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**NewTek's Eighth Annual Broadcast Minds at NAB 2017  
Focusing On The Future With "The Power To See Ahead"**

*—Expert panel to talk on video industry trends and the opportunities they see ahead—*

**SAN ANTONIO – April 10, 2017** – [NewTek](#) once again brings together the experts, visionaries, and dreamers from the video industry for its annual Broadcast Minds™ panel at NAB. Broadcast Minds features big thinkers who are changing the definition of what it means to be a broadcaster. This powerhouse group of industry leaders will discuss the current trends in production and distribution of video, the direction the industry is headed, and offer a glimpse into their vision for what they believe the future holds for the video industry.

In its eighth year of hosting the must-attend panel, NewTek is proud to announce a lineup featuring the expertise of individuals from NFL Media, Roker Labs, and Twitch. The event will begin at 4:30 p.m. on Monday, April 24 at the Las Vegas Convention Center South Hall S222 with cocktails, and the panel starting at 5 p.m.

Jim Louderback, a venture partner at Social Starts, editorial director at Vidcon, and consultant on strategy and digital transformation to top media brands, serves as moderator for our experts as they explore "The Power To See Ahead" in the video industry.

This year's panel is:

- Al Roker, Co-Anchor of NBC's Today Show and Founder of Al Roker Entertainment
- Dave Shaw, Vice President Production at NFL Media
- Marcus "djWHEAT" Graham, game commentator and internet personality overseeing live programming initiatives at Twitch

"The broadcast industry looks considerably different that it did even 5 years ago. Every broadcaster must address their digital strategy or they will find themselves left behind," said Philip Nelson, chief relationship officer for NewTek. "Broadcast Minds has always brought together brave thinkers who are at the bleeding edge in this transition, and this year we will ask them very specifically about what they see as the big opportunities to increase revenue in this massive shift to digital."



The Broadcast Minds event at the 2017 NAB Show is open to all registered attendees. Those unable to attend can [register](#) to watch a live stream of the discussion. Join the conversation at #BroadcastMinds

Now in its eighth year, Broadcast Minds is recognized as a valuable resource and inspiration for not only the broadcast industry, but also new audiences interested in producing professional video.

Former Broadcast Minds panel participants include Tom Sahara of Turner Sports; Steve Hellmuth of NBA Entertainment; Marc Scarpa of Simplynew; Robert Scoble, Industry Visionary; Sterling Proffer, VICE Media; Leo Laporte, TWiT.TV; Tom Green, actor and comedian; Criss Angel, executive producer and director; Cali Lewis, host of GeekBeat TV/GeeksLife.TV; Norm MacDonald, writer and producer; Kevin Pollack, award-winning actor and comedian, Jeff Jacobs, MTV/Viacom Music Group; Bill Chapman, Turner Studios; Jeff Hawley, Yamaha Corporation of America; Adam Carolla, award-winning actor and comedian; Mark Fratto, St. John's University; Peter Dinklage, GRAMMY-nominated musician; Sean Smith, NBA D-League; and Don Sperling, New York Giants.

### **About NewTek**

NewTek is transforming the way people create network-style television content and share it with the world. From sporting events, Web-based talk shows, live entertainment, classrooms, and corporate communications, to virtually any place people want to capture and publish live video, we give our customers the power to grow their audiences, brands and businesses faster than ever before.

Clients include: New York Giants, NBA Development League, Fox News, BBC, NHL, Nickelodeon, CBS Radio, ESPN Radio, Fox Sports, MTV, TWiT.TV, USA TODAY, Department of Homeland Security (DHS), the National Aeronautics and Space Administration (NASA), and more than 80% of the U.S. Fortune 100.

NewTek is privately owned and based in San Antonio, Texas. For more information on NewTek please visit: [www.newtek.com](http://www.newtek.com), [Twitter](#), [YouTube](#), [Flickr](#) or connect with us on [Facebook](#).

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