work  
3:30-4:30 PM Brand Reinvention

11:30 AM-12:45 PM ARIA, Bristlecone 8  
**Nielsen C Space Networking Lunch**, presented by Nielsen

1-4:30 PM ARIA, Level 1, Pinyon 7  
**Brands Working with Startups**, presented by ANA  
1-2 PM Understanding Tech's Role in Marketing with Startups  
2:15-3:15 PM Mondelez: Partnering with Startups to Win  
3:30-4:30 PM Shall We Dance?: Brands Collaborating with Startups

4-8 PM ARIA, barMasa  
**Hulu Cocktail Party**  
By invitation only

4-8 PM Bellagio, Hyde  
**Google Content Cocktail Party**  
By invitation only

## THURSDAY, JANUARY 7

7:30 AM-2 PM ARIA, Level 1, Pinyon 4 and 6  
**Marketing and Engagement**, presented by Consumer Technology Association  
7:30-10 AM Shelly Palmer Innovation Series Breakfast  
9-10 AM How Technology Is Changing the Agency Model  
1-1:45 PM CES Show Floor Trends  
1:15-2 PM 2016 Digital Political Outlook

9 AM-12:30 PM ARIA, Level 1, Pinyon 7  
**Brands Working with Startups**, presented by ANA  
9-9:30 AM Innovation: The Key to Business Transformation Success  
9:30-10 AM Encouraging and Protecting the Small and the Brave  
10:15-11:15 AM Unilever Foundry: Bringing David and Goliath Together  
11:30 AM-12 PM You Don't Have to be a Startup to Think Like One  
12-12:30 PM The Startup Imperative: The Case for Brand Collaboration

9:15-10:45 AM ARIA, Level 1, Pinyon 5  
**C Space Storytellers**, presented by Consumer Technology Association

9:15-10 AM Google, Best Buy and Time Warner  
10:15-10:45 AM Yahoo!

10:15 AM-12:30 PM ARIA, Level 1, Pinyon 6

**Marketing Reinvented**, presented by MediaLink

10:15-11:15 AM Stepping into the Screen: The Virtues of Virtual

11:30 AM-12:30 PM If It Looks and Sounds Like TV...Is It TV?

2 PM Westgate, Westgate Theater

**C Space Keynote**, presented by MediaLink

Featuring Stephen B. Burke, CEO, NBCUniversal, Michael Kassan, Chairman & CEO, MediaLink, Alison Lewis, Global CMO, Johnson & Johnson, John Stankey, CEO, Entertainment & Internet Services, AT&T, Kristin Lemkau, CMO, JP Morgan Chase, Lucian Grainge, Chairman & CEO, Universal Music Group, Peter Rice, Chairman & CEO, Fox Networks Group, Wenda Harris Millard, President & COO, MediaLink

4:30 PM Westgate, Westgate Theater

**YouTube Keynote: Chief Business Officer Robert Kyncl**

## FRIDAY, JANUARY 8

Exhibits Only

We offer dedicated shuttles between ARIA, the LVCC and Sands/Venetian to experience all CES has to offer.

The C Space Shuttle, presented by HookLogic, runs every 15. The shuttle will arrive and depart from ARIA, Level 1 Convention Space, adjacent to the Bristlecone Ballroom.

LVCC boarding: Grand Lobby patio

Sands/Venetian boarding: Venetian underground bus area

Operating hours

- 8 AM-6:30 PM Wednesday, January 6-Thursday, January 7
- 8 AM-2:30 PM Friday, January 8
- The C Space Shuttle will not be in service on Saturday, January 9

### C Space Hours

The exhibit and conference program hours differ slightly from the overall CES hours:

Tuesday, January 5: 2 PM-7 PM (Conferences and Opening Reception Only)

Wednesday, January 6: 10 AM-6 PM\*

Thursday, January 7: 10 AM-4 PM\*

Friday, January 8: 10 AM-2 PM (Exhibits only)

\*Conference programming will begin at (8:30 AM on Wednesday and 7:30 AM on Thursday)