

## 2002 NBA ALL-STAR TECHNOLOGY SUMMIT

*The Rittenhouse Hotel, Philadelphia*

### **FRIDAY, FEBRUARY 8**

**7:30 a.m. - 9:00 a.m.**

**Registration/Breakfast Buffet**

**9:00 a.m. - 9:15 a.m.**

**Welcome**

Ahmad Rashad, Host

**Opening Remarks**

David Stern, NBA Commissioner

**9:15 a.m. - 10:00 a.m.**

**Panel I: The Next-Generation Viewing Experience**

Moderator: Tim Russert (Moderator, NBC's *Meet the Press*)

#### Panelists

Jerry Colangelo (Chairman & Chief Executive Officer, Phoenix Suns)

Jim Dolan (President & Chief Executive Officer, Cablevision Systems Corporation)

Geraldine Laybourne (Chairman, Chief Executive Officer & Founder, Oxygen Media)

Mark Lazarus (President, Turner Sports & President, Turner Entertainment Group Sales & Marketing)

Ted Leonsis (Vice Chairman & President, AOL Advanced Services, America Online, Inc.)

Don Peterson (Chairman & Chief Executive Officer, Avaya)

John Skipper (Senior Vice President & General Manager, ESPN.com & *ESPN The Magazine*)

#### Description

Creating a compelling, interactive entertainment experience combines technology and story-telling, interactivity and observation. As platforms and consumer tastes mature, how will the viewing experience be changed by new broadband programming, wireless applications, games and high definition television? What markets and platforms offer the greatest promise as an additional outlet for digital distribution? Panelists discuss how to position digital assets for the most efficient cross-platform businesses and project the next growth areas for consumer entertainment.

**10:00 a.m. - 10:15 a.m.**

**Break**

**10:15 a.m. - 11:00 a.m.**

**Panel II: Harnessing Content to Drive New Revenue**

Moderator: John King (CNN's Senior White House Correspondent)

#### Panelists

Dick Anderson (General Manager, Global Media and Entertainment, Communications Sector, IBM)

Matt Bross (Group Senior Vice President & General Manager, Emerging Markets, Williams Communications)

Raul Fernandez (Chief Executive Officer, North America, Dimension Data)

Edward Grebow (President, Broadcast & Professional Company, Sony Electronics, Inc.)

Larry Jacobson (President & Chief Operating Officer, RealNetworks)

Jon Miller (President & Chief Executive Officer, USA Information and Services, USA Networks, Inc.)

Michael Wolf (Director & Senior Partner, McKinsey & Company)

#### Description

Gathering, managing and distributing digital content has emerged as a deceptively complex interaction. Using that content to launch and drive significant new businesses has been an equally complex challenge. What Digital Asset Management technologies are now available, and how can they be used to build new businesses around video, statistics, photos and other content? What are the key expenses, business models and opportunities on the road from content acquisition to consumer experience? Panelists examine which technologies will compete to set the standard for managing and distributing digital content across multiple channels.

**11:00 a.m. - 11:15 a.m.**

**Break**

**1:15 a.m. - Noon**

**Panel III: Building Customer Affinity with Cautious Consumers**

Moderator: Harry Smith (Host, A&E's *Biography*)

Panelists

Lisa Brown (President & Chief Executive Officer, USA Electronic Commerce Solutions)

Elroy Cartwright (Vice President, Marketing Segments, AT&T)

Jim Craigie (President & Chief Executive Officer, Spalding Sports Worldwide)

John Hayes (Executive Vice President, Global Advertising & Brand Management, American Express)

Sonja Henning (Forward, Seattle Storm/President, Women's National Basketball Players Association)

John Pleasants (President & Chief Executive Officer, Ticketmaster)

Michael Rubin (Chairman & Chief Executive Officer, Global Sports, Inc.)

Description

In a world where more and more business transactions are handled remotely -- via handheld devices, e-mail, IM or cell phones -- consumers express a continuing need for personalized contact. Are Customer Relationship Management tools the ultimate digital marketing tool, or is "CRM" merely the latest management 'phrase de jour'? What about closing the deal -- does the continued growth of online commerce and potential for interactive television transactions signal a permanent shift in consumer patterns? Panelists discuss whether customer relationship management systems are changing the dynamic between brands and consumers and take a closer look at how customers will expect to be communicated with in the future.

**Noon - 12:30 p.m.**

**Lunch Buffet**

**12:30 p.m. - 1:00 p.m.**

**One-on-One: The Future Promise of Broadband**

Interviewer: Sue Herera, (Co-Anchor, CNBC's *Business Center*)

Guest

Brian L. Roberts (President, Comcast Corporation)

Description

Online and on television, the development of broadband communications is interwoven with business and entertainment media. Comcast Corporation President Brian L. Roberts previews the next generation of broadband applications and the powerful ways they will connect consumers to what's important in their lives.

**1:00 p.m. - 1:15 p.m.**

**Break**

**1:15 p.m. - 2:00 p.m.**

**Panel IV: Access to Technology: A New National Priority?**

Moderator: Ernie Johnson (Studio Host, NBA on TNT/TBS)

Panelists

Leonard Armato (Chairman/CEO, Management Plus Enterprises and Association of Volleyball Professionals)

Merrill Brown (Senior Vice President & Editor-in-Chief, MSNBC.com)

James Carville (Political Strategist and Author)

Michael Curry (Co-captain, Detroit Pistons/President NBA Players Association)

Larry Irving (President & Chief Executive Officer, Irving Information Group)

Paul Noglows (Managing Director & Global Coordinator, Media Equity Research, JPMorgan H&Q)

Description

President George W. Bush and Senate Majority Tom Daschle are both preparing proposals to give more Americans access to high speed broadband connections. Why are government grants, loans and tax credits being contemplated to help support an industry which has lost billions since the mid-1990s? What impact could increased broadband access have on various sectors of the economy and consumer patterns? And how can initiatives such as the NBA and its players' "Read to Achieve" program make a difference in broadening access to technology? Panelists analyze the long-term social and economic impact of universal broadband access and discuss efforts to increase technological literacy across all segments of society.

**2:00 p.m. - 2:15 p.m.**

**Break**

**2:15 p.m. - 3:00 p.m.**

**Panel V: Delivering a Message that Matters**

Moderator: Jeff Greenfield (Senior Analyst, CNN & Host of *Greenfield at Large*)

Panelists

Charles Barkley (Studio Analyst, NBA on TNT)

Tom Fox (Vice President, Sports & Event Marketing, Gatorade)

Steve Jones (Senior Vice President & Chief Marketing Officer, The Coca-Cola Company)

Michael Levy (Founder, Chief Executive Officer & President, SportsLine.com, Inc.)

Micky Pant (Chief Marketing Officer, Reebok Brand, Reebok International Ltd.)

Geoff Reiss (Senior Vice President, Programming, Production & Operations, ESPN.com)

Bill Squadron (Chief Executive Officer, Sportvision)

Description

Large segments of the population now spend as much or more time on-line as they do watching television, and spend additional hours on handhelds, cellphones and other digital devices. So what? Despite the migration in consumer behavior, marketers spend just five cents advertising on-line compared to every dollar spent reaching the customer via traditional media. What shifts in marketing mediums or performance metrics would trigger greater advertising spends in these platforms? What are the implications for the business models of emerging platforms? Panelists share their vision for the future of advertising and marketing.

**3:00 p.m.**

**Summit Concludes**