

COLLABORATE WITH THE INNOVATORS

DISRUPTING THE MEDIA AND ENTERTAINMENT INDUSTRY

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The television industry is in the midst of a period of dramatic and turbulent change — and the rules of survival are being rewritten seemingly by the day. How legacy media brands adapt and **how emerging firms innovate** is the concentric stuff of which SPROCKIT is made — **there is no better environment for each to discover, mutually, what the future holds.**

— Tim Hanlon, Founder and CEO, THE VERTERE GROUP, LLC, SPROCKIT Thought Leader

SPROCKIT showcases industry-vetted emerging companies collaborating on bringing new products, services and revenue models to the media and entertainment industry. Over the last three years, SPROCKIT has been a launch pad for disruptive companies offering leading-edge technology to media companies. **Through SPROCKIT, corporate executives and entrepreneurs are shaping the future of the industry** by building relationships to tackle cross-sector challenges, forecast trends and bring innovative solutions to market.

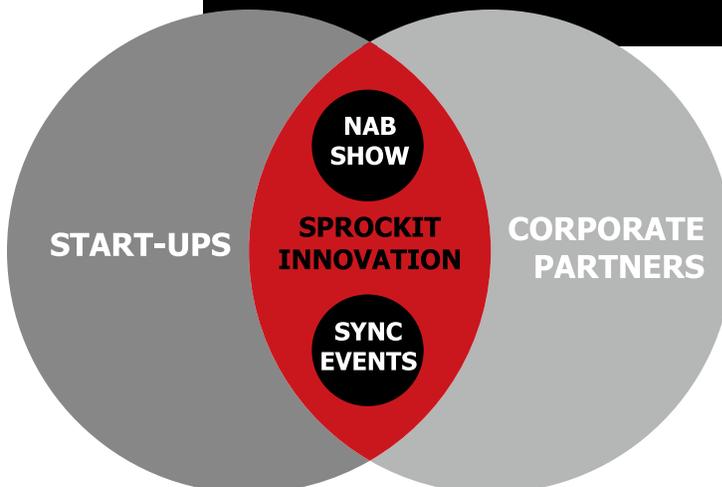
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I see **SPROCKIT as an ecosystem** play whereby the startup community can really drive that innovation and then **we can leverage it.**

— Chris Blandy, EVP Technology Solutions, FOX NETWORKS GROUP, SPROCKIT Corporate Member

HIGHLIGHTS OF MEMBER BENEFITS

- See what's next in the industry
- Participate in the startup selection process
- Network with other leading industry executives in multiple verticals in the content lifecycle
- Meet a curated group of industry players
- Efficiently access vetted technologies that align with your focus areas
- Join a tight-knit community in a collaborative environment sharing insight from industry icons and vertical experts
- [See full list of benefits](#)



2016 CORPORATE PARTNERS

A DYNAMIC MIX OF MEDIA AND TECHNOLOGY COMPANIES COLLABORATING IN A DIGITAL WORLD



*As of 5/2017. For a complete list of the SPROCKIT community, visit sprockitglory.com/sprockitcommunity.



Fifteen years ago, I first attended NAB as founder of a **tech startup where I spent all my energy trying to get noticed**. Now, I spend lots of time in **my corporate role sifting through hundreds of early stage companies to find ones to partner with** that have something disruptive to offer broadcasters. **SPROCKIT solves both problems.**

— Roger Keating, SVP Digital Media, HEARST TELEVISION, SPROCKIT Corporate Member



Many of the startups that were showcased and identified by SPROCKIT a year ago have **proven to be some of the most creative forces in helping broadcasters** to capture the latest digital opportunities.

— Seth Geiger, President & Founder, SMITHGEIGER LLC, SPROCKIT Thought Leader

SPROCKIT EVENTS



- ▶ **NEW YORK CITY** NOVEMBER
- ▶ **LOS ANGELES** FEBRUARY
- ▶ **NAB SHOW** APRIL
- ▶ **SILICON VALLEY** JUNE



SPROCKIT spotlights industry innovations through two channels: a showcase at NAB Show®, the world's largest media and entertainment event, and SPROCKIT Sync, a series of private meetings where conversation and collaboration continue in the media, tech and entertainment hubs of the world.



SPROCKIT is well-known for identifying the hottest tech companies in media and entertainment, and helped put the spotlight on Unruly during a very crowded NAB Show. SPROCKIT's Innovation Stage was an excellent platform for Unruly's data on using TV promos to drive millennials to watch TV shows — we won the popular vote for Best of Show! And with SPROCKIT's support, we were able to develop strategic partnerships that lasted long after NAB Show ended.

— Scott Button, **UNRULY** Founder and Co-CEO, SPROCKIT Company (recently sold to News Corp. for \$176 million)



...dynamic vehicle to discuss and hear directly from the broadcasters as well as industry startups who share the vision of **enabling the collaboration of traditional and digital media.**

— Christine Merritt, Head of Business Development & Partnerships Channel Sales North America, **GOOGLE**, SPROCKIT Founding Member

