

2014 NBA ALL-STAR TECHNOLOGY SUMMIT:
The World Is Courtside
The Ritz-Carlton, New Orleans

FRIDAY, FEBRUARY 14

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, NBA TV)

Opening Remarks
Adam Silver (Commissioner, NBA)

8:45 a.m. – 9:25 a.m. **Panel I: The Multi-Device Experience**

Moderator: Sage Steele (Host, *NBA Countdown* on ABC & ESPN, ESPN)

Panelists

Baron Davis (13-Year NBA Veteran, National Basketball Association)
James L. Dolan (Executive Chairman, The Madison Square Garden Company; President & CEO, Cablevision Systems Corporation)
Marie Donoghue (Senior Vice President, Global Strategy, Business Development and Business Affairs for ESPN)
Rita Benson LeBlanc (Owner & Vice Chairman of the Board, New Orleans Saints & Pelicans)
David Levy (President, Turner Broadcasting System)
Ali Rowghani (Chief Operating Officer, Twitter)
Casey Wasserman (Chairman & Chief Executive Officer, Wasserman Media Group)

Description

Given that consumers are engaging with many devices simultaneously while watching TV, how can we provide a connected experience across all of these platforms?

9:25 a.m. - 9:40 a.m. **Break**

9:40 a.m. – 10:20 a.m. **Panel II: Connecting Content with Commerce**

Moderator: John King (Chief National Correspondent; Anchor, *Inside Politics*, CNN)

Panelists

Arne Duncan (U.S. Secretary of Education; U.S. Department of Education)
Julius Genachowski (Managing Director, The Carlyle Group)
Justin Osofsky (Vice President, Media Partnerships & Global Operations, Facebook)
Stephen Pagliuca (Managing Director, Bain Capital; Co-Owner & Managing General Partner, Boston Celtics)
Michael Rubin (Executive Chairman, Fanatics; Co-Owner, Philadelphia 76ers)
Steve Stoute (Founder & Chief Executive Officer, Translation)
Randi Zuckerberg (Founder & Chief Executive Officer, Zuckerberg Media)

Description

Consumers are increasingly demanding premium content for free. How do content creators, media distributors and advertisers balance consumer desire and business growth?

10:20 a.m. – 10:35 a.m. **Break**

10:35 a.m. - 11:15 a.m. Panel III: Going Mobile

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

Panelists

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

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

Herbert Hainer (Chief Executive Officer, adidas AG)

Jeff Hallock (Chief Marketing Officer, Sprint)

Dr. Paul E. Jacobs (Chairman of the Board & CEO, Qualcomm Incorporated; Vice Chairman & Co-Owner, Sacramento Kings)

Todd Pendleton (Chief Marketing Officer, Samsung Telecommunications America)

Kevin Systrom (Chief Executive Officer & Co-Founder, Instagram)

Description

Mobile no longer refers only to handheld devices; it is evolving to include an ever-growing ecosystem of connected products. As the world “goes mobile,” how do leading organizations adapt and succeed?

11:15 a.m. – 11:30 a.m. Break

11:30 a.m. – 12:10 p.m. Panel IV: Advanced Stats

Moderator: Ernie Johnson (Studio Host, Turner Sports)

Panelists

Charles Barkley (Analyst, Turner Sports)

Jonathan Becher (Chief Marketing Officer, SAP)

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

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

Brian Kopp (Senior Vice President, Sports Solutions, STATS)

Daryl Morey (General Manager, Houston Rockets)

Vivek Ranadivé (Founder & Chief Executive Officer, TIBCO Software Inc.; Owner, Sacramento Kings)

Description

With more basketball statistics available in real time and across multiple devices, how can players, coaches, and fans use this data to learn more about the game?

12:10 p.m. – 12:25 p.m. Break

12:25 p.m. – 1:05 p.m. One-on-One: Yahoo’s Next Chapter

Moderator: Candy Crowley (Chief Political Correspondent; Anchor, *State of the Union with Candy Crowley*, CNN)

Speaker: Marissa Mayer (Chief Executive Officer, Yahoo)

1:05 p.m. Summit Concludes