

**2010 NBA ALL-STAR TECHNOLOGY SUMMIT:**  
**The Next Generation Fan**  
*The Ritz-Carlton, Dallas*

**FRIDAY, FEBRUARY 12**

**7:30 a.m. – 8:30 a.m.**     **Registration for Tech Summit and NBA Cares Day of Service / Breakfast Buffet**

**8:30 a.m. – 8:45 a.m.**     **Welcome**  
Ahmad Rashad (Host & Executive Producer, NBA TV's *All-Access*)

**Opening Remarks**  
David Stern (Commissioner, NBA)

**8:45 a.m. – 9:30 a.m.**     **Panel I:             Multiplatform Strategies**  
  
Moderator:             Wolf Blitzer (Anchor, *The Situation Room*, CNN)

Panelists  
Chris Bosh (Forward, Toronto Raptors)  
Greg Creed (President & Chief Concept Officer, Taco Bell Corporation)  
James L. Dolan (Executive Chairman, Madison Square Garden & President & CEO, Cablevision Systems Corporation)  
Bob Johnson (Majority Owner, Charlotte Bobcats)  
David Levy (President of Sales, Distribution & Sports, Turner Broadcasting System, Inc.)  
Jon D. Litner (President, Comcast Sports Group)  
John Skipper (Executive Vice President, Content, ESPN)

Description  
Cross-channel programming is now de rigueur, but the business continues to evolve. Are platform-restricted content deals dead or increasingly important? What content are fans demanding where, and how are they consuming across channels? Do brand campaigns travel across platforms, or campaigns targeting different consumers in each channel? Panelists discuss who owns the multiplatform fan and how programmers and marketers are adapting to consumer behavior in each channel.

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

**9:45 a.m. - 10:30 a.m.**     **Panel II:             Social Media**  
  
Moderator:             Soledad O'Brien (Anchor & Special Correspondent, CNN)

Panelists  
Erik Bahr (Director of Sales, Facebook)  
Earvin "Magic" Johnson (Chairman & Chief Executive Officer, Magic Johnson Enterprises)  
Benjamin Ling (Senior Director, Product Management, YouTube/Google)  
Stephen G. Pagliuca (Managing Partner & Co-Owner, Boston Celtics & Managing Director, Bain Capital)  
Beatriz R. Perez (Senior Vice President, Integrated Marketing, Coca-Cola North America)  
Stephen Stoute (Founder & Chief Executive Officer, Translation Marketing)  
Denmark West (President, Digital Media, BET Networks)

Description  
Social platforms have further democratized publishing and aggregation of content in addition to opening up direct relationships between fans and brands. How do athletes, companies and fans use social media to communicate, and what is the impact of social media on the traditional dynamic between individuals and brands? Panelists discuss social media strategies, and take a closer look at how to value social media relationships.

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

**10:45 a.m. – 11:30 a.m. Panel III: Mobile Content**

Moderator: John C. King (Anchor & Chief National Correspondent, CNN)

Panelists

John Kosner (Senior Vice President & General Manager, ESPN Digital Media)  
Staci Kramer (Co-Editor & Executive Vice President, ContentNext Media)  
Michael Mendenhall (Senior Vice President & Chief Marketing Officer, HP)  
Bryan Perez (Senior Vice President & General Manager, NBA Digital)  
Denny Post (Senior Vice President & Chief Marketing Officer, T-Mobile USA)  
Casey Wasserman (Chairman & Chief Executive Officer, Wasserman Media Group)  
Michael Wolf (Chief Executive Officer, MediaEquation)

Description:

The app wars are heating up among iPhone, iPad, Android and Blackberry, and on-the-go video consumption continues to rise. With an increasing number of options, consumer choices are now driven by devices and network services as well as content applications. How is the business of wireless changing and what happens next in your hip pocket? Panelists talk about customer expectations and what's next in the world of mobile content and communications.

**11:30 a.m. – 11:45 a.m. Break**

**11:45 a.m. – 12:30 p.m. Panel IV: Grassroots Digital**

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

Panelists

Dave Alberga (Chief Executive Officer, The Active Network, Inc.)  
Irving Azoff (Chief Executive Officer, Ticketmaster Entertainment)  
Charles Barkley (TNT NBA Studio Host, Turner Sports)  
Alan S. Cohen (Vice President, Enterprise Solutions, Cisco Systems, Inc.)  
Mark Cuban (Chairman, Landmark Theaters & Co-Founder, HDNet Films & 2929 Entertainment)  
Daniel Gilbert (Majority Owner, Cleveland Cavaliers & Founder & Chairman, Quicken Loans)  
Michael Sprague (Vice President, Marketing, Kia Motors America)

Description

Digital technology is changing the fan experience from ticket purchase all the way through to the in-arena environment itself. Tickets are paperless or loaded with added value for parking and concessions, and ticket prices are increasingly dynamic. Many arenas now feature state-of-the-art digital signage, in-suite touchscreens and wireless networks. Panelists discuss what's new in arena technology and how technology is changing the live experience.

**12:30 p.m. Summit Concludes**