

NATPE 2010 CONFERENCE AGENDA

Sunday 1.24

2 PM

PRESENTATION THEATER
ISLANDER I

Selling Telenovelas: 2 Billion Viewers Worldwide and Growing

Produced in association with:



Telenovelas didn't become a viewer and advertiser favorite by accident. What's the secret to the global success of this genre? Is it crossplatform distribution, product placement, aggressive ad campaigns, or a savvy combination of all of the above? Find out how experts from leading producers and distributors of telenovelas market this format globally, creating audience loyalty that lasts for generations.

Moderator: David Gregg, VP, International Publicity, BBL Distribution, Inc.

Panelists: Raphael Correa, International Sales Director, Globo TV International

Michal Nashiv, President & CEO, Dori Media Distribution Argentina, CEO of Dori Media Contenidos; President of Dori Media Central Studios

Melissa Pillow, Sales Manager Central & Eastern Europe, Telemundo Internacional

3:30 PM

PRESENTATION THEATER
ISLANDER I

Screening: India – A Love Story

Produced in association with:



Fresh from the winner's circle comes TV Globo's INDIA – A LOVE STORY. Come see what makes this particular program the 2009 International Emmy Winner for Best Telenovela and enjoy excerpts from the other winners in categories from around the world.

5 PM

EVENT
BORDER GRILL

SXSW Kick-Off Party

Sponsored by:



Let's get this conference started! Network over cocktails and tasty treats in an exclusive event brought to you by SXSW. Plan your next three days at NATPE 2010 around must-attend sessions and events to maximize your experience.

Locations:

THINK TANK (ISLANDER B)
PRESENTATION THEATER (ISLANDER I)
DIGITAL / DIGITAL
(THEATER ON THE MARKET FLOOR)
INSIGHT ARENA (TRADEWINDS C)
COFFEE WITH (ISLANDER I)
ALL-ACCESS MENTOR ROUND ROBIN
(ISLANDER D)

Monday 1.25

9 AM

THINK TANK
ISLANDER B

Keynote Conversation With David Zaslav

As president and CEO of Discovery Communications, David Zaslav sets the strategy and oversees operations of the #1 nonfiction media company in the world, reaching more than 1.5 billion cumulative subscribers in over 170 countries. His unwavering commitment to growing and developing a brand began with his tenure at NBC where he was instrumental in launching CNBC and played a key role in creating MSNBC. At the helm of Discovery he drives the efforts strengthening Discovery's worldclass brands, highlighted by a partnership with Oprah Winfrey to launch OWN: The Oprah Winfrey Network, a multiplatform joint venture coming to 70 million U.S. homes. Always at the forefront of trends in programming and distribution, Zaslav brings his insight and sharp analysis to NATPE for a candid conversation on the state of the industry.

Moderator: Brian Lowry, Columnist/Critic, VARIETY

Speaker: David Zaslav, President and CEO, Discovery Communications

NATPE Market Floor Hours

The NATPE Market Floor is open

Monday from 10 AM to 6 PM; **Tuesday** from 9 AM to 6 PM;
and **Wednesday** from 9 AM to 6 PM.

Please note that all sessions must be entered through the Market Floor

10 AM

DIGITAL

THEATER ON THE MARKET FLOOR

It's Not Too Late: Grow Your Audience With Live Streaming Video

Produced in association with:



Engage and grow your audience! Have viewers interact directly with your shows! Live streaming video has made true “two way TV” possible. Follow the examples set by G4 TV, The Travel Channel, MTV and others who have worked with Stickam.com, the live streaming video industry pioneer, to directly connect with their audiences. Reach viewers before the broadcast premiere by giving audiences an advance peek from the set or backstage (like MTV), have your stars host an interactive Q&A pre-show or post-show chat (like The Travel Channel), or use the home viewers to power a “virtual audience” that you put right into your TV broadcast via webcam (like G4 TV). Want to launch a new Web or television series? Live streaming also provides an excellent, affordable platform to incubate your show and go viral before your premiere release. Stickam can deliver over 40,000 viewers per hour to your event (and make you a #1 Twitter trending topic)! Plus, live streaming can be a powerful additional revenue stream that's advertiser friendly. Why? There's no skipping or fast forwarding during a live event (no time shifting) and audiences crave interaction. White labeling is also available.

Moderator: Andy Wombwell,

Program Director, Stickam.com

Speakers: Cy Cary, Director, Digital Development MTV/VH1, MTV Networks

Marc Chambers, Digital Content Manager, CBS Radio

Aaron Novak, Production Manager, Stickam

Chad Rogers, Real Estate Expert, Stickam.com

10:30 AM

WORKSHOP

ISLANDER D

All-Access Mentor Round Robin – Unscripted

From reality TV blockbusters to documentary TV to daytime and game show fare, this is your chance to interact with eight creators of top-performing unscripted shows and get answers to the critical questions you have about your career.

Admission to all All-Access Mentor Round Robin Workshops requires separate fee of \$100 per seat.

Advance sign-up is recommended as space is limited. Additional seats may be available onsite. Please check at registration in advance for availability.

Mentors: Philip Gurin, Company Founder, Executive Producer, The Gurin Company

Ken Mok, President, Founder, 10x10 Entertainment

Douglas Ross, President, Evolution Media

Eric Schotz, CEO & President, LMNO Productions

Andy Stabile, Agent, Alternative, Creative Artists Agency

Bertram van Munster, Executive Producer, Director & Co-Creator, THE AMAZING RACE

10:30 AM

PRESENTATION THEATER

ISLANDER I

Ubiquitous Content & Scarce Dollars: What Television Needs to Know About Social Media & the Real-Time Web

Five years ago there were approximately 25,000 broadcasters in the United States; today there are more than 55 million. This is only one of the problems facing the television industry. Authenticated streaming, TV everywhere, open networks vs. walled gardens, realtime data, digital tribes, trust circles, communities of interest – there's new jargon and new challenges for the information age. Shelly Palmer, managing director of Advanced Media Ventures Group LLC and host of NY Nonstop's Digital Life with Shelly Palmer, will help you see the intersection of technology, media and entertainment through your customer's eyes. He will discuss the underlying sociological and technological forces that are reshaping the business and give you key insights that will help you craft the best strategies and solutions for your organization.

