

**2006 NBA ALL-STAR TECHNOLOGY SUMMIT:**

**Wireless**

*The Houstonian Hotel*

Friday, February 17, 2006

**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: Multi-Screen Programming Strategies**

Moderator: Anderson Cooper (CNN Anchor, *Anderson Cooper 360°*)

Panelists

George Bodenheimer (President, ESPN, Inc. & ABC Sports, Co-Chairman, Disney Media Networks)

Swin Cash (Forward, Detroit Shock)

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

Robert L. Johnson (Majority Owner, Charlotte Bobcats & Sting)

Phil Kent (Chairman & Chief Executive Officer, Turner Broadcasting System, Inc.)

Stephen G. Pagliuca (Managing Director, Bain Capital Partners, LLC)

Mike Slade (Co-Owner, Professional Bowlers Association)

Description

Strategic media companies think in different dimensions to make best use of not just where their products appear, but also which version of their content gets distributed in each medium. On one end of the spectrum, fans with high definition televisions and services are demanding more and better quality HD content for their wall-mounted plasma screens; on the other hand, those same consumers are looking for wireless content optimized for their mobile hand-held screens. Which programming works best for which screen, and what are the infrastructure implications for content origination and distribution? Panelists discuss the ultimate consumer experience across devices and the challenges in delivering it.

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

**Break**

**9:45 a.m. - 10:30 a.m.**

**Panel II: Mobile Lessons from the Global Marketplace**

Moderator: George Stephanopoulos (Anchor, *This Week* & Chief Washington Correspondent, ABC News)

Panelists

Robbie Bach (President, Entertainment & Devices Division, Microsoft Corporation)

James I. Cash, Jr., Ph.D. (Retired Sr. Assoc. Dean of the Harvard Graduate School of Business Administration)

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

Timothy P. Eckersley (Senior Vice President, Nokia)

Mark R. Goldston (Chairman, Chief Executive Officer & President, United Online, Inc.)

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

John Pleasants (Chief Executive Officer, Revolution Health)

Michael J. Wolf (President & Chief Operating Officer, MTV Networks)

Description

Wireless content and services have emerged at different rates in markets around the world. With diverse sets of regulatory, infrastructure and customer preferences, those regional variances have influenced the mobile business opportunities in each market. Which trends suggest untapped opportunities in other markets and which are specific to a particular market? What lessons do the consumer patterns of Europe and Asia offer the rest of the world? Which global technology innovations, business models and case studies offer the best roadmap to the global future of wireless? Panelists offer their thoughts on the trends to watch in the U.S. and around the world.

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

**Break**

10:45 a.m. – 11:30 a.m.

**Panel III: The Promise of Wireless Commerce**

Moderator: John King (Chief National Correspondent, Time Warner / CNN)

Panelists

Tim Armstrong (Vice President, Advertising Sales, Google)  
Charles Barkley (TNT Studio Analyst, Turner Sports)  
Sean Bratches (Executive Vice President, Sales & Marketing, ESPN Inc.)  
Daniel Gilbert (Chairman & Founder, Quicken Loans, Majority Owner, Cleveland Cavaliers)  
Earvin "Magic" Johnson (Chief Executive Officer & Founder, Magic Johnson Companies)  
David Levy (President of Turner Entertainment Ad Sales and Marketing, President, Turner Sports)  
Beatriz Perez (Vice President, Media, Sports & Entertainment Marketing, Coca-Cola North America)  
Kenny Smith (TNT Studio Analyst, Turner Sports)

Description

New devices and applications have spurred a series of disruptive business models. Search helped create an innovative targeted advertising model. Retail e-commerce and online consumer-driven auctions resulted in new, large-scale, always-available global marketplaces. DVRs are challenging appointment viewing patterns and the ad models which support it. What new business formats and models will emerge from wireless technology? How can location-aware devices be used to drive marketing and commerce? From ticketing to transactions to interactive promotions, what unique opportunities does the ubiquity of mobile devices offer? Panelists analyze the existing and emerging business models behind wireless transactions and marketing.

11:30 a.m. – 11:45 a.m.

**Break**

11:45 a.m. – 12:15 p.m.

**One-on-One: The Place-Shifting Paradigm**

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

Guest: Blake Krikorian (Co-Founder & Chief Executive Officer, Sling Media, Inc.)

Description

Content rights models, especially in sports, have evolved according to a set of givens including the ability to permit or restrict access by time, place and platform. While many devices and platforms have begun to challenge those underlying structures, one of the latest and most direct challenges to the traditional rights paradigm is a product launched by Krikorian's Sling Media. Named one of the best product inventions of 2005 by *Time Magazine* and *Business Week*, the "Sling Box" allows consumers to watch their living room TV signal on a PC or handheld anywhere in the world. The co-founder of Sling Media, Krikorian discusses the current state of place-shifting technology and future prospects, and addresses the challenges and opportunities for rights holders and content distributors.

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

**Lunch Buffet**

12:45 p.m. – 1:30 p.m.

**Panel IV: Tracking Wireless Innovators and Influencers**

Moderator: Jeff Greenfield (CNN Senior Analyst, Time Warner / CNN)

Panelists

Mike Butler (Chief Marketing Officer, T-Mobile USA)  
Mark Cuban (Chairman & President, HDNet, LLC)  
Mark Lazarus (President, Turner Entertainment Group)  
Joel Linzner (Executive Vice President, Legal & Business Affairs, Electronic Arts Inc.)  
Mary Meeker (Managing Director, Morgan Stanley)  
Jon Miller (Chairman & Chief Executive Officer, AOL, Inc.)  
John Skipper (Executive Vice President, Content, ESPN and ABC Sports)

Description

Cellular voice communications was only the beginning. "Wireless" has become shorthand for untethered telecommunication and consumption through a dizzying matrix of devices, platforms and networks. With so many applications and just as many ways of receiving data, which business models are most likely to succeed? What cross-industry partnerships offer the most creative look at the future of producing, marketing, distributing and charging for mobile services? What role will aggregators play, and how will the mobile value chain be similar to or different than other forms of media? Panelists discuss which media and technology players are poised to lead the next generation of change and why.

1:30 p.m.

**Summit Concludes**