

Wall Street Wizards Address Content Shift



by JAMES CARELESS
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Netflix, Hulu and VuDu. Smartphones, iPads and DVRs. Thanks to them all, the once-seemingly immutable rules that governed content production and distribution — and that transformed broadcast television into a multi-billion dollar global heavyweight — are changing. And although the Web services and this consumer tech-

Content Shift," 2:15 p.m.

"We are at a point of fundamental change in content production, distribution and consumption," Shindler said. "And there is no turning back."

Fortunately, Shindler and a host of Wall Street wizards will help NAB Show attendees get a handle on the "Great Content Shift."

The panel includes Doug Creutz, vice president of Cowen Group; David Enzer, managing director of Roth Capital Partners

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nology are helping drive these changes, "there are far bigger forces at play," said Marty Shindler.

Shindler is CEO of The Shindler Perspective — a cutting-edge consulting practice specializing in entertainment and entertainment technology — and moderator of today's Super Session, "Predictions from the Street: The Power Players Behind the Great

LLC; James M. Marsh, managing director and senior research analyst with Piper Jaffray & Co.; and Michael Pachter, managing director of Equity Research at Wedbush Securities.

"We are bringing in some of the best financial minds to make sense of what is going on," said Shindler. "And make no mistake. We are going through a fundamental

transition in the content industry. The proof is all around you."

To prove his point, Shindler cited a recent report in *Variety*. In the article "ABC



Marty Shindler

Rides the 'Modern' Era," *Variety* noted that ABC-TV's "Modern Family" had been bested by "The Big Bang Theory," "The Voice" and "American Idol" in the February overnight ratings. But when Nielsen added in full-week DVR playback numbers, "Modern Family" came out on top. Its weekly Wednesday audience of 12.8 million viewers swelled to 17.7 million, when the DVR audience was factored in.

"This is just one small instance," said Shindler. "There are all sorts of other elements to be considered when it comes to understanding the Great Content Shift. For

example, you've now got Netflix and Hulu producing original content, and Google/YouTube about to follow suit. You've got consumers able to shoot excellent-quality video, putting together and sharing their own content online. And you've got more and more devices capable of accessing this content whenever their users want it. All of these elements are changing the fundamentals of the content game."

At this point, Shindler doesn't expect the "Great Content Shift" to put the Big Four Networks and their affiliates out of work.

"The big networks will thrive as long as they continue to produce an unmatched level of programming; and local stations are still their communities' prime source of local news, weather and sports," he said. "But these niches have lots of space between them where new players can stake out turf; especially among younger consumers who are wedded to their mobile devices and social media."

The financial experts taking part in the session will provide convention-goers with informed insights on what's happening now; what's coming; and what savvy content producers can do to ensure that they are a part of the "Next Big Thing."

"We've got some very smart people on our panel, and we will be tackling the big issues associated with the Great Content Shift," said Shindler. "There will be time allotted for questions from the audience ... to get up-close with the delegates and find out what they want to know."

One thing is certain: the Great Content Shift is underway and it is unstoppable.

"Your best move is to cope by understanding what is happening and getting ahead of it," said Marty Shindler.