Presenter: Shelly Palmer, Managing Director, Advanced Media Ventures Group, LLC, Host, MediaBytes; Host, Digital Life with Shelly Palmer

11:30 AM

THINK TANK
ISLANDER B

Anatomy of a Hit: MODERN FAMILY

Just when the family comedy genre needed a boost of energy, enter ABC's MODERN FAMILY, breathing new life into primetime. If you attended the exclusive sneak preview at LATV Fest, you already know why this show is a hit. Quirky, well-developed characters, great storylines and sharp dialogue make this show both family-friendly and sophisticated enough to give cable a run for its money. Hear from the studio, executive producer Steve Levitan and the ensemble cast on how they crafted this fresh and timely take on the blended family and earned a Golden Globe nomination for Best Television Series Comedy/Musical in the process.

Moderator: Marc Berman, Senior Editor, MEDIAWEEK, Creator and Editor, THE PROGRAMMING INSIDER

Speakers: Julie Bowen, Claire on ABC's MODERN FAMILY

Ty Burrell, Phil on ABC's MODERN FAMILY

Jesse Tyler Ferguson, Mitchell on ABC's MODERN FAMILY

Steven Levitan, Executive Producer/Creator, Picture Day Productions

Ed O'Neill, Jay on ABC's MODERN FAMILY

Eric Stonestreet, Cameron on ABC's MODERN FAMILY

Sofia Vergara, Gloria on ABC's MODERN FAMILY

Dana Walden, Chairman, Twentieth Century Fox Television

11:30 AM

DIGITAL
THEATER ON THE MARKET FLOOR

Formatting Content for Digital Delivery

Sponsored By:



With the ever-expanding arena of online and mobile distribution, properly prepping your content for digital delivery is critical. This session presents the specifications for a range of leading platforms, and technologies from YouTube to SD / HD transfer of content to MobileMe to the iPhone, exploring both the minimum and the optimal specs for content delivery and viewing.

Panelist: Larry Pursley, Founder & CEO, Imagine Media

11:45 AM

INSIGHT ARENA
TRADEWINDS C

Fans & Brands: Case Studies in Co-creation & Connectivity

Produced in association with:



It's all about the ROI. Advertisers want consumer engagement, data and sales. Programmers need to monetize digital distribution. Enter interactivity. Broadband has transformed the programming landscape – redirecting distribution, redefining “content” and reworking business models. Throw social networking in the mix, stir in innovative marketing tactics and voila, we have chaotic opportunity. Where do brands fit in to user-generated content? How do producers leverage direct to Web distribution? We'll explore what's possible through interactivity and targeted distribution across the spectrum: TV, Web, mobile, VOD, DVR, game consoles and retail networks. This migration to digital distribution and viral video networks creates a wealth of choices for programmers, producers, marketers

and skilled amateurs. What does it mean for your business?

Moderator: Allison Dollar, Co-founder and CEO, ITA Interactive Television Alliance

Panelists: Steven Amato, Partner, Omelet

Laurel Bernard, SVP of Marketing, FOX Broadcasting Company

Arthur Chan, EVP, Palisades Interactive, Palisades MediaGroup

Oren Katzeff, VP and General Manager, Demand Media Entertainment

Van Vandegriff, Founder and Executive Producer, matrixx

NOON

EVENT
CELEBRITY CHEF KITCHEN
MARKET FLOOR

Celebrating Reality Food TV

Supported by:



Chef Works



Please join us at the Celebrity Chef Kitchen at NATPE 2010. This year we are “Celebrating Reality Food TV” featuring top celebrity chefs in segments such as TOP CHEF – Quickfire Challenge and IRON CHEF, where industry executives are paired with celebrity chefs in each competition. We will also be showcasing top Las Vegas chefs.

Happy Hour Cocktail Competitions Blind Wine Tastings and Chef cook-off's will be a fun way for attendees to end the day at our Meet and Greet from 4–6 PM at the Celebrity Chef Kitchen.

Noon – NATPE Top Chef – Quickfire Challenge, judged by celebrity chefs

1 PM – NATPE Top Chef – part II

2 PM – Healthy cooking with Luciano Pelligrini and Bonnie Johnson

4 PM – Vegas Bartenders Competition – Hosted by Anthony Caporale, “Art of the Drink”

5 PM – Beer and food pairing

Presenters: **Richard Blais**, Chef and Culinary Designer, Trail Blais
Anthony Caporale, Producer and Host, Art of the Drink TV
Sean DiCicco, Executive Chef, Mandalay Bay Resort & Casino
Neal Fraser, Co-Owner & Executive Chef, Grace and BLD Restaurants
Patricia Richards, Mixologist, Wynn Las Vegas & Encore

NOON

PRESENTATION THEATER
ISLANDER I

Opportunity Knocks – Answer With the Perfect Pitch

Sponsored and Produced by:



For a second year, CableU and NATPE are giving producers an incredible opportunity to pitch program ideas to leading industry executives. In this session, producers of the top three entries into the CableU Emerging Producers Nonfiction TV Competition will pitch their programs directly to the CableReady development team. They will receive feedback on the quality of their presentation and pitch, as well as the saleability of their show. At the end of the panel, the winner will be announced. Last year's winning producers sold their program to History! This can't-miss session will provide independent producers insight into the pitching process and what works – and what doesn't – when it comes to making that pitch of a lifetime.

Moderator: **Gary Lico**, President & CEO, CableReady

Speakers: **John Burrud**, President and CEO, Burrud Productions, Inc

Liz Tobias, Director of Program Development, CableReady

Finalists: **THE AGENCY**-Pink Slip Productions - Submitted by Barbara Shearer

LONE STAR OPERA - AMP - Submitted by Russ Johnson

VICIOUS CIRCLE - Brown Dog Productions - Submitted by Brian Gee

12:15 PM

WORKSHOP
ISLANDER D

All-Access Mentor Round Robin – Broadcast & Cable

You've got an inside track to broadcast and cable network representatives fresh from a successful fall season. Find out what they are looking for and how to open the door for your projects without the pressure of pitching.

Admission to all All-Access Mentor Round Robin Workshops requires separate fee of \$100 per seat. Advance sign-up is recommended as space is limited. Additional seats may be available onsite. Please check at registration in advance for availability.

