

2008 NBA ALL-STAR TECHNOLOGY SUMMIT:
Where Networking and Connectivity Happen
The Ritz-Carlton, New Orleans

FRIDAY, FEBRUARY 15

7:30 a.m. – 8:30 a.m.

Registration/Breakfast Buffet

8:30 a.m. – 8:45 a.m.

Welcome

Ahmad Rashad (Executive Producer, *NBA All Access* & Managing Editor, NBA Entertainment)

Opening Remarks

David Stern (Commissioner, NBA)

8:45 a.m. – 9:30 a.m.

Panel I: Which Screen Are You Watching?

Moderator: Wolf Blitzer (Anchor, *The Situation Room*, CNN)

Panelists

Dr. Myles Brand (President, NCAA)

Alan Cohen (Vice President, Enterprise & Mid-Market Solutions, Cisco)

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

Daniel Gilbert (Majority Owner, Cleveland Cavaliers & Chairman, Quicken Loans)

Jason Hirschhorn (President, Entertainment Group, Sling Media, Inc.)

David Levy (President, Turner Broadcasting Sales, Inc. & President, Turner Sports)

Sue Nokes (Chief Customer & Operations Officer, T-Mobile USA)

John Skipper (Executive Vice President, Content, ESPN, Inc.)

Description

State-of-the-art screens are becoming both bigger and smaller. From the new 150" plasma unveiled at CES to the 2" cell phone, new avenues of distribution online are giving fans more choices and sports programmers more options. What do these developments mean for the future of sports programming? How are the economics evolving? Panelists discuss the impact these devices and platforms have on their businesses, the role sports play in defining new technology and the screens they will be watching in 2008.

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

Break

9:45 a.m. - 10:30 a.m.

Panel II: The Socialization of Sports

Moderator: Soledad O'Brien (Anchor & Special Correspondent, CNN)

Panelists

Chris Bosh (Toronto Raptors)

Mark Cuban (Chairman, Landmark Theaters, Co-Founder HDNet Films & 2929 Entertainment)

John King (Chief National Correspondent, CNN)

Sean Moriarty (President & Chief Executive Officer, Ticketmaster)

Bill Simmons (Columnist, ESPN.com & *ESPN The Magazine*)

Denmark West (President, Digital Media, BET Networks)

Gideon Yu (Chief Financial Officer, Facebook)

Description

With blogs, wikis, message boards and social networks, the fan is being heard across the sports world. If rights holders can get opinions from 5000 people in 200 hundred countries, what does this mean for sports coverage? What is the role of the sports analyst in a world of a million voices? Panelists discuss the rise of collaboration, the impact of the emerging social network of fans and the democratization of media.

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

Break

10:45 a.m. – 11:30 a.m. Panel III: Think Global, Play Local

Moderator: Ernie Johnson (TNT NBA Studio Host, Turner Sports)

Panelists

Charles Barkley (TNT NBA Analyst, Turner Sports)

Bob Johnson (Owner, Charlotte Bobcats)

Earvin "Magic" Johnson (Chairman & Chief Executive Officer, Magic Johnson Enterprises)

Mitchell J. Landrieu (Lieutenant Governor, Louisiana)

Stephen G. Pagliuca (Managing Director, Bain Capital)

Beatriz R. Perez (Senior Vice President, Integrated Marketing, Coca-Cola North America)

Kenny Smith (TNT NBA Analyst, Turner Sports)

Scott Di Valerio (Senior Vice President & President of the Americas, Lenovo)

Description

The NBA, NFL, MLB and NHL all played games outside North America this season. The U.S. continues to "export" its sports and culture via an increasingly global distribution of media while players and fans are increasingly "imported" into the core business. Panelists debate the implications of the globalization of sport, look at what impact the sports industry will see from the Beijing Olympics and explore how to best connect with fans across the globe.

11:30 a.m. – 11:45 a.m. Break

11:45 a.m. – 12:30 p.m. One-on-One: The Future of Communications and Content

Interviewer: Anderson Cooper (Anchor, *Anderson Cooper 360⁰*, CNN)

Speaker: Kevin J. Martin (Chairman, Federal Communications Commission)

Description:

In the more than 70 years that the FCC has been in existence, no period has presented such a complex range of issues with such urgent ramifications for both industry and the consumer. From à la carte cable carriage to ownership of wireless spectrum, FCC Chairman Kevin Martin is on the leading edge of charting policy that will dictate the content and communications that consumers have access to and which sectors will have the most control over the new technologies driving the future.

12:30 p.m. Summit Concludes