

# 2004 NBA ALL-STAR TECHNOLOGY SUMMIT

*The Regent Beverly Wilshire, Los Angeles*

## FRIDAY, FEBRUARY 13

**7:45 AM - 9:00 AM**

**Registration/Breakfast Buffet**

**9:00 AM - 9:15 AM**

**Welcome**

Ahmad Rashad, Host

**Opening Remarks**

David Stern, NBA Commissioner

**9:15 AM - 10:00 AM**

**Panel I: Remote Control: How Will Fans Watch Sports?**

Moderator: Mike Tirico (Host & Play-by-Play Commentator, ESPN/ABC)

Panelists

Brian Bedol (Co-Founder, President & CEO, College Sports Television)

Steven Bornstein (President & CEO, NFL Network and Executive Vice President, Media, NFL)

Mark Cuban (Owner, Dallas Mavericks)

James Dolan (Chairman, Madison Square Garden and President & CEO, Cablevision Systems Corporation)

David Hill (Chairman & CEO, FOX Sports Television Group)

Rob Jacobson (COO, iN DEMAND Networks)

Kay Koplovitz (Principal, Koplovitz & Company)

Mark Lazarus (President, Turner Entertainment Group)

Description

For live sports viewing, high definition seems to be a killer application. Other interactive enhancements have been slow to gain traction in the marketplace. Is there a business working with the interactive tools now in the market—video on demand, subscription video on demand, personal video recorders and networked PVRs—to allow viewers to enjoy live sports in new ways and in replay to offer an experience that trumps conventional highlights? Or are other technologies on the horizon which will have enough of an impact to change viewing habits? Panelists discuss how technology will define the sports viewing experience and weigh the long term impact that these developments and new local and national networks will have on the way fans watch sports.

**10:00 AM - 10:15 AM**

**Break**

**10:15 AM - 11:00 AM**

**Panel II: Music Lessons: What Digital Music Means for Video**

Moderator: William C. Rhoden (Columnist, *The New York Times*)

Panelists

Sean "P. Diddy" Combs (CEO of Bad Boy Entertainment & Sean John)

David Dickinson (Vice President, Mobile Services, Americas Region, Nokia Inc.)

Ariel Emanuel (Partner, Endeavor Agency)

Larry Jacobson (President, RealNetworks, Inc.)

McG (Director, Wonderland Sound and Vision)

Jon Miller (Chairman & CEO, America Online, Inc.)

Terry Semel (Chairman & CEO, Yahoo! Inc.)

Description

The business of music has changed permanently with the digital age. From peer to peer file sharing to cutting edge hardware devices and new ways to purchase individual songs, technology has changed the relationship between consumers and artists—and challenged the traditional role of record labels and retailers in the process. Online and off, what can be learned about the future of digital video by looking at the music industry's recent evolution? What's next in the music business as music labels restructure parts of their businesses around radical changes in consumer behavior? Panelists analyze the music industry's response to technology and discuss how to apply the lessons learned in selecting technology, devices, delivery mechanisms and business models to other segments of the entertainment industry.

**11:00 AM - 11:15 AM**

**Break**

**11:15 AM - Noon**

**Panel III: Where the Boys Are: Marketing Across Fragments**

Moderator: Larry King (Host, CNN's *Larry King Live*)

Panelists

Marvin Davis (Vice President, Advertising & Brand Management, Verizon Wireless)

Bill Lamar Jr. (Chief Marketing Officer, McDonald's U.S.A.)

Geraldine Laybourne (Chairman & CEO, Oxygen Media)

Larry Miller (President, Brand Jordan, Nike, Inc.)

Daniel Palumbo (Senior Vice President & Chief Marketing Officer, The Coca-Cola Company)

Micky Pant (Chief Marketing Officer for the Reebok Brand, Reebok International, Ltd.)

Stuart Scott (Anchor, ESPN)

Connie Weaver (Executive Vice President, Public Relations, Marketing & Brand, AT&T)

Description

It's conventional wisdom that the key demographic of 18-to-34-year-old males is spending less time watching network television and more time on other media platforms. We know they are spending time online, watching their favorite shows on digital cable, playing video games, watching DVDs, listening to music and using their wireless devices to communicate and get information. These different media are developing into new marketing platforms, with non-traditional inventory like courtside signage in video games and sponsored content on cell phones. While reaching this key demographic has become an exercise in creative thinking, the entertainment sector has yet to arrive at a common means of measuring reach within or across these new platforms. Panelists discuss how to determine media impact in different platforms, and explore the marketing opportunities they present.

