

people of interest



AOL NewFronts 2016

A star-studded line-up of celebrities strutted and performed at the 2016 AOL NEWFRONT event at Seaport District in New York. The groundbreaking evening involved a first of its kind approach to NewFronts where it showcased brands to the industry and the 3,000+ attendees who interacted with brands just as a consumer does from live experiences, virtual reality, personalization and more. Launched in 2008, the "Digital Content NewFronts" was created by the ad agency DigitasLBi to give web content a leg up in competing for TV ad dollars. Today, they are run by the Interactive Advertising Bureau (IAB) who says its mission is "to shape the NewFronts into a practical marketplace for connecting wealth of digital content and content creators to brands, media and marketing agencies."



- 1 Portia de Rossi
- 2 Mike Epps
- 3 Wiz Khalifa & Snoop Dog
- 4 Sarah Jessica Parker
- 5 Demi Lovato
- 6 Nicole Richie
- 7 Steve Buscemi
- 8 Zoe Saldana
- 9 James Franco

