

**2011 NBA ALL-STAR TECHNOLOGY SUMMIT:**  
**Digital Disruption**  
*Beverly Wilshire, Los Angeles*

**FRIDAY, FEBRUARY 18**

**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**  
**Chris Tucker**  
Actor/Comedian

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

**8:45 a.m. – 9:30 a.m.**

**Panel I: Universal Broadband**

Moderator: John King (Anchor, *John King, USA, CNN*)

Panelists

Cole Brodman (Senior Vice President & Chief Marketing Officer, T-Mobile USA)  
James L. Dolan (Executive Chairman, Madison Square Garden & President & CEO, Cablevision Systems Corporation)  
Arne Duncan (U.S. Secretary of Education, U.S. Department of Education)  
Larry Irving (Vice President, Global Government Affairs, HP)  
Earvin “Magic” Johnson (Chairman & Chief Executive Officer, Magic Johnson Enterprises)  
Peter Moore (President, EA SPORTS)  
John Skipper (Executive Vice President, Content, ESPN)

Description

The digital divide has become more than just a domestic socio-economic issue. From net neutrality to super high-bandwidth access for consumers, what is the state of universal broadband around the world and what are the competitive implications for globally oriented businesses? Panelists discuss the policy and commercial drivers for increasing access to technology and the Internet for consumers around the globe.

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

**Break**

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

**Panel II: Emerging Video Platforms**

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

Panelists

Charles Barkley (TNT NBA Studio Host, Turner Sports)  
George Bodenheimer (President, ESPN / ABC Sports & Co-Chairman, Disney Media Networks)  
James Cameron (Filmmaker)  
David Hsieh (Vice President, Marketing, Emerging Technologies & Telepresence, Cisco)  
David Levy (President of Sales, Distribution & Sports, Turner Broadcasting System, Inc.)  
Phil McKinney (Vice President & Chief Technology Officer, Personal Systems Group, HP)  
Beatriz R. Perez (Chief Marketing Officer, Coca-Cola North America)  
Sarah Robb O'Hagan (President, North America, Gatorade & Global Chief Marketing Officer, Sports Nutrition, PepsiCo)

Description

From 3D to mobile to broadband, the industry continues to find new platforms and devices for video distribution. Is “cord-cutting” a threat to existing business models? How will video-based advertising change as more video viewing takes place online and on mobile platforms? Panelists take a closer look at what fans expect from their sports viewing experience and which business models are best positioned to support those platforms.

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

**Break**

**10:45 a.m. – 11:30 a.m. Panel III: Digital Ticketing**

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

Panelists

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

John Donahoe (President & Chief Executive Officer, eBay, Inc.)

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

Timothy J. Leiweke (President & Chief Executive Officer, AEG)

Stephen G. Pagliuca (Managing Partner & Co-Owner, Boston Celtics & Managing Director, Bain Capital)

Michael Rapino (President & Chief Executive Officer, Live Nation Entertainment, Inc.)

Dan Rose (Vice President, Partnerships & Platform Marketing, Facebook)

Denmark West (President, Digital Media, BET Networks)

Description

Technology is changing the market dynamics of ticket purchasing, pricing, distribution, and resale. Are consumers and teams best served by open or closed systems? What are the costs and benefits of dynamic pricing? How does that change the fans' perception of the value of a ticket? Panelists talk about the future of ticketing and which technologies are likely to have the biggest impact on the business.

**11:30 a.m. – 11:45 a.m. Break**

**11:45 a.m. – 12:30 p.m. One-On-One: Sports, Technology and the Fan**

Malcolm Gladwell (Staff Writer, *The New Yorker*)

Bill Simmons (Columnist, ESPN)

Description

What do the next 10 years hold for the sports fan and how will technology shape that experience? ESPN's Bill Simmons and best-selling author Malcolm Gladwell face off for a special one-on-one discussion about the future of fan interaction in the age of social media, 24/7 access and always-on devices.

**12:30 p.m.**

**Summit Concludes**