

**NBA ALL-STAR TECHNOLOGY SUMMIT:
DOING BUSINESS GLOBALLY**

The Brown Palace Hotel
Friday, February 18, 2005

7:30 a.m. – 8:30 a.m. Registration/Breakfast Buffet

8:30 a.m. – 8:45 a.m. Welcome
Ahmad Rashad, Host

Opening Remarks
David Stern, NBA Commissioner

8:45 a.m. – 9:30 a.m. Panel I: Six Degrees of Fragmentation
Moderator: Andre Aldridge (Anchor, NBA TV)

Panelists

Robbie Bach (Senior Vice President & Chief Xbox Officer, Microsoft Corporation)
Mark Cuban (Chairman & Chief Executive Officer, HDNet, LLC)
David Levy (President, Turner Sports, Inc. & President, Turner Entertainment Group Sales & Marketing)
Olli-Pekka Lintula (Director, Rich Media Solutions, Multimedia, Nokia Corporation)
John Pleasants (President & Chief Executive Officer, Ticketmaster)
John Skipper (Executive Vice President, Advertising Sales, New Media & Consumer Products, ESPN)
Mike Slade (Partner, Second Avenue Partners)

Description

The consumer's media environment is more diverse than ever before: more than eight billion web pages accessible from anywhere in the world, the ability to record and time shift programming with a touch of the remote, and young fans who spend as much time playing videogames as they do watching television. As consumers increasingly exercise their choices in platforms, programs and even when they decide to watch, what are leading marketers doing to deliver messages to their key demographics in efficient ways? What is the role of addressable media in reducing costs and increasing the targeting capacity of marketing messages, and which platforms show the greatest promise for the future? As more emphasis is placed on targeted media, how does the nature of mass messaging and mass media change? Panelists discuss strategic marketing across decentralized media and analyze the influence of these strategies in the global media marketplace.

9:30 a.m. - 9:45 a.m. Break

9:45 a.m. - 10:30 a.m. Panel II: World Wide Brand
Moderator: Wolf Blitzer (Host, *Wolf Blitzer Reports & Late Edition with Wolf Blitzer*, CNN)

Panelists

Carolyn Bivens (President & Chief Operating Officer, Initiative North America)
Paul Fireman (Chairman & Chief Executive Officer, Reebok International Ltd.)
Tom Fox (Senior Vice President, Sports & Event Marketing, Gatorade Thirst Quencher)
Earvin "Magic" Johnson (CEO & Founder, Magic Johnson Enterprises, Johnson Development Corporation, & the Magic Johnson Foundation)
Bill Lamar (Senior Vice President & Chief Marketing Officer – U.S., McDonald's Corporation)
Casey Wasserman (Chairman & CEO, Wasserman Media Group/Owner, Los Angeles Avengers)
Michael J. Wolf (Global Practice Leader, Media & Entertainment, McKinsey & Company)

Description

With 71% of the world's economic growth in the next 10 years estimated to be coming from outside the United States, the necessity of globality is changing the way all companies must compete. The U.S. continues to "export" its sports and culture via an increasingly global distribution of media while players and fans are "imported" into the core business—but how do these sports and brands become truly multi-national? What can sports learn from other world-wide brands, and which regions and platforms offer the greatest opportunities for sustained growth? Panelists debate how to reach the global consumer, translate a brand into international markets, and leverage global properties to stimulate the growth of customer bases abroad.

10:30 a.m. - 10:45 a.m. Break

10:45 a.m. – 11:30 a.m. Panel III: Community Without Borders

Moderator: John King (Senior White House Correspondent, CNN)

Panelists

Jerry Colangelo (Chairman & Chief Executive Officer, Phoenix Suns)
Mark Eaton (President, National Basketball Retired Players Association)
David D. Ho, M.D. (Director & Chief Executive Officer, The Aaron Diamond AIDS Research Center)
Phil Kent (Chairman & Chief Executive Officer, Turner Broadcasting System, Inc.)
Kenny Smith (TNT Studio Analyst, Turner Sports)
Diana Taurasi (Guard, Phoenix Mercury)
Yao Ming (Center, Houston Rockets)

Description

From integrated multi-national economies to instantaneous world wide media, we are still learning what it really means to be a global village—what our rights and responsibilities are as governments, corporations and individuals. Within that framework, as U.S.-based companies and sports leagues become increasingly global, what is the proper balance between domestic community outreach, such as the NBA's "Read to Achieve" program, and its international efforts such as "Basketball Without Borders?" How do we get governments to better recognize the potential of sports and entertainment to deliver messages and bring people together? Panelists discuss balancing the needs of global and local philanthropy, and how best to use the power of sports and entertainment to make a difference.

11:30 a.m. – 11:45 a.m. Break

11:45 a.m. – 12:15 p.m. Lessons from a Successful Campaign: Technology and the Marketing of Politics

Speaker: **Matthew Dowd** (Founder, Dowd Strategic Consulting/Chief Campaign Strategist, Bush-Cheney 2004)

Description

President Bush's chief campaign strategist discusses the ground-breaking research, strategy and tactics that drove the most successful marketing campaign in the country last year—the president's successful re-election bid. Matthew Dowd has been described by *The New York Times* as an exceptional strategist who crafted a new role for a presidential campaign by communicating in real time to reporters, web sites and directly to six million supporters via email. The insider's insider, Dowd has also been credited by *The Washington Post* as the chief operating officer of the Bush campaign team which began investing in innovative techniques to target voters and planned an early and cost-effective advertising plan. In this rare public appearance, Dowd provides insight into the technologies, consumer segmentation, research and tactical decisions that drove the campaign's successful messaging and mobilization efforts and shares his experience in effectively leveraging new marketing and messaging tools.

12:15 p.m. - 12:45 p.m. Lunch Buffet

12:45 p.m. – 1:30 p.m. Panel IV: The Next Generation Fan

Moderator: Ernie Johnson (TNT Studio Host, Turner Sports)

Panelists

Charles Barkley (TNT Studio Analyst, Turner Sports)
James L. Dolan (Chairman, Madison Square Garden/President & CEO, Cablevision Systems Corporation)
Rob Jacobson (President & Chief Executive Officer, iN DEMAND Networks)
Bob Johnson (Owner, Charlotte Bobcats)
Mark Lazarus (President, Turner Entertainment Group)
Jon Miller (Chairman & Chief Executive Officer, AOL, Inc.)
Mark Shapiro (Executive Vice President, Programming & Production, ESPN)

Description

Against a backdrop of partitioned consumer choice—and with converged distribution and devices finally achieving some degree of commercial availability and consumer adoption—fans have more media alternatives than ever before. Have we reached a point when the landscape for interacting with our fans and consumers has largely been defined, though not yet fully developed? Or are there new disruptions—and opportunities—that we should pay more attention to? How will the ways in which global fans interact with sports impact these trends? Are existing fans embracing these new models or are new and younger fans driving the adoption of videogames, fantasy games, wireless highlights, digital video recorders and high definition television? Panelists debate the interaction between sports programming and the fan, and analyze whether the future offers an evolution of current trends or a revolution still to come.

1:30 p.m.

Summit Concludes