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# television under the microscope: where the industry is now, how it got here, and what the future of television will look like

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## **BESLA 44th Annual Conference**

San José del Cabo, B.C.S., Mexico

November 14, 2024

MSK Partner Greg Olaniran is moderating the panel, "Television Under the Microscope: Where the Industry Is Now, How It Got Here, and What the Future of Television Will Look Like," at the Black Entertainment and Sports Lawyers Association (BESLA) 44th Annual Conference on November 14, 2024.

*About the panel...*

### **Moderator: Greg Olaniran, Esq., Partner, Mitchell, Silberberg & Knupp**

#### Panelists

Megan Brown, Esq., Business Affairs Executive, Amazon Studios

Michelle Sneed, CEO & Founder, A Few Good Women Productions, LLC

Traci Bransford, Esq., Partner, Parker Poe

Joshua Edwards, Esq., Partner, Fox Rothschild

#### Description

With what seems to be tectonic shifts happening every six months in the TV industry, the panel is an opportunity to discuss the industry's current state. Topics will range from the different strategies companies employ to differentiate themselves in the marketplace to the importance of advertising revenue and products in the streaming landscape and the continued importance of linear distribution in 2024 and beyond. With ad sales being the primary revenue driver for linear cable and now with major streamers creating lower-cost ad tiers, the C-Suite and investors are seeing the wisdom.

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