

NBA ALL-STAR TECHNOLOGY SUMMIT
The Future of Sports Programming
The Ritz Carlton, San Francisco
February 11, 2000

8:15 a.m. – 9:00 a.m. Continental Breakfast – The Ritz Carlton Ballroom

9:00 a.m. – 9:15 a.m. Welcome
Ahmad Rashad, Summit Host

Opening Comments
David Stern, NBA Commissioner

9:15 a.m. – 10:00 a.m. Panel I: Brand, Content and Community
Moderator: Tim Russert (Moderator, Anchor, NBC News)

Panelists
Leonard Armato (Chairman & CEO, Management Plus Enterprises/DUNK.net)
Geraldine Laybourne (Chairman, CEO & Founder, Oxygen Media)
Rebecca Lobo (Center/Forward, New York Liberty)
Kevin O'Malley (Senior Vice President, Programming, Turner Sports)
Al Ramadan (CEO, Quokka Sports)
Isiah Thomas (Chairman & CEO, CBA)

Description
Building a successful brand is at the core of establishing a community of loyal consumers. What types of companies and brands are best positioned for long-term success on the Net? Do new Internet-specific brands have an advantage over established off-line brands staking their claims in cyberspace? Or does the proliferation of Web-specific properties give an edge to established brands that the consumer knows, understands and is comfortable with? Panelists debate the value of an off-line brand in building traffic and equity on-line.

10:15 a.m. – 10:30 a.m. Break

10:30 a.m. – 11:30 a.m. Panel II: The Viewer Experience: 2002, 2005 and Beyond
Moderator: Bob Costas (Broadcaster, NBC Sports)

Panelists
George Blumenthal (Chairman, NTL)
Dick Ebersol (Chairman, NBC Sports and Olympics)
David Hill (Chairman & CEO, FOX Sports Television Group)
Mark Lazarus (President, Turner Sports)
Geoff Reiss (SVP of Production & Programming, ESPN Internet Ventures)
Bill Squadron (CEO, Sportvision)

Description
Analysts predict that sports and entertainment programming will benefit most from the advent of large pipe broadband distribution. But with mainstream access to broadband programming still years away, how will live-event and information programming evolve in the next 2-5 years? What will appear on the consumer's screen in early, middle and full broadband stages? Based on trends in sports and entertainment consumption — including on demand, appointment viewing and fantasy gaming — panelists define what a successful broadband experience will deliver to the consumer.

11:30 a.m. – 11:45 a.m. Break

11:45 a.m. – 12:00 p.m. Lunch Buffet – The Ritz Carlton Ballroom

12:00 p.m. – 1:00 p.m. Lunch Panel III: Charting a Path Across the Digital Divide

Moderator: Ron Insana (Anchor, CNBC)

Panelists

Keith Fox (Vice President, Corporate Marketing, Cisco Systems, Inc.)
Jay Hoag (Founder/Managing General Partner, Technology Crossover Ventures)
Larry Irving (President & CEO, UrbanMagic.com)
Shaquille O'Neal (Center, Los Angeles Lakers)
Steve Smith (Guard, Portland Trail Blazers)
Ted Waitt (Chairman, Gateway, Inc.)

Description

Early Net pioneers envisioned a global community where the free exchange of ideas and information was available to all comers. But unfortunately, the information gap between the “haves” and “have nots” is growing. Individuals in poor and rural areas are being left behind in the creation of the new economy. Some rural and inner-city communities have literally been left out of the digital loop as connection networks are established. What role should companies, individuals and the government play to ensure that the prosperity of the new economy is accessible to everyone?

1:00 p.m. – 1:15 p.m. Break

1:15 p.m. – 2:15 p.m. Panel IV: Broadband Alliances and Distribution Strategies

Moderator: Chris Alden (Pres. & CEO/Editorial Director, Red Herring Communications)

Panelists

Mark Cuban (Co-founder & Former President, broadcast.com)
Eric Greenberg (Founder & Chairman, Scient)
Jim Kiles (Business Development Manager, Intel Capital, Intel Corporation)
Ted Leonsis (President, AOL Interactive Group)
Bill Moses (VP, Broadband Distribution, Global Telecommunications Industry)
John Riccitiello (President & COO, Electronic Arts)

Access to the consumer has always been defined by strategic alliances between rights holders and distributors, but traditional roles are in flux. From early to full broadband, which companies will own and control the pipes for broadband distribution domestically and internationally? How is the role of the rights holder evolving and what new content, commerce and distribution models will emerge as a result? When will we have critical mass for new technologies, appliances and distribution methods?

2:15 p.m. – 2:30 p.m. Break

2:30 p.m. – 3:30 p.m. Panel V: Defining Digital Revenue Models

Moderator: Paul Kagan (Chairman & CEO, Paul Kagan Associates)

Panelists

Mark Goldston (Chairman & CEO, NetZero)

Mike Levy (CEO & Founder, SportsLine.com)

Richard Nanula (Chairman & CEO, Broadband Sports, Inc.)

Paul Noglows (Managing Dir./Sr. Analyst, Internet Media Group, Chase Hambrecht & Quist)

Michael Wolf (Senior Partner, Booz Allen & Hamilton)

Bob Wright (President & CEO, NBC)

Description

Changes in the nature of sports and entertainment programming demand a new business model with hybrid revenue streams. What are the revenue implications of the new viewer experience and the manner in which it's delivered? How will broadcast models of advertising and sponsorship, pay-per-view, subscription and market share translate into the new mediums? In what ways will e-commerce and licensing revenue streams change? What deal structures will emerge as a result? Panelists will discuss which types of companies will be best positioned to benefit from the new revenue streams and deal structures.

3:30 p.m. – 4:00 p.m. Champagne Chat

4:00 p.m. Summit Concludes