

NBA ALL-STAR TECHNOLOGY SUMMIT

The Ritz-Carlton, Washington, D.C.

Friday, February 9, 2001

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 Evolution of Entertainment: Marrying the Experience of the Past with the Prospects of the Future

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

Panelists

Steve Bornstein (Chairman, The Walt Disney Internet Group)
Rob Glaser (Chairman & Chief Executive Officer, RealNetworks, Inc.)
Jim Kiles (Chief Strategy Officer, Vice President Business Development, Convera Corporation)
Paul Noglows (Managing Director & Senior Analyst, Media Research Group, JP Morgan H&Q)
Andrew Sturner (President, Corporate Business Development, SportsLine.com, Inc.)
Bill Squadron (Chief Executive Officer, Sportvision)

Media and entertainment companies are faced with a world of rapidly changing entertainment options and unproven business models. Large, multi-faceted organizations that have been pushed to keep pace with start-up companies are now experiencing corporate consolidation, internal restructuring and downsizing. How do they successfully marry old media divisions with new media businesses? What technologies should be fostered internally and which require specialized external expertise? Was the gold rush of the last few years a false alarm or must these companies change quickly and dramatically to remain competitive? Panelists discuss the evolution of entertainment options and how companies will need to restructure to meet new challenges.

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

10:15 a.m. - 11:00 a.m. Panel II: Redefining Roles: The Battle for the Remote Control

Moderator: Jeff Greenfield (Senior Analyst, CNN)

Panelists

Leonard Armato (Chairman & Chief Executive Officer, Management Plus Enterprises)
Donn Davis (President, AOL Interactive Properties Group, AOL Time Warner)
Dick Ebersol (Chairman, NBC Sports & Olympics)
David Hill (Chairman & Chief Executive Officer, Fox Sports Television Group)
Michael Levy (Chief Executive Officer & Founder, SportsLine.com, Inc.)
Geoff Reiss (Senior Vice President, Programming, Production & Operations, ESPN Internet Group)

The relationship between broadcasters and rights holders has been well defined, but new distribution methods mean that the consumer now has the ability to interact with content in ways that are changing the traditional models. How does this shift impact the battle to control entertainment in the home? And given the debate highlighted by the Olympics and digital distribution, what are the implications for television viewership and the economics of the business? Panelists discuss the evolution of sports rights and distribution and the impact on the networks, advertisers and the consumer.

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

11:15 a.m. - Noon Panel III: Tracking the Digital Divide: From Access to Opportunity

Moderator: Ron Insana (Anchor, CNBC)

Panelists

Bill Bradley (Managing Director, Allen & Co. / Former U.S. Senator & Presidential Candidate)

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

Larry Irving (Co-Founder, UrbanMagic)

William Kennard (Senior Fellow, *Communications & Society Program*, The Aspen Institute)

Stanley Litow (Vice President, Corporate Community Relations, IBM)

Mario Morino (Chairman, The Morino Institute)

Various government, corporate and community groups have responded to concerns over the "Digital Divide" by funding programs that provide access to computers and the Internet. But bridging the "Digital Divide" is not just about access alone -- it is about ensuring that everyone has the knowledge and training to participate and compete in the new economy. As a follow up to last year's Summit, this year's panelists provide a report card on what has been done in the past year and discuss what is required to ensure that access to computers translates into access to the digital economy.

Noon - 12:30 p.m. Lunch Buffet

12:30 p.m. - 1:15 p.m. Panel IV: Brand and the Digital Consumer: Marketing at Ground Zero

Moderator: Terry Lefton (Marketing Editor & Senior Writer, *The Industry Standard*)

Panelists

Elroy Cartwright (Vice President, Transaction Services, AT&T)

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

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

Mark Lazarus (President, Turner Sports)

Tony Ponturo (Vice President of Corporate Media & Sports Marketing, Anheuser-Busch, Inc.)

Michael Wolf (Senior Partner, Booz Allen & Hamilton)

Innovations in technology have created an abundance of new ways for companies to target their consumers. How do marketers begin to tackle untested opportunities and what factors are being used to determine where to invest marketing dollars? Which innovations will prove most successful in attracting and converting customers, and are there new models for collaboration between networks and advertisers that will provide more cost-effective results? Panelists discuss the latest in marketing innovations and debate which technologies will prove the most effective in building brands.

1:15 p.m. - 1:30 p.m. Break

1:30 p.m. - 2:15 p.m. Panel V: Banking on Data: In Search of a New Gold Standard

Moderator: Ashleigh Banfield (Anchor & Correspondent, MSNBC)

Panelists

Raul Fernandez (Chairman & Chief Executive Officer, Proxicom)

Dave Graves (Senior Vice President, Media, Yahoo!)

David Kenny (Chairman & Chief Executive Officer, Digitas)

Michael Nelson (Director, Internet Technology & Strategy, IBM)

John Pleasants (President & Chief Executive Officer, Ticketmaster)

Roger Siboni (President & Chief Executive Officer, E.piphany, Inc.)

Data is at center stage in the new digital economy. Although customer data and direct marketing methods have a lengthy offline track record, will online efforts to collect consumer data prove worthy of the hype? How should data be used to extend consumer relationships and build market share, and at what cost is the acquisition of data an effective strategy? How will consumer privacy concerns impact businesses that rely on data? Panelists debate the use of data as a business driver in online and offline businesses.

2:15 p.m. - 2:30 p.m. Break

2:30 p.m. - 3:15 p.m. Panel VI: Customer Affinity: Turning Passion into Action

Moderator: Larry King (*Larry King Live*, CNN)

Panelists

Mark Cuban (Owner, Dallas Mavericks)

Jim Dolan (Chairman, Madison Square Garden; President & CEO, Cablevision Systems Corp.)

Jeff Dunn (Group President, Coca-Cola North America)

Ted Leonsis (Vice Chairman & President, AOL Advanced Services)

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

Michael Powell (Chairman, FCC)

Communities are built one by one. Whether it is a community of sports fans seeking to share their passion or a community of individuals who identify with a product or service, technology offers unique opportunities to communicate directly with consumers. What are the ways in which technology supports and extends the consumer experience? What will be the most effective means to enhance and measure customer loyalty? Panelists share their vision on building customer affinity in a digital world where consumers have the final word.

3:15 p.m. - 4:00 p.m. Dessert Buffet