

2007 NBA ALL-STAR TECHNOLOGY SUMMIT:
The Future of Sports Programming
Bellagio, Las Vegas

FRIDAY, FEBRUARY 16

7:30 a.m. – 8:30 a.m. Registration/Breakfast Buffet

8:30 a.m. – 8:45 a.m. Welcome
Ahmad Rashad, Host

Opening Remarks
David Stern, NBA Commissioner

8:45 a.m. – 9:30 a.m. Panel I: Developing Digital Revenue Models in Sports

Moderator: Andre Aldridge (Anchor, NBA TV)

Panelists

Deepak Advani (Senior Vice President & Chief Marketing Officer, Lenovo)
Robbie Bach (President, Entertainment & Devices Division, Microsoft Corporation)
George Bodenheimer (President, ESPN, Inc. & ABC Sports, Co-Chairman, Disney Media Networks)
Mark H. Lazarus (President, Turner Entertainment Group)
Mary Meeker (Managing Director, Morgan Stanley)
Stephen G. Pagliuca (Managing Director, Bain Capital)
Denmark West (Executive Vice President, Operations, Global Digital Media, MTV Networks)

Description

Digital sports revenues have been driven largely by subscription, licensing, advertising and pay per view models, all paradigms familiar in the “old media” world. New models have also relied on content sales as a means of driving hardware—or hardware as a loss leader for content models—as well as an evolution of the established revenue models through technology-driven enhancements in targeting, tracking and segmentation. Which business models show the most growth potential in sports and what types of companies are best positioned to take advantage of that growth? What aspects of the traditional content models are ripe for change and which will continue to be influential over the next decade? Panelists discuss content owners, rights holders and consumers, and share their vision for developing and managing the business of sports.

9:30 a.m. - 9:45 a.m. Break

9:45 a.m. - 10:30 a.m. Panel II: Connecting with the Sports Fan

Moderator: Wolf Blitzer (Anchor, CNN)

Panelists

Sean Bratches (Executive Vice President, Sales & Marketing, ESPN, Inc.)
Mike Butler (Executive Vice President & Chief Marketing Officer, T-Mobile USA)
Daniel Gilbert (Chairman and Founder, Quicken Loans, Majority Owner, Cleveland Cavaliers)
Earvin “Magic” Johnson (Chairman & CEO, Johnson Development Corporation & Magic Johnson Enterprises)
David Levy (President, Turner Entertainment Ad Sales & Marketing, President, Turner Sports)
Sean Moriarty (President & Chief Operating Officer, Ticketmaster)
Beatriz Perez (Vice President, Media, Sports & Entertainment Marketing, Coca-Cola North America)

Description

Sports fans have more sources of information about players, teams and leagues than ever before, and an increasing number of ways to let their own voices be heard whether that’s through talk radio or their own blogs. How do sports fans form their opinions about players, teams and leagues—through news media, game telecasts, talk radio, blogs, their own in arena experience? With so many ways to both get information about sports and give their own views, which tactics have proven most successful for sports properties to positively engage and interact with fans? Panelists talk about how to manage and leverage brand messages in an age of empowered consumers.

10:30 a.m. - 10:45 a.m. Break

10:45 a.m. – 11:30 a.m. Panel III: Inside the Debate on Sports Gambling

Moderator: John King (Chief National Correspondent, CNN)

Panelists

Oscar B. Goodman (Mayor, City of Las Vegas)
Larry Irving (Principal, The Irving Group)
Robert D. Jacobson (President and Chief Executive Officer, iN DEMAND Networks)
Steve Lipscomb (Founder and Chief Executive Officer, WPT Enterprises, Inc.)
Greg Shaheen (Senior Vice-President, Basketball and Business Strategies, NCAA)
Mike Slade (Partner, Second Avenue Partners)
Casey Wasserman (Chairman & Chief Executive Officer, Wasserman Media Group)

Description

Mainstream Americans have accepted and actively participate in sports gambling—in fact, seven out of 10 adults placed a sports wager in the past year, with \$600 billion changing hands as a result. Yet sports leagues and governing bodies have maintained a long-standing industry taboo against sports betting, with historically well-grounded reasons. Where does that leave sports fans, broadcasters and leagues? How has the internet changed gaming, and what are the prospects and implications of an online betting universe that thrives without the participation or sanction of sports governing bodies? What are the differences and similarities between sports gambling and fantasy sports and how do they influence sports broadcasts and viewing? Panelists take a good, hard look at the perception, reality, challenges and opportunities behind this hot button issue.

11:30 a.m. – 11:50 a.m. Lunch Buffet

11:50 a.m. – 12:35 p.m. One-on-One: Google and the Future of Sports Fans

Interviewer: Soledad O'Brien (Anchor, CNN)

Speaker: Eric Schmidt (Chairman of the Executive Committee & Chief Executive Officer, Google, Inc.)

Description

Google CEO Eric Schmidt has presided over the rise of one of the quickest and most influential corporate ascendancies in global business. Google has carved out its own path from search to exquisitely targeted online advertising to print advertising, Google Earth, email, social networking and video. Despite a series of intriguing deals from My Space to AOL and of course the acquisition of YouTube, Schmidt has said that Google isn't a media company. If Google isn't a media company, how do you define a media company in 2007 and what kind of company, then, is Google? Schmidt provides his insight into how Google's vision impacts the world of sports and what might sports and media look like in Google's idea of the future.

12:35 p.m. – 12:45 p.m. Break

12:45 p.m. – 1:30 p.m. Panel IV: Redefining Sports Content Distribution

Moderator: Ernie Johnson (TNT NBA studio host, Turner Sports)

Panelists

Charles Barkley (TNT NBA Analyst, Turner Sports)
Mark Cuban (Chairman, Landmark Theaters, Co-Founder, HDNet Films & 2929 Entertainment)
Robert L. Johnson (Majority Owner, Charlotte Bobcats)
Phil Kent (Chairman & Chief Executive Officer, Turner Broadcasting System, Inc.)
Joseph Ravitch (Managing Director, Goldman, Sachs, & Co.)
John Skipper (Executive Vice President, Content, ESPN, Inc.)
Kenny Smith (TNT NBA Analyst, Turner Sports)

Description

Digital or analog, the goal of a sports media property remains the same: to reach as many fans as possible. While mass audiences had long been the defining characteristic of broadcast networks, increasingly cable viewership and ratings rivals broadcast, and new digital aggregators have emerged through destination, search and video platforms. What are the defining characteristics of these distribution platforms and how are they the same or different than more established modes of transmission? What does "reach" mean in a cross platform world and what are the implications for how content is distributed and consumed? How is user generated content the same or different than other types of sports programming, and what are the implications for the next generation of sports programming? Panelists discuss how to reach sports fans and how to keep on reaching them.

1:30 p.m. Summit Concludes