



Nathalie Lethbridge, Founder & MD, Atonik Digital

Nathalie Lethbridge is the Founder and Managing Director of Atonik Digital, an international streamed entertainment and content strategy consultancy based in London. An expert in Pay TV, streamed entertainment services, content, mobile and converged digital media, Nathalie has extensive experience in business and content strategy, as well commercial negotiations across the traditional and digital/OTT content ecosystem. Nathalie's previously held senior leadership roles with leading global entertainment and broadcasting companies, content and mobile platforms and streamed entertainment innovators. This provides her with an insider's perspective on the ever evolving content ecosystem and valuation model.

Atonik Digital also harnesses the experience of a select network of very senior global executives across media and entertainment to deliver commercially focused informed and agile strategic solutions for clients across the globe.

Nathalie is a regular contributor at international conferences on topics associated with transformation in the entertainment industry. She is a dual French-Australian national, born in New York and raised in Australia, Asia and Europe, residing in London.



Adam Cunningham, Chief Global Strategist, Allied Global Marketing

Starting his entertainment career in talent representation, Adam bootstrapped his own digital agency, 87AM, out of his New York City studio at the peak of the economic crisis. The agency grew rapidly, and in 2011 was acquired by Allied Global Marketing, the leading entertainment, culture and lifestyle marketing agency.

Since then, Adam has led all of Allied's digital capabilities and was named Chief Global Strategist in 2020. In his time at Allied, Adam has built world-class teams covering integrated paid, earned, owned and creative solutions, as well as launching AGM's strategic consulting division focused on the future of entertainment.

Adam and his team have also worked with major media companies around the globe to develop proprietary technology and data systems to react to increasingly rapid market and consumer shifts.

Most recently, Adam has been a leading force in the shift of studios and networks to direct-to-consumer marketing via OTT/streaming and transactional/TX businesses, driving customer acquisition and retention metrics that have been up to 85% better than industry averages for a number of high-profile clients.

Based in Allied's office in London, he is successfully leading the company's expansion into international markets, currently performing services across media, creative, data and marketing in over 50 countries globally.