

# NBA ALL-STAR TECHNOLOGY SUMMIT

*The Ritz-Carlton Atlanta*

Friday, February 7, 2003

<b>7:45 a.m. - 9:00 a.m.</b>	<b>Registration/Breakfast Buffet</b>
<b>9:00 a.m. - 9:15 a.m.</b>	<b>Welcome</b> Ahmad Rashad, Host
	<b>Opening Remarks</b> David Stern, NBA Commissioner
<b>9:15 a.m. - 10:00 a.m.</b>	<b>Panel I: The Living Room as Control Room</b> Moderator: Dan Patrick (Anchor, ESPN's <i>Sportscenter</i> , Host, ESPN Radio's <i>The Dan Patrick Radio Show</i> ) <u>Panelists</u> George Bodenheimer (President, ESPN, Inc.) Mark Cuban (Owner, Dallas Mavericks & Co-founder, HDNet, LLC) Robert Johnson (Founder & CEO, BET and The RLJ Companies and Owner, Charlotte NBA Franchise & Sting) Paul Kagan (President, Kagan Capital Management, Inc., Kagan World Media) Jamie Kellner (Chairman & CEO, Turner Broadcasting System, Inc.) Dr. Kenji Kitatani (Executive Vice President, Business Planning, Sony Corporation of America) Tony Ponturo (Vice President of Global Media & Sports Marketing, Anheuser-Busch, Inc.) Kenny Smith (Studio Analyst, TNT's <i>Inside the NBA</i> and Co-host <i>Listen Up!</i> )  <u>Description</u> We're in the midst of a revolution in consumer electronics, from wafer-thin and high-definition TV sets to tiny handheld screens and web tablets. From fiber-optic downloads to smart homes that can move video and data from room-to-room and down the street to the next smart home. Thanks to the growing sophistication of hardware at home, leading communications and entertainment companies are racing to be the media center that directs all the traffic—the broadcast operations center for programming and the central switchboard for communication services. Which consumer electronics will fans embrace and how will new home-based hardware help drive high-definition, on-demand, interactive and niche programming? What will that mean for the future of satellite, cable and network television? Panelists discuss what demographic segments are driving adoption of new consumer electronics, and how that demo will drive showcase programming in high-def and interactive formats.
<b>10:00 a.m. - 10:15 a.m.</b>	<b>Break</b>
<b>10:15 a.m. - 11:00 a.m.</b>	<b>Panel II: Video-on-Demand —The Next Killer App?</b> Moderator: Jeff Greenfield (Senior Analyst, CNN) <u>Panelists</u> Leonard Armato (Commissioner, AVP and Chairman & Chief Executive Officer, Management Plus Enterprises) Steve Bornstein (Executive Vice President, Media, NFL and President & Chief Executive Officer, NFL Channel) Delwin Bothof (Chairman, Strategic Media Group) Andy Heller (President, Domestic Distribution, Turner Broadcasting System, Inc.) Jeffrey Pollack (Managing Director, Broadcasting & New Media, NASCAR Digital Entertainment) Stuart Scott (Anchor, ESPN's <i>Sportscenter</i> ) John Skipper (Executive Vice President, ESPN.com & <i>ESPN The Magazine</i> ) Michael Wolf (Director, McKinsey & Company)  <u>Description</u> As digital cable penetration nears 20 million households and is projected to more than double by 2010, content distributors are looking at a variety of ways to acquire customers, keep them and get them to buy into a larger and more expensive version of their cable future. One of the hottest ideas to help drive consumer demand for the upgraded boxes, programming and services is video-on-demand. What factors are driving the business discussion for the content provider, rights holder and distributor? How could business models, technology and marketing tactics change in response to video-on-demand deployment and changes in consumer behavior? Panelists will discuss the business challenges these features present for content owners and sports marketers—including the impact of VOD timeshifting, the ability to skip past traditional thirty second spots and the implications for digital rights management at the head-end and in set top TiVo-style boxes.
<b>11:00 a.m. - 11:15 a.m.</b>	<b>Break</b>
<b>11:15 a.m. - Noon</b>	<b>Panel III: Kids, Sports and Technology – Making the Connection</b> Moderator: Arthel Neville (Host, CNN's <i>Talk Back Live with Arthel Neville</i> ) <u>Panelists</u> Michael Curry (Detroit Pistons and President, National Basketball Players Association) Christopher Dodd (United States Senator, D-Connecticut) Larry Irving (Co-founder, Cosine Advertising) Ted Leonsis (Vice Chairman, America Online, Inc. and President, AOL Core Service) Paul Noglows (Director of Research, Independent Research Group, LLC) Donna Orender (Senior Vice President, Strategic Development, PGA Tour) Doug Perlman (Senior Vice President, Television & Media Ventures, NHL) Geoff Reiss (Senior Vice President, Programming, Production & Operations, ESPN.com)  <u>Description</u> Grassroots participation in sports has been used for years as a means to teach kids teamwork, good sportsmanship, discipline and communication. How can sports be used to teach a new set of technology-related skills necessary for success in life? Technological fluency is a stepping stone to future job opportunities for kids, and understanding computers is becoming increasingly important as a means to establish a household and express citizenship—such as the ability to pay utility bills, file taxes or register to vote, all online. What kinds of programs have been most successful in getting kids interested in computers, and what is the right mix of involvement from the public and private sector? How can athletes, teams and leagues help drive computer literacy? Panelists discuss the role of the NBA and its players' "Read to Achieve" program, public policy initiatives and parent involvement in getting kids interested in technology.