Mentors: **Leslie Chesloff**, EVP, Programming, ION Media Networks, Inc.

Barbara Fisher, SVP, Original Programming, Hallmark Channel

Tom Zappala, SVP, Program Acquisitions & Scheduling, ABC Family

12:15 PM

DIGITAL
THEATER ON THE MARKET FLOOR

Real-Time TV: Twitter Talks about New Ways of Creating Content & Engaging Viewers

Arguably at the forefront of the way our business is moving, Chloe Sladden is helping drive new approaches to content creation, interactive TV and audience engagement. After working at Current TV and producing the Webby Award-winning "Hack the Debate," she is now helping media companies—from MTV to CNN to ESPN—leverage Twitter to create some of their most engaging on-air and online content. Chloe will discuss the art and science of harnessing Twitter to bring a real-time drumbeat of information and interactivity right into your news reporting, talk shows, sporting events and online communities, creating new kinds of powerful media experiences.

Moderator: **Daisy Whitney**, Producer, On-Air Correspondent, Podcaster, DaisyWhitney.com

Speaker: **Chloe Sladden**, Director of Media Partnerships, Twitter

1 PM

DIGITAL
THEATER ON THE MARKET FLOOR

The Future of Mobile Monetization on TV: Mobile Promotions, Direct Response and Coupons

Produced in association with:



IMPACT MOBILE
Own The Street™

As the worlds of mobile and television converge and handheld devices continue to evolve, mobile content is easier to access than ever before, and mobile is on track to be the most pervasive media channel in the world. However, mobile advertising has still proven largely disappointing, despite upward trends in mobile users, smartphones and mobile access to the Internet. Why aren't consumers as receptive to viewing ads on their mobile phones as they could be? While many television executives are treating mobile simply as another channel through which to deliver video content, there are other more inspired techniques for engaging viewers, building brands and bringing in revenues. This panel will discuss mobile promotions, sweepstakes, direct response marketing and mobile coupons.

Moderator: **David Mazur**, Associate Counsel, MasurLaw

Panelists: **Jim Beddows**, Chairman, Americas, MEF

David Kruis, CEO, Metranome

Karl Seelig, CEO, Ring Plus, Inc.

Gary Schwartz, CEO, Impact Mobile Inc.

Matthew Snyder, CEO & Founder, ADOjects Inc.

1 PM

INSIGHT ARENA
TRADEWINDS C

The New Frontier: When a TV Show Becomes a Branded Business Proposition

Produced in association with:



It's clear that today's audiences are not just in front of the television anymore. But it's not just about TV anywhere. Today's hits are not just television shows but branded experiences extending far beyond the broadcast. Whether it's a community of LOST fans immersed in an alternate reality game, or a community of support for weight loss and healthy living building around THE BIGGEST LOSER, today's TV shows are becoming anchors for a much larger proposition that builds and maintains community and keeps audiences active and interactive even when the show is not on the air. From casual games, graphic novels, character blogs, vlogs and tweets to fullblown second storylines, new franchises are being built in a whole new way that may let a TV show brand and story live long after its run on television is over.

Moderator: Brian Seth Hurst, CEO, The Opportunity Management Company

Panelists: John Couch, Entertainment & Technology Consultant, Titanium Sky
Lisa Hsia, SVP, Digital Media, Bravo
Kim Niemi, SVP, Music, DVD & Consumer Products, NBC Universal TV Group
David Norton, SVP Brand Integration, Ladder Up Media

1:15 PM

PRESENTATION THEATER
ISLANDER I

It's Not a Digital Dilemma, It's a Revenue Resource

Your station's digital spectrum can be the key to enhanced revenue, promotion and market position. Come learn and discuss the opportunities with programming, distribution, sales and technical experts who are "walking the walk" in the new broadcast digital world.

Moderator: Harry Jessell, Editor, TVNewsCheck

Panelists: Neal Sabin, EVP, Weigel Broadcasting Co.

Perry A. Sook, Chairman/President/CEO, Nexstar Broadcasting Group, Inc.

Colleen Brown, President and CEO, Fisher Communications, Inc.

Brandon Burgess, Chairman and CEO, ION Media Networks

1:30 PM

THINK TANK
ISLANDER B

Creative Keynote: Michael Eisner

With more than four decades in the entertainment industry, Michael Eisner remains at the forefront of what's happening in content distribution. Recently striking an investment and strategic partnership with Canadian telecom giant Rogers Media, Eisner's new media production studio Vuguru is positioned to significantly ramp up production and distribute content on an international scale. He shares his vision for Vuguru as well his take on what today's environment offers content producers.

Moderator: Cynthia Littleton, Deputy Editor, VARIETY

Speaker: Michael Eisner, CEO, The Tornante Company

2 PM

DIGITAL
THEATER ON THE MARKET FLOOR

Producer's Toolbox: The Technologies Unlocking Mobile Content

Produced in association with:



Forget the talk of the future...the features on new devices...interactive TV is happening now. The platforms exist today and are proven. TV is no longer one-way mass communication, but mass communication taken to a personal level. Viewers are engaged in programming and marketing in the most powerful way – by using their mobile phone. Our panelists will show you what really works and makes money today in interactive TV. Join them for a valuable three-screen strategy that will show you that the future and new revenue streams are in your hand today.

Moderator: John David Heinsen, Principal, Bunnygraph Entertainment

Panelists: Amer Ghaffar, EVP, Mobile Solutions, ViralMesh

Brian Gratch, CEO, Sixteen30

Miguel Gonzalez, Digital Management, Content and Creative Director, MHz Digital

Jeff Knowlton, Producer, 34 North 118 West

2:30 PM

WORKSHOP
ISLANDER D

All-Access Mentor Round Robin – Digital

Pick the brains of leading execs working in digital content – from how to develop online and mobile projects, to the latest thriving online networks, to monetization possibilities. Get insight and up-to-date answers in this exciting session.

Admission to all All-Access Mentor Round Robin Workshops requires separate fee of \$100 per seat. Advance sign-up is recommended as space is limited. Additional seats may be available onsite. Please check at registration in advance for availability.