**Noon - 12:30 PM**

**Lunch Buffet**

**12:30 PM - 1:15 PM**

**Panel IV: Market Transformations: The Next Revolution in E-Commerce**

Moderator: John King (Senior White House Correspondent, CNN)

Panelists

Jen-Ran Chen, (CEO, Yam Digital Technology Co., Ltd.)

Sonja Henning (Indiana Fever and President, Women's National Basketball Players Association)

John Pleasants (President & CEO, Ticketmaster)

Geoff Reiss (Senior Vice President & General Manager, *ESPN The Magazine*)

Neil Roseman (Vice President, Enterprise Commerce Services, Amazon.com)

Mike Slade (Partner, Second Avenue Partners)

Nancy Smith (Vice President of Global Media/Sponsorship and Event Marketing, American Express)

Michael Wolf (Director & Managing Partner, Global Media & Entertainment Practice, McKinsey & Company)

Description

Technology has changed the very nature of marketplaces, aggregating large communities of small buyers and sellers, turning variable pricing into a form of entertainment and empowering consumers by applying search technology to comparison shop across thousands of vendors in mere seconds. Along with digital ticketing, online auctions and digital subscriptions, technology has already changed existing businesses and established new lines of revenue. What emerging technologies will trigger the next wave of change in the e-commerce marketplace? How has e-commerce changed the nature of being a consumer? What trends in the international e-commerce landscape—online, wireless or interactive television—have the potential to impact US-based businesses? Panelists discuss the role of e-commerce in the next phase of global merchandising and look ahead to the next transformation in electronic commerce.

**1:15 PM - 1:30 PM**

**Break**

**1:30 PM - 2:15 PM**

**Panel V: 21<sup>st</sup> Century Literacy: Reading, Technology and a New Education**

Moderator: Ernie Johnson Jr. (Studio Host, Turner Sports)

Panelists

Jim F. Anderson (Vice President, ASG Enterprise Sales, Dell, Inc.)

Leonard Armato (Chairman & CEO, Management Plus Enterprises and Commissioner, AVP Pro Beach Volleyball)

Larry Irving (President, Irving Information Group)

Richard Jefferson (New Jersey Nets)

Paul Noglows (Managing Director & Director of Research, IRG Research)

Carol Hampton Rasco (President & CEO, Reading is Fundamental, Inc.)

Ruth Riley (Detroit Shock)

Roy Romer (Superintendent, Los Angeles Unified School District)

Description

Reading is an essential step in the road to educational achievement. More and more, digital fluency is also key to being competitive in the workforce and participating in a technology-driven society. What other tools and skills do young people need to be prepared for their futures? What roles should the public and private sectors play in helping to develop an educational paradigm that will help prepare kids for achievement in the 21st Century? From the NBA and WNBA's Read to Achieve program to after school activities, how can special programs be used to supplement and support public education? Panelists provide a vision for the future of education, including the importance of reading and the critical role of digital literacy.

**2:15 PM - 2:30 PM**

**Break**

**2:30 PM - 3:15 PM**

**Panel VI: Player Programming: How Fans View Athletes**

Moderator: Jeff Greenfield (Senior Analyst, CNN)

Panelists

Charles Barkley (Analyst, Turner Sports)

Jerry Colangelo (Chairman, CEO & Managing General Partner, Phoenix Suns)

Paul Fireman (Chairman & CEO, Reebok International, Ltd.)

David Levy (President, Turner Sports, Inc, and President, Turner Entertainment Group Sales and Marketing)

Chuck Maniscalco (President, Gatorade)

Donna Orender (Senior Vice President, Strategic Development, Office of the Commissioner, PGA TOUR, Inc.)

John Skipper (Executive Vice President, ESPN)

Mike Tollin (Partner, Tollin/Robbins Productions)

Description

Fans have more exposure to athletes than ever before. Does that mean fans know more about athletes or are more connected to players and the game? Or has the media saturation led to a greater disconnect between fans and players? Sports fans can hear players talking to each other on the court during competition; get a backroom view of locker room dynamics and step inside for an all-access tour of players' homes and family life. At the same time, derivative programming such as video games, fantasy games and scripted programming rely on a certain disassociation from the authentic reality programming of live sports. Panelists discuss how fans develop connections to players, and debate the role of different types of sports programming in shaping fans attitudes and mindsets toward sports, teams and the game itself.

**3:15 PM**

**Summit Concludes**