

# CYNOPSIS MEDIA

Happy (almost) end of the year! We've created the ultimate *cynopsis* of highlights and news bites from our 2022 events. We're excited to share these with you, and can't wait to see you next year.

ENJOY!

## The Cynopsis Team

### Best of the Best

This year's Best of the Best Awards spotlighted the standouts in TV programming, marketing campaigns, people and tech. Noted Suzanne Mead, VP of strategic accounts at Open Influence, who accepted the award of Best Branded Campaign For Digital Platform for Universal Pictures and Open Influence's "#OldtheMovie" Influencer Campaign, "This Cynopsis award reaffirms the power of human creativity."

### 2021 WINNERS INCLUDED:

- RuPaul's Drag Race LGBTQ Herstory Month
- Nickelodeon Kids' Choice Awards
- With One Voice: Fighting Hatred Together, Produced by ATTN: and MTV
- Blue's Clues & You

Visit the site: <https://www.cynopsis.com/events/best-of-the-best-rising-stars-2021/>

### Virtual OTT Conference

"Streaming has created an irreversible imprint on the consumer, and the content investments have been massive," said John Vilade, VP and head of sales at Premion. The 2022 OTT Conference left an imprint on our 1,000+ attendees, too – vital information was shared and content companies collaborated as the staying power of digital connection was demonstrated.

Visit the site: <https://www.cynopsis.com/03-09-22-cynopsis-first-look-2022-virtual-ott-conference/>

### Sports Media Awards

Every year, *Cynopsis* recognizes the champions both in front of and behind the camera, celebrating impressive, impactful work in as many corners of the space as possible. This year,

our Legacy Award went to Tim Ellis, EVP and chief marketing officer at the NFL, for his efforts in driving consumer engagement and content development.

#### **WINNERS INCLUDED:**

- **SAY THEIR STORIES, NATIONAL FOOTBALL LEAGUE**
- **SIMONE VS HERSELF, RELIGION OF SPORTS**
- **NBCUniversal Telemundo, Tokyo 2020: El Camino Dorado (The Golden Road)**
- **Bleacher Report, NBA Playoffs on TNT Space Jam: A New Legacy Tease**

Visit the site: <https://www.cynopsis.com/events/2022-sports-media-awards/#2022-luminary-award-winners>

#### **Measurement and Data Conference**

Back in person, this year's conference overflowed with conversation about strategy, currency and – you guessed it – data! Steve Silvestri, SVP of advanced advertising at Discovery, said “We want to account for every eyeball. We know that there's value in eyeballs that have been unaccounted for in the past.” Unpacking the multilayered world of measurement led to lively discussions about a business still very much in progress. Eric Cavanaugh, SVP of global research and data sciences at Publicis Media stated “Measurement denotes accuracy, but currency denotes stability.”

Visit the site: <https://www.cynopsis.com/cynopsis-measurement-and-data-conference-the-executive-summary/>

#### **That Big TV Conference**

Reconnection happened here, and people were as excited to network with friends and colleagues again as they were to learn from sessions that spanned the industry's hottest topics. After over two years of instability and isolation, attendees found common ground on this: the importance of transforming insight into action in the digital space. Fernando Romero, head of ad sales at Fuse Media: “America is more multicultural than ever before, so our stories shouldn't be one-dimensional. Everyone should take it upon themselves to reflect that story.” In addition, Sean Cunningham, president and CEO at VAB, described today as a “tectonic-plate movement of transformation.”

Visit the site: <https://www.cynopsis.com/10-03-22-your-that-big-tv-conference-2022-executive-summary/>

#### **Top Women In Media**

This year's Top Women In Media awards were special not only for our winners, but ALSO for everyone in the room. Sharing a space created for women to celebrate each other was inspiring and uplifting, as we honored execs and their teams doing nothing short of incredible work.

## **WINNERS INCLUDED:**

- **Kathleen Finch, Chairman and Chief Content Officer, US Networks Group, Warner Bros. Discovery**
- **Wendy-Kay Logan, Director and Head of Product Management, Business Communications, Google**
- **Stephanie Fried, Chief Marketing Officer, Fandom**
- **Lukeisha Paul, Head of Diversity, Equity & Inclusion, GroupM US, GroupM**

Visit the site: <https://www.cynopsis.com/events/2022-top-women-in-media/>

## **Esports Business Summit**

“Stop taking yourselves so seriously.” This is how Lauren “GlitterXplosion” Laracuente summed up the atmosphere at this year’s summit in Las Vegas. “For this particular industry, just lighten it up a little bit... It doesn’t need to be so cookie-cutter perfection.” Attendees heard from newcomers to esports, veterans and Hollywood directors, and were treated to an exclusive preview of the documentary “FPS: First Person Shooter.” The event left no doubt that esports is a space worth expanding.

Visit the site: <https://www.esportsbiz.com/go/esports-business-summit-2022/>

## **Tempest Awards**

At HyperX Arena in Las Vegas, Overwatch League and ELEAGUE topped the charts with multiple wins, and two legends of the esports industry were inducted into our Tempest Hall of Fame (congratulations to Kevin Lin of Twitch and Hector Rodriguez of OpTic Gaming!). Winners and luminaries spanned the full spectrum of the industry, and peer recognized peer – or rather, player recognized player.

## **WINNERS INCLUDED:**

- **Verizon Collegiate Esports Series Invitational**
- **Call of Duty Mobile World Championship**
- **Pokémon World Championships**
- **NBA 2K League Draft**

Visit the site: <https://www.esportsbiz.com/go/tempest-awards-2022/>

## **Digital Model D & IT List**

To round out 2022, Cynopsis held its annual Model D and IT List awards ceremony in New York City. Welcomed to the podium were the innovators, inspirers and creators making outstanding

contributions to the digital landscape. “It’s impressive to see the people working behind such high-level projects,” said Valerie Torres, director of theatrical sales and exhibitor relations at Shout! Studios. “This is a great opportunity to learn.”

**WINNERS INCLUDED:**

- **Scream x MTV Cribs**
- **Hallmark Channel’s Countdown to Christmas Media Campaign**
- **Minions: The Rise of Gru x The Daily Show**
- **Paramount Network's Yellowstone - TikTok**

Visit the site: <https://www.cynopsis.com/events/model-d-it-list-awards-2022/#overview>

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**2023 CONFIRMED EVENTS INCLUDE:**

- Sports Media Awards Ceremony, NYC, April 18
- Measurement & Data Conference, NYC, June 14-15
- That Big TV Conference, NYC, September 27-28
- Best of the Best Awards Ceremony, NYC, September 28
- Top Women in Media Awards Ceremony, NYC, October 11
- Esports Business Summit, Las Vegas, November 1-3
- Tempest Awards Ceremony, Las Vegas, November 2

View the updated list here: <https://www.cynopsis.com/awards-events/>