Mentors: **Nathan Coyle**, Head of Digital, Creative Artists Agency
Jim Louderback, CEO, Revision3
Curt Marvis, President, Digital Media, Lionsgate
Keith Richman, CEO, Break Media
Anthony Soohoo, SVP and GM, Entertainment and Lifestyle, CBS Interactive
Lori Schwartz, SVP, Director of the Interpublic Emerging Media Lab, IPGLAB
Kevin Yen, Director of Strategic Partnerships, YouTube

2:30 PM

PRESENTATION THEATER
ISLANDER I

There Is Profit in the Recovery

In the face of a downturn in local advertising, local stations need creative and innovative ways to stay relevant as the Internet emerges as their ideal venue for content. At the end of the day, how do they keep audiences tuned in and advertisers interested? Local station helms share their plans on how to generate content and cross-media local campaigns to remain profitable during the recovery.

Moderator: **Paige Albiniaik**, Contributing Editor, BROADCASTING & CABLE, Reed Business Information
Panelists: **Emerson Coleman**, VP, Programming, Hearst Television Inc.
Sean Compton, SVP, Programming & Entertainment, Tribune Broadcasting Company

Doug Lowe, EVP, Meredith Corp. Broadcast Group

Brooke Sectorsky, President and General Manager, WKYC, SVP, Gannett Television

2:45 PM

INSIGHT ARENA
TRADEWINDS C

Adopting and Adapting Online Advertising, an Interactive Debate

Google is excited about overlay ads launched for in-stream advertising. Does the ad world share that excitement? The conflicting interests affecting how quickly these new ad products created for the interactive nature of the web are adopted are discussed in depth by two leaders on the cutting edge of this transition.

Moderator: **Will Richmond**, Editor/Publisher, VideoNuze, President, Broadband Directions LLC

Speakers: **Shishir Mehrotra**, Director of Product Management, Google
Rob Norman, CEO, GroupM Interaction Worldwide

3 PM

THINK TANK
ISLANDER B

Storytelling: The Power of Narrative, a Master Class With Bill Lawrence

Bill Lawrence is one of the most successful writer/executive producers working in television today. With two primetime series on the air, SCRUBS and COUGAR TOWN, he's also one of the busiest. He's taking time to share his perspective on the craft of storytelling that's taken him from writing for iconic television shows like FRIENDS and co-creating SPIN CITY to executive producing and co-creating the animated series CLONE HIGH and the online sensation NOBODY'S WATCHING.

Moderator: **J. Max Robins**, VP & Executive Director, Industry Programs, The Paley Center for Media
Speaker: **Bill Lawrence**, Creator/Executive Producer, SCRUBS and COUGAR TOWN, Doozer Inc.

3:15 PM

DIGITAL
THEATER ON THE MARKET FLOOR

Mobile Video: All You Need to Know About Creation & Distribution

Produced in association with:



Remember when content for mobile distribution was the “next big thing”? Well, it's now and happening! Cutting-edge, award-winning content is thriving in the mobile world. Don't get left behind; hear from the top U.S. producers and distributors working today and learn what it takes to stay ahead of the curve in this vital market.

Moderator: **Frank Chindamo**, President and Chief Creative Officer, Fun Little Movies

Panelists: **Amber J. Lawson**, Comedy Content Publisher, Babelgum.com

Jonathan Barzilay, SVP of Programming and Advertising, FLO TV Incorporated

Catherine Warren, President, FanTrust Entertainment Strategies

3:30 PM

PRESENTATION THEATER
ISLANDER I

Revolution in a Box: Charles Kenny

Charles Kenny will present the latest academic findings on the global development impact of television. Around the globe, people are gaining access to television and a growing number of TV channels. And it appears that watching TV – perhaps especially soaps – can have a large, positive impact on development. Not least, as villages gain access to cable TV, more girls are going to school and women are having fewer kids. Television may also have a role in improving the quality of government and perhaps even reducing the threat of war.

Presenter: Charles Kenny, Senior Economist, The World Bank

4 PM

INSIGHT ARENA
TRADEWINDS C

Lights, Camera, Lawsuit! Season 8

Sponsored by:



Come learn how to keep your content out of the courts and on the air. Lawsuits for libel, slander, invasion of privacy, commercial misappropriation, copyright infringement and misappropriation of ideas abound. A panel of media law experts share their tips and advice on how to avoid and limit media liability claims against producers, distributors and content buyers. Other topics open for discussion include fair use, clearance issues for music, talent and trademarks as well as protecting your intellectual and literary properties, copyright registration and distribution agreements.

Moderator: Emily Caron, Claims Specialist, AXIS Insurance

Panelists: Lincoln Bandlow, Partner, Lathrop & Gage LLP

Jamie Lichtman, SVP, Litigation and Policy, NBC Universal Television Group
Kirk Schenck, President and General Counsel, RDF Media USA

4:15 PM

THINK TANK
ISLANDER B

Cable 360: A Discussion of All Things Cable

This roundtable discussion offers an overview of the cable landscape from top programming executives' perspective. As business models shift, so do the considerations that go into decisionmaking. How do the new economic climate, shifting alliances and digital distribution opportunities affect their choices? What is the balance when creating original programming and what is the bottom line that provides the value the MSOs are looking for? This is a 360-degree view of the cable ecosystem at the dawn of a new decade.

Panelists: Kevin Beggs, President, Television, Lionsgate

Tony DiSanto, President of Programming, MTV

Jeff Wachtel, President of Original Programming/Co-Head of Content, USA Network and Universal Cable Productions

Michael Wright, EVP, Head of Programming, TBS, TNT and Turner Classic Movies, Turner Broadcasting

4:30 PM

DIGITAL BRIEFINGS
THEATER ON THE MARKET FLOOR

Buy and Sell More Titles: Leveraging the GMX Online Marketplace

Sponsored by and produced in association with:



GMX – The Global Media Exchange is the world's fastest-growing B2B online marketplace for TV shows and movies. In this session, sales teams will learn how to generate incremental revenue by using GMX to close deals with new buyers and generate incremental catalog sales. For buyers, the session will explain how to leverage search and browse tools on GMX to find the ideal titles quickly and easily. Participants will also learn how the Deal Wizard can help them negotiate and close a content licensing deal easily and efficiently.

