

**2009 NBA ALL-STAR TECHNOLOGY SUMMIT:
Global Economic Disruption - - Setback or Accelerant?**
*The Arizona Biltmore, Phoenix, AZ
Arizona Biltmore Ballroom*

THURSDAY, FEBRUARY 12

7:00 p.m. – 9:00 p.m. Tip-Off Reception
Aztec Room, Arizona Biltmore

FRIDAY, FEBRUARY 13

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

8:30 a.m. – 8:45 a.m. Welcome
Ahmad Rashad (Studio Host, NBA TV)

Opening Remarks
David Stern (Commissioner, NBA)

8:45 a.m. – 9:30 a.m. Panel I: Video Distribution, Reach and Ratings

Moderator: Wolf Blitzer (Anchor, *The Situation Room*, CNN)

Panelists

Irving Azoff (Chief Executive Officer, Ticketmaster Entertainment)
James L. Dolan (Chairman, Madison Square Garden & President & CEO, Cablevision Systems Corporation)
Daniel Gilbert (Majority Owner, Cleveland Cavaliers & Chairman, Quicken Loans)
Bob Johnson (Majority Owner, Charlotte Bobcats)
Phil Kent (Chairman & Chief Executive Officer, Turner Broadcasting System, Inc.)
John Kosner (Senior Vice President & General Manager, ESPN Digital Media)
Michael Mendenhall (Chief Marketing Officer & Senior Vice President, HP)
Steve Nash (Guard, Phoenix Suns)

Description

Online video sites have proven they can reach audience numbers comparable to the reach of some cable television networks. Looking ahead, how will online video stack up against network and cable television for sports fans, and what edge does each have over the other in reach, engagement and consumer experience? Which types of live, on demand and HD sports programming offer the most resilient business models? Panelists deliver a "State of the Union" on sports video, from consumer to distribution to monetization strategies.

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

9:45 a.m. - 10:30 a.m. Panel II: Global Wireless Evolution

Moderator: Robin Meade (Anchor, *Morning Express with Robin Meade*, HLN)

Panelists

Chris Bosh (Forward, Toronto Raptors)
Mark Cuban (Chairman, Landmark Theaters & Co-Founder HDNet Films & 2929 Entertainment)
Eddy Cue (Vice President, Internet Services, Apple, Inc.)
Baron Davis (Guard, Los Angeles Clippers)
David Eun (Vice President, Content Partnerships, Google)
Susan G. Nokes (Chief Customer & Operations Officer, T-Mobile USA)
Javier Pérez Dolset (Chairman & Chief Executive Officer, Zed Group)
Ken Yeung (Chief Executive Officer & Executive Director, TOM Group)

Description

Mobile devices are more and more being used both for communication—voice calls, texting and email—as well as for content-driven features like maps, sports content and games. What's here to stay, what's a fad and what's next for your wireless "phone"? From open application platforms to devices and the wireless networks themselves, panelists explore lessons from around the world in mapping the next phase of the mobile consumer marketplace.

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

10:45 a.m. – 11:30 a.m. Panel III: Branded Content Networks

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

Panelists

Alan Cohen (Vice President, Enterprise & Mid-Market Solutions, Cisco Systems, Inc.)

Grant Hill (Forward/Guard, Phoenix Suns)

Earvin "Magic" Johnson (Chairman & Chief Executive Officer, Magic Johnson Enterprises)

David Levy (President, Turner Broadcasting Sales, Inc. & President, Turner Sports)

Peter Moore (President, EA SPORTS)

Stephen G. Pagliuca (Managing Director, Bain Capital)

Beatriz R. Perez (Senior Vice President, Integrated Marketing, Coca-Cola North America)

Bill Simmons (Columnist, ESPN.com & *ESPN The Magazine*)

Description

Fans are increasingly getting content where they want it and how they want it as promised in the early days of the digital revolution. How will the current demanding advertising environment affect mobile, online and television content differently and what new ad models will emerge? From distribution across platforms to aggregation of like assets into de facto ad and content networks, panelists explore how brands are developing new ways of creating network identities for consumers and advertisers.

11:30 a.m. – 11:45 a.m. Break

11:45 a.m. – 12:30 p.m. One-on-One: Digital Rights and Responsibilities

Interviewer: John C. King (Anchor, *State of the Union*, CNN)

Speaker: Nicholas Negroponte (Chairman, One Laptop per Child & Chairman Emeritus, MIT Media Lab)

Description:

Professor Nicholas Negroponte sits down for a one-on-one discussion of the digital future, and our rights and responsibilities as digital citizens. From founding the MIT Media Lab to his landmark 1995 bestseller *Being Digital* to founding the One Laptop per Child non-profit, Professor Negroponte continues to help shape how we think about and architect the digital age.

12:30 p.m. Summit Concludes