

**2013 NBA ALL-STAR TECHNOLOGY SUMMIT:**  
**The Next Digital Frontier**  
*Royal Sonesta, Houston*

**FRIDAY, FEBRUARY 15**

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

**8:30 a.m. – 8:45 a.m.**

**Welcome**

Ahmad Rashad (Host & Executive Producer, *One on One with Ahmad Rashad*, NBA TV)

**Opening Remarks**

David Stern (Commissioner, NBA)

**8:45 a.m. – 9:15 a.m.**

**One-on-One: Media Management for Rocket Scientists**

Moderator: John King (Chief National Correspondent, CNN)

Speaker: Dr. F. Michael Naderi (Director for Solar System Exploration, Jet Propulsion Lab, NASA)

**9:15 a.m. - 9:30 a.m.**

**Break**

**9:30 a.m. – 10:10 a.m.**

**Panel I: Navigating Big Data**

Moderator: Poppy Harlow (Correspondent, CNN)

Panelists

Arne Duncan (U.S. Secretary of Education, U.S. Department of Education)

Nathan Hubbard (Chief Executive Officer, Ticketmaster)

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

Steve Peck (Senior Vice President, Global Strategic Initiatives, SAP)

Michael G. Rubin (Founder & Chief Executive Officer, Kynetic)

Stephen Stoute (Founder & Chief Executive Officer, Translation)

Dennis Urbaniak (Vice President & Head, US Diabetes Patient-Centered Unit, Sanofi, US)

Description

With increasingly large amounts of data to make sense of, how are leading edge companies using tools to structure, analyze and use data to drive new products and services?

**10:10 a.m. – 10:25 a.m.**

**Break**

**10:25 a.m. - 11:05 a.m.**

**Panel II: Consumer Video Strategies**

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

Panelists

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

Pamela K. El (Marketing Vice President, State Farm)

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

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

Claude Ruibal (Global Head of Sports Content, Google / YouTube)

John Skipper (President, ESPN; Co-Chairman, Disney Media Networks)

Casey Wasserman (Chairman & Chief Executive Officer, Wasserman Media Group)

Description

While live and on-demand video can be made available across hundreds of channels and platforms, which of the current and emerging platforms offer the best fan experience and the most sustainable business?

**11:05 a.m. – 11:20 a.m.**

**Break**

**11:20 a.m. – 12:00 p.m. Panel III: Mobile and Tablet Trends**

Moderator: Ernie Johnson (Studio Host, Turner Sports)

Panelists

Charles Barkley (Analyst, Turner Sports)

Ángel Cano Fernández (President & Chief Operating Officer, BBVA)

Blair Christie (Senior Vice President & Chief Marketing Officer, Cisco)

Mark Cuban (Chairman, AXS TV; Owner, Dallas Mavericks)

Dan Gilbert (Majority Owner, Cleveland Cavaliers; Founder & Chairman, Quicken Loans, Inc.)

John Kosner (Executive Vice President & General Manager, Digital & Print Media, ESPN)

Bill Malloy (Chief Marketing Officer, Sprint)

Description

As smartphones take their place as a primary, always-on media platform, tablets are mainstream. How are fans using different devices, and what are media companies doing to differentiate device strategies and mobile business models?

**12:00 p.m. – 12:15 p.m. Break**

**12:15 p.m. – 12:45 p.m. One-on-One: Twitter's Manifest Destiny**

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

Speaker: Dick Costolo (Chief Executive Officer, Twitter)

**12:45 p.m. Summit Concludes**