Presenters: Daniel Punt, Director, Business Development, GMX, The Global Media Exchange

Mara Sternthal, SVP, Business Development, GMX, The Global Media Exchange

4:45 PM

PRESENTATION THEATER
ISLANDER I

High-Speed Budgeting & Scheduling for Nonfiction Projects

This half-hour intensive walks producers through speedily generating an integrated series schedule, budget and weekly cash flow, featuring a case study of nonfiction and digital production workflow.

Presenter: DMA/Donna Michelle Anderson, Founder and CEO, The CLIC Network

5:15 PM

DIGITAL

THEATER ON THE MARKET FLOOR

Who's New York's Top Video Start-up? You Decide

Produced in Association with:



New York's Top 5 video start-ups have been selected by NATPE partner NYVideo.org's 3,000+ members and now it's up to you to crown the top dog. The five start-ups will each get 5 minutes to demo their product followed by Q&A and live SMS voting by you.

Moderator: Yaron Samid, Founder & Chairman, NYVideo.org

Presenters: Dr. Shay David, VP, Business and Community Development, Kaltura

Glenn Gutierrez, Co-Founder, PopScreen, Inc.

Ran Harnevo, Co-Founder and CEO, 5Min

Josh Weinstein, Product Manager, KickApps

Joshua Winograd, Chief Revenue Officer, AdoTube

6 PM

EVENT

SOUTH SEAS BALLROOM F
MANDALAY BAY CONVENTION CENTER,
3RD FLOOR

7th Annual Brandon Tartikoff Legacy Award



Sponsored and Produced by:



Multichannel



Named in honor of one of the medium's greatest programmers whose imprint on the television industry will be viewed forever, the Brandon Tartikoff Legacy Award recognizes a select group of television professionals who exhibit extraordinary passion, leadership, independence and vision in the process of creating television programming.

Tickets for this event available for \$100 at advance registration.

Award Recipients: Jeff Gaspin, Chairman, NBC Universal Television Entertainment

Irwin Gotlieb, Global CEO, GroupM
David E. Kelley, CEO, David E. Kelley Productions

Judge Judith Sheindlin, Presiding Judge, JUDGE JUDY

Tuesday 1.26

8 AM

COFFEE WITH
ISLANDER I

Coffee With Hugh Laurie, Katie Jacobs & David Shore

Sponsored by:



Start your day with the executive producers and star of HOUSE. This award-winning drama now in its sixth season is distributed to 66 countries worldwide and boasts the distinction of being the most-watched television program in the world in 2008. There's good reason for the loyal fans and critical acclaim. Come hear from the creative team responsible.

Moderator: Chris Harrison, Host, Live Red Carpet Specials and HOLLYWOOD 411

Speakers: Hugh Laurie, Dr. Gregory House on HOUSE, NBC Universal Domestic TV Distribution

Katie Jacobs, Executive Producer, HOUSE

David Shore, Creator/Executive Producer, HOUSE

9 AM

DIGITAL

THEATER ON THE MARKET FLOOR

How to Manage the Social Media Flow

Produced in association with :



The rise of social media has left some people feeling overwhelmed. Help is at hand! Designed for novices and intermediate users, this session will help you take back control and manage your online brand. The session will touch on key strategies including integrating Twitter, Facebook and LinkedIn to help promote your company, your skills or your brand across all types of media. You will also gain information about the applications to help you manage your social footprint and using social media to monitor trends and develop new business.

Presenter: Gavin McGarry, President, Jumpwire Media

9 AM

THINK TANK

ISLANDER B

Legacy Talk Back: Judge Judy Sheindlin

While presiding on the bench in New York family court, Judge Judith Sheindlin earned a reputation as one of New York's toughest judges with a simple message – take responsibility for yourself, your actions and the children you've brought into the world. Judge Sheindlin is credited with pioneering an "open court policy," allowing the public and the media to view her day-to-day proceedings, which was not a common practice at the time. This comfort under scrutiny and her forthcoming style has made the show JUDGE JUDY the highest-rated daily half-hour nationally syndicated reality courtroom series. The show returned in 2009 for its 14th season. Join us in this talk back with bestselling author, no-nonsense personality and now Legacy Award winner Judge Judith Sheindlin.

Moderator: Melissa Grego, Executive Editor, BROADCASTING & CABLE

Speaker: Judge Judith Sheindlin, Presiding Judge, JUDGE JUDY

9:35 AM

THINK TANK

ISLANDER B

Legacy Talk Back: David E. Kelley

David E. Kelley is the creative power behind some of America's most distinctive television series and unforgettable characters. To date, Kelley has the distinction of being the only writer/producer to win the Emmy Award for Outstanding Comedy and Outstanding Drama in the same year. As creator of the Emmy, Peabody and Golden Globe Award-winning shows BOSTON LEGAL, THE PRACTICE and ALLY McBEAL, the critically acclaimed dramatic series BOSTON PUBLIC and CHICAGO HOPE and the multiple award-winning drama series PICKET FENCES, Kelley continues to intrigue audiences with his writing and executive producing style. He sits down with BROADCASTING AND CABLE's Melissa Grego in a one-on-one conversation.

Moderator: Melissa Grego, Executive Editor, BROADCASTING & CABLE

Speaker: David E. Kelley, CEO, David E. Kelley Productions

10 AM

DIGITAL

THEATER ON THE MARKET FLOOR

Online Video Syndication and Advertising: What's Working?

Syndicating online video to third-party distributors is a proven way to reach large, targeted audiences. However, syndication raises the requirement that ads be sold and managed across a wide network of partner sites. Learn what's working in online video syndication and advertising in this in-depth session with FreeWheel, one of the leading providers of online video advertising management solutions.

Moderator: Will Richmond, Editor/Publisher, VIDEONUZE, President, Broadband Directions LLC
Speaker: Brent Horowitz, VP of Business Development, FreeWheel

10:10 AM

THINK TANK

ISLANDER B

Legacy Talk Back: Irwin Gotlieb

Irwin Gotlieb is the global chief executive officer of GroupM, the leading global media investment management company. In 2006, he became the first advertising/media agency executive to be inducted into the Broadcasting & Cable Hall of Fame. Described by BUSINESS WEEK as the "most powerful man on Mad Ave," Irwin will sit down with Ben Grossman and discuss the challenges of 2010 as technology, advertising and content collide.

Moderator: Ben Grossman, Editor-in-Chief, BROADCASTING & CABLE

Speaker: Irwin Gotlieb, Global CEO, GroupM

10:45 AM

THINK TANK

ISLANDER B

Legacy Talk Back: Jeff Gaspin

Jeff Gaspin's dynamic leadership is an industry standard for strengthening both the bottom line and creative content. Promoted to chairman of NBC Universal Television Entertainment in July 2009, he is building on a successful relationship that includes posts as president of both cable and digital content and cable entertainment and cross-network strategy. Under his leadership, the NBC Universal entertainment cable division posted its strongest performance ever, and with Gaspin being an early proponent of online

streaming video, traffic to all of the television group's entertainment websites has more than doubled. With top-rated USA Network and growing channels Syfy, Bravo, Oxygen and Chiller breaking ratings records in 2009 and revenues and profits experiencing double-digit growth under Gaspin's watch, it's clear that he is at the top of his game. Come hear what's next for NBC Universal from the man calling the shots.

Moderator: Ben Grossman, Editor-in-Chief, BROADCASTING & CABLE

Speaker: Jeff Gaspin, Chairman, NBC Universal Television Entertainment

11 AM

INSIGHT ARENA
TRADEWINDS C

Here, There and Everywhere – Syndication Changes the Economic Equation

Sponsored by:



It is no longer enough to simply create a great show. Now content creators need to find and cultivate their audience in a fragmented media landscape. This includes managing a variety of syndication partners who may have different business terms, measurement analytics, ad rules and technical standards. In addition, reaching that audience may require social media marketing skills. This panel will emphasize what is working in online video syndication and help you avoid some of the pitfalls.

Moderator: Levi Shapiro, Partner, TMT Strategic Advisors

Panelists: Albert Cheng, EVP, Digital Media, Disney ABC

Ben Weinberger, CEO and Co-founder, Digitalsmiths

Vivi Zigler, President, NBC Universal Digital Entertainment

11 AM

DIGITAL
THEATER ON THE MARKET FLOOR

Not Your Mother's Advertising: One on One With Alex Bogusky

The very definition of "cool," Crispin Porter + Bogusky changed the way we think about viral video marketing with Burger King's "Subservient Chicken." With a client list that includes Microsoft, Coke Zero and Best Buy, they've earned their place as one of Fast Company's 50 with an irreverent, edgy style. Meet the creative power that fuels some of the most successful advertising to date and find out what content works for their high profile clients and why.

Moderator: Sarah Szalavitz, Founder and CEO, 7 Robot

Speaker: Alex Bogusky, Partner and Co-chairman, Crispin Porter + Bogusky

11:30 AM

PRESENTATION THEATER
ISLANDER I

Keynote: Mass Marketing in a World Without Mass Media

Produced in association with:

MEDIALINK LLC

Esther Lee oversees all brand marketing and advertising creative and media strategy for AT&T Operations, Inc., the world's largest telecom company. Lee has a track record that includes managing the global brands of Euro RSCG Worldwide and leading creative strategy and development for the Coca Cola Company. Her stellar performance coupled with the current environment where mobile and Internet technologies are redefining how people communicate and connect position her in the eye of the perfect storm of technology and consumer reach. Join Michael Kassan of MediaLink LLC in a discussion of how

this leader in telecom communications is taking their message to the masses.

Moderator: Michael Kassan, Chairman & CEO, MediaLink LLC
Speaker: Esther Lee, SVP, Brand Marketing & Advertising, AT&T

11:45 AM

DIGITAL
THEATER ON THE MARKET FLOOR

Of the Web, By the Web, For the Web

Produced in association with:



Has the medium changed the message? IAWTV board members discuss the Web as the primary platform for content creation as well as the new storytelling tools available online.

Moderator: Michael Wayne, Co-Founder & CEO, DECA

Panelists: Brady Brim-DeForest, CEO, Tubefilter

John McCarus, VP, Group Director, Brand Content, The Third Act: a unit of Digitas

Eric Mortensen, Director of Content Development, bliptv

George Ruiz, Head of New Media/SVP Business Affairs, ICM (International Creative Management)

11:45 AM

THINK TANK
ISLANDER B

**Watch What Happens at
NATPE 2010: Live With Andy
Cohen**

Andy Cohen, SVP of original programming and development for Bravo, is bringing the excitement of his late-night talk show WATCH WHAT HAPPENS to NATPE 2010. Find out what's coming up on CELEBRITY APPRENTICE when Andy talks to star and executive producer Donald Trump. Dish with celebrity chef Curtis Stone and get the skinny on what's next for THE BIGGEST LOSER's Jillian Michaels. Join us for the most thrilling hour of television you won't see on TV. **Moderator: Andy Cohen**, SVP, Original Programming & Development, Bravo
Panelists: Jillian Michaels, Health and Wellness Expert, Star, LOSING IT WITH JILLIAN

Curtis Stone, Master Chef, Author, TV Personality, and Entrepreneur, Curtis Stone Kitchen Solutions

Donald Trump, Chairman & CEO, The Trump Organization, Host and Executive Producer, THE APPRENTICE and CELEBRITY APPRENTICE

EVENT
CELEBRITY CHEF KITCHEN
MARKET FLOOR

Celebrating Reality Food TV

Supported by:



Please join us at the Celebrity Chef Kitchen at NATPE 2010. This year we are "Celebrating Reality Food TV" featuring top celebrity chefs in segments such as TOP CHEF – Quickfire Challenge and IRON CHEF, where industry executives are paired with celebrity chefs in each competition. We will also be showcasing top Las Vegas chefs.

Happy Hour Cocktail Competitions Blind Wine Tastings and Chef cook-off's will be a fun way for attendees to end the day at our Meet and Greet from 4-6 PM at the Celebrity Chef Kitchen.

Noon – NATPE Iron Chef judged by celebrity chefs

1 PM – NATPE Iron Chef – part II

2 PM – Eli and Max Sussman, authors of FRESHMAN IN THE KITCHEN as seen on the TODAY SHOW

3 PM – A la Español – demo in Spanish

4 PM – Mixologist – network competition

5 PM – Best Margarita Competition

Presenters: Paul Bartolotta, Chef, BARTOLOTTA Ristorante di Mare, Wynn Resorts

Eric Greenspan, Owner and Executive Chef, The Foundry on Melrose

Brian Malarkey, Executive Chef, The Oceanaire Seafood Room

Kerry Simon, Chef and Partner, SIMON

Eli Sussman, Co-author, FRESHMAN IN THE KITCHEN: FROM CLUELESS COOK TO CREATIVE CHEF,

Max Sussman, Executive Sous Chef, eve the restaurant, Co-author, FRESHMAN IN THE KITCHEN: FROM CLUELESS COOK TO CREATIVE CHEF

12:15 PM

INSIGHT ARENA
TRADEWINDS C

Is 2010 the Breakout Year?

Produced in association with:



The year 2010 is poised to be a transformative year in digital media. From video to real-time information, all existing media businesses are certain to be affected dramatically. This session will examine the challenges, opportunities and data behind the tectonic shifts and predictions for the year ahead.

Presenter: Ross Levinsohn, Partner, Fuse Capital

12:45 PM

PRESENTATION THEATER
ISLANDER I

**The New Golden Age of
Video: Addressable,
Interactive and Platform-
Proof**

Produced in association with:

MEDIALINK LLC

From content creation to distribution and consumption, video business models are being disrupted and transformed. But the consumer's appetite for quality content has never been stronger, and smart companies are taking advantage of an opportunity to define what's next. Hear from leaders who are ushering in the new age of video.

Moderator: John Ross, President, Interpublic Emerging Media Lab

Panelists: Drew Buckley, Chief Operating Officer, Electus

Keith Hindle, CEO, The Americas, FremantleMedia Enterprises

David Verklein, CEO, Canoe Ventures, LLC

1 PM

DIGITAL
THEATER ON THE MARKET FLOOR

From Traditional to Digital: Top Five Do's and Don'ts: Case Study With Peter Murrieta of fm78.tv

Emmy award-winning executive producer of WIZARDS OF WAVERLY PLACE Peter Murrieta made the leap from traditional to digital, as many other producers and programmers are doing. In an exclusive presentation for NATPE, Murrieta shares his top five do's and top five don'ts when moving into the digital space. This session is a must for any producer crossing mediums.

Moderator: David Bloom, Principal, Words & Deeds

Presenter: Peter Murrieta, Executive Producer, Walt Disney Channel/FM78.tv/bang Comedy Theater

1:15 PM

WORKSHOP
ISLANDER D

All-Access Mentor Round Robin – Scripted

Take this rare opportunity to ask executive producers of the most compelling scripted fare how they got the job – and how they get the job done – telling great stories in the process.

Admission to all All-Access Mentor Round Robin Workshops requires separate fee of \$100 per seat.

Advance sign-up is recommended as space is limited. Additional seats may be available onsite. Please check in at advance registration for availability.

Mentors: Neal Baer M.D., Executive Producer, LAW & ORDER: SPECIAL VICTIMS UNIT

Kim Moses, Executive Producer, Sander/Moses Productions

Ian Sander, Executive Producer, Sander/Moses Productions

1:15 PM

THINK TANK
ISLANDER B

Reality TV: Building a Blockbuster

Produced in association with:



What are the essential elements for a breakout reality show? From elimination shows to docu soaps, we'll cover what it takes to create, develop, produce and market a reality hit. We'll discuss case histories of how hit reality shows developed, the snags they hit along the way – and the key insights that helped producers overcome the inevitable obstacles. What is the best way to navigate the casting process? The best way to pitch? We'll also explore the most important question: why? Why do some reality shows hit it out of the park, while others die on the vine? Are there common lessons to be drawn?

Moderator: Bruce David Klein, President & Executive Producer, Atlas Media Corp.

Panelists: Lisa Berger, EVP, Entertainment Programming, E! Entertainment Television

Mark Cronin, Executive Producer, Co-Owner, 51 Minds

Elise Doganieri, Executive Producer, World Race Productions, Inc.

Jonathan Murray, Chairman, Bunim/Murray Productions

1:30 PM

INSIGHT ARENA
TRADEWINDS C

Cross-Media Planning for a Convergence Culture

Produced in association with:



With radical changes and developments in TV, online and mobile, how can we prepare our brands, our networks and ourselves to keep pace with – and eventually to lead – anytime, anywhere digital consumers?

Join our panel discussion and hear how these agencies and media companies are rethinking TV, the Web and mobile, and how to break these platforms out of their silos to create meaningful and integrated crossmedia messages. We can know more than ever before about what viewers want, and how to reach our customers in valuable ways...but are we acting on what we know?

Moderator: Tania Yuki, Director, Product Management, comScore

Speakers: Adam Kasper, SVP, Director of Digital, Havas Digital

Mitchell Oscar, EVP, Television Applications, MPG

1:45 PM

DIGITAL
THEATER ON THE MARKET FLOOR

Anatomy of a Hit Web Series

Whether drawing top-tier talent, winning awards or gathering millions of viewers, Web-based episodic series are setting high standards for creativity. Join Dave Schiff, host of the MR. INTERNET show, and find out from the creators and talent behind WOKE UP DEAD, VALEMONT and EASY TO ASSEMBLE exactly what it takes to build superstar status, critical acclaim and a loyal audience on the Web.

Moderator: Dave Schiff, Creative Director/VP, Crispin Porter + Bogusky

Panelists: Justine Bateman, Writer, Producer, Director, Actress, Partner, FM78.tv

Ileana Douglas, Creator and Writer, EASY TO ASSEMBLE

Brent Friedman, SVP of Technology, Mass Hysteria Entertainment Co., Inc.

Christian Taylor, Writer and Executive Producer

2 PM

PRESENTATION THEATER
ISLANDER 1

Branded Content: This Time It's for Real

Produced in association with:

MEDIALINK LLC

No product placement here. Follow the narrative thread as leading marketers and award-winning producers discuss the evolution of branded content from a check the box tactic to a creative, strategic and (gasp!) accountable contributor to the marketing mix.

Moderator: Scott Donaton,

President/CEO, Ensemble

Panelists: Barbara Bacci Mirque, EVP, ANA Alliance for Family Entertainment (Association of National Advertisers, Inc.)

Jordan Levin, CEO, Generate

Howard T. Owens, Managing Director, Co-Head of Domestic Television and Head of Digital, Reveille LLC

2:45 PM

THINK TANK
ISLANDER B

Sizzle Reel Simulations – Season 2

Sponsored by:



2C media inc.

Produced in association with:



A project can come to life and seal its own deal with a sizzle reel. One size may fit all but one reel does not. Vet producers take the same show and produce a 1-minute sizzle reel each for a different network. These pros flip the script, presenting tricks of the trade to court the first audience – those with the power to greenlight projects.

Moderator: Eric Schotz, CEO and President, LMNO Productions

Panelists: Scott Sternberg, Founder and CEO, Scott Sternberg Productions

Scott Messick, Founder and President, MESS MEDIA

Mike Duffy, SVP, RDF USA

Denise Cramsey, Executive Producer, DCTV

2:45 PM

DIGITAL
THEATER ON THE MARKET FLOOR

The NextGeneration Showrunner: Jonathan Prince

It used to be all a showrunner had to do was come up with a great idea and deliver for a network. Now, showrunners need to be nimbler, quicker and ready to execute across all platforms. In short, they have to evolve. Jonathan Prince has done just that, building on his base as a showrunner for network and cable series, and as the EP for scripted Web series that live on network. In this insightful session he shares with NATPE attendees what's required for a new-generation showrunner to write, produce and helm network series and also handle those same responsibilities for companion Web series.

Moderator: Chris Albrecht, VP, Director's Program, Machinima.com
Presenter: Jonathan Prince, Producer, Once a Frog Productions

2:45 PM

INSIGHT ARENA
TRADEWINDS C

Tribal Leadership: How to Move Up the Ladder and Lead

Produced in association with:



Every organization and company is a tribe, or a network of tribes – groups of 20 to 150 people that form naturally, in which everyone knows everyone else, or at least knows of them. In this highly interactive session, USC professor Dave Logan and industry veteran Rod Perth discuss the five stages of tribal culture and how to move yours to the highest levels of performance. Based on Logan's bestseller TRIBAL LEADERSHIP, the result is industry leading productivity, innovation and collaboration.

Presenters: Dave Logan, Ph.D, Professor, Marshall School of Business, USC, Co-Founder and Senior Partner, CultureSync

Rod Perth, Founder/Chairman, RHP Media Consulting

3:15 PM

PRESENTATION THEATER
ISLANDER I

Private Equity and Hollywood: After Years of Flirting, Are They Finally Ready to Get Serious?

Sponsored by:



Produced in association with:

MEDIALINK LLC

Investors have always been fascinated by the sexiness of Hollywood and the content business, but in general have settled down with operations with hard assets that produce steady profits, such as television stations, movie theaters and newspaper companies. The private equity community in particular has historically avoided Hollywood because of its notorious resistance to eliminating lavish perks, inflated salaries and other cost heavy practices. Well...all that has changed. Technology has disintermediated many "traditional" distribution assets, bringing the consumer all the closer to the content. Publishing companies, newspapers and even television networks have been taking it on the chin over the last few years, as their consumers are finding other ways to get their content – and in many cases more efficiently. This creates a slew of opportunities for private equity firms to either purchase and restructure (i.e. trim the fat and make more efficient) those distribution assets whose values have recently decreased; or to work with content companies themselves in a whole new way – using these challenged times as a basis to recalibrate, if not altogether reset, Hollywood's "old habits."

Moderator: Michael Kassin, Chairman & CEO, MediaLink LLC

Panelists: Richard Bressler, Managing Director, THL

Michael Kelley, Partner, Entertainment and Media Group, PricewaterhouseCoopers, LLC

Kevin Mayer, EVP, Corporate Strategy, Business Development & Technology Group, The Walt Disney Company

Spencer Neumann, Principal, Providence Equity Partners

Ed Wilson, CRO, Tribune Company, President, Tribune Broadcasting

4 PM

THINK TANK
ISLANDER B

Cable: Go Deep Not Wide

Want to maximize your slice of the viewing population pie? Cable giants talk strategy, serving up the benefit of their experience with insight into what it takes to create a robust experience for your target demographic across all platforms and delivering the viewers and hits advertisers demand. Don't miss this featured Super Panel.

Moderator: Brian Stelter, Reporter, THE NEW YORK TIMES

Panelists: Nancy Dubuc, President & General Manager, AETN/History

Dave Howe, President, Syfy

Marc Juris, EVP and General

Manager, truTV/In Session

Ryan O'Hara, President, TV Guide Network and TVGuide.com

4 PM

WORKSHOP
ISLANDER D

All-Access Mentor Round Robin – Talk to the Brands

Tired of the brands giving you "the hand" when you try to pitch new projects? NATPE presents a first with this extraordinary session! Meet with national brand leaders to get insider guidance on how to pitch and produce brand-integrated projects and attach dollars to your programming.

Admission to all All-Access Mentor Round Robin Workshops requires separate fee of \$100 per seat.

Advance sign-up is recommended as space is limited. Additional seats may be available onsite. Please check at registration in advance for availability.

Mentors: Steven Amato, Partner, Omelet

Michael Herst, Director, Entertainment Development and Programming, EA Games

4:15 PM

INSIGHT ARENA
TRADEWINDS C

Relevant Ratings in a Distributed Content Ecosystem

Produced in association with:



The future of profitable content distribution in a distributed content ecosystem hinges on the ability of networks to deliver quantifiable and relevant ratings to advertisers and brands. How will we tackle this problem in an on-demand, multiplatform world and what are we doing about it now? Find out from the companies on the cutting-edge of distribution and measurement.

Moderator: Brady Brim-DeForest, CEO, Tubefilter

Panelists: John McCarus, VP, Group Director, Brand Content, The Third Act: a unit of Digitas

Claudia Cahill, EVP Corporate Development, Medium, Levity Entertainment Group

Dean Logan, Director of Research and Development, Video Products, comScore, Inc.

Rafi Mamalian, West Coast Advertising Director, Blip.tv

5 PM

DIGITAL
THEATER ON THE MARKET FLOOR

Buzzword Watch: Transmedia SXSW

Sponsored by and