

On March 21, 2016, FCC's Media Bureau hosted the first of two workshops to examine competition, diversity, and innovation in the video marketplace. The workshop featured several panels that explored marketplace trends as well as challenges faced by distributors of video programming. The workshop can be viewed at <https://www.fcc.gov/news-events/events/2016/03/media-bureau-workshop-state-video-marketplace#acc1>.

Opening Remarks: **Tom Wheeler**, Chairman, FCC

Introduction: **William Lake**, Chief, Media Bureau

**Panel 1: Evolution of the Video Marketplace and the Future of Television**

**Richard Greenfield**, Managing Director and Media Analyst, BTIG  
**Bruce Leichtman**, President and Principal Analyst, Leichtman Research Group  
**Eli Noam**, Professor of Finance and Economics, Columbia University  
**Marci Ryvicker**, Managing Director, Wells Fargo Securities

**Panel 2: Challenges Faced By Multichannel Video Programming Distributors**

**Tasneem Chipty**, Managing Principal, Analysis Group  
**Todd Juenger**, Vice President, Senior Analyst, US Media, Sanford Bernstein  
**Dan Vincent**, Professor, Department of Economics, University of Maryland  
**Ali Yurukoglu**, Associate Professor, Graduate School of Business, Stanford University

**Panel 3: Challenges Faced by Online Video Distributors**

**Mark Fratrick**, Senior Vice President, BIA/Kelsey  
**Jeffrey Prince**, Associate Professor of Business Economics and Public Policy, Indiana University  
**Alejandro Zentner**, Associate Professor of Managerial Economics, University of Texas-Dallas