<b>Noon - 12:30 p.m.</b>	<b>Lunch Buffet</b>
<b>12:30 p.m. - 1:15 p.m.</b>	<b>Panel IV: Digital Transactions Come of Age</b> Moderator: John King (Senior White House Correspondent, CNN) <u>Panelists</u> Jerry Colangelo (Chairman & Chief Executive Officer, Phoenix Suns & Mercury and Arizona Diamondbacks) Sonja Henning (Houston Comets and President, Women's National Basketball Players Association) Larry Jacobson (President & Chief Operating Officer, RealNetworks, Inc.) John Pleasants (President, Information & Services, USA Interactive) Michael Rhodes (Executive Vice Chairman, MBNA) Owen Van Natta (Vice President, Worldwide Business Development, Amazon.com) Dr. Charles Zhang (CEO, Chairman of the Board & President, SOHU.com) Sergio Zyman (Chairman & Founder, Zyman Marketing Group)  <u>Description</u> Online e-commerce—in its simplest form, purchasing products and services online—has been one of the great, quantifiable business success stories of the early digital age. From \$27 billion dollars in revenue in 2000 to \$50 billion last year and projections of more than \$100 billion in 2005, selling products online is a proven model. But as e-commerce matures, the mechanics of digital commerce are also starting to create new business opportunities and fundamental shifts in existing industries. Witness, for example, the explosion of large scale, online secondary markets for everything from tickets to cars. How will organized, national secondary markets affect price points and consumer behavior in primary markets? How could new capabilities such as barcode and forwarding technology for tickets and purchase online/return offline synergy for consumer products change the nature of online transactions? What is the impact of cross-sell and loyalty programs in attracting and retaining customers? Panelists discuss the changing nature of online markets.
<b>1:15 p.m. - 1:30 p.m.</b>	<b>Break</b>
<b>1:30 p.m. - 2:15 p.m.</b>	<b>Panel V: The State of the Sports Consumer</b> Moderator: Wolf Blitzer (Anchor, CNN's <i>Wolf Blitzer Reports</i> ) <u>Panelists</u> Kevin Crull (Senior Vice President, AT&T Consumer, AT&T) Lee Ann Daly (Senior Vice President, Marketing, ESPN, Inc.) James Dolan (Chairman, Madison Square Garden and President & Chief Executive Officer, Cablevision) Trevor Edwards (Corporate Vice President, Global Brand Management, Nike) Tom Fox (Vice President, Sports and Event Marketing, Gatorade) Charles Fruit (Senior Vice President, Worldwide Media and Alliances, The Coca-Cola Company) Jonathan Miller (Chairman & Chief Executive Officer, America Online, Inc.) Joseph Ravitch (Managing Director, Goldman Sachs)  <u>Description</u> Following on the heels of our country's yearly look at the State of the Union, we examine the state of today's sports consumer. Surrounded by a still sagging economy and international political tension, consumers talk to each other and check their news and sports scores using a fragmented mix of sources and varied array of devices. In the process, most people face a barrage of marketing communication—the average American is exposed to dozens of commercial messages every day. From event tickets to soft drinks and autos, what strategies and tactics are successful marketers activating to reach and resonate with the consumer in 2003? How can tactics like database marketing, contextual messaging and cross-platform campaigns cut through the commercial clutter to leave a lasting impression? What are the best ways to reach key demographic segments, and what messages do consumers want to hear? Panelists discuss how current consumer patterns and the overall economic and political climate affect the sports fan.
<b>2:15 p.m. - 2:30 p.m.</b>	<b>Break</b>
<b>2:30 p.m. - 3:15 p.m.</b>	<b>Panel VI: How Fans Follow Sports – From Video to Fantasy</b> Moderator: Ernie Johnson (Studio Host, TNT's <i>Inside the NBA</i> and Co-host <i>Listen Up!</i> ) <u>Panelists</u> Charles Barkley (Studio Analyst, TNT's <i>Inside the NBA</i> and Co-host <i>Listen Up!</i> ) Robert Bowman (President & Chief Executive Officer, Major League Baseball Advanced Media) Jim Craigie (President & Chief Executive Officer, Spalding Sports Worldwide, Inc.) Mark Lazarus (President, Turner Sports, Inc. and President, Turner Entertainment Group Sales & Marketing) Micky Pant (Chief Marketing Officer, Reebok Brand, Reebok International Ltd.) Tom Richardson (Vice President & General Manager, AOL Sports) Mark Shapiro (Executive Vice President, Programming & Production, ESPN, Inc.) Bill Squadron (Chairman, Sportvision, Inc.)  <u>Description</u> Cable, satellite, wireless, the Internet, licensed apparel, video games and fantasy games all provide fans with new ways to interact with sports leagues, teams and players. Twenty-five years ago, highlights on the late local news weren't a given and many games ended too late to be covered by daily newspapers. Fans' exposure to teams and players outside their home market was even more limited. Today, fans can watch every game live, as a highlight package or even play their own NBA game through video and fantasy games. How have these new sources of entertainment and information changed the nature of being a fan? In what ways is the next generation of sports fans drawn towards particular players and less towards teams? Does such a trend jeopardize teams and leagues or create new opportunities? Panelists discuss what implications fantasy and video gaming have on being a fan in the decade to come, including the look and feel of live sports programming.
<b>3:15 p.m.</b>	<b>Summit Concludes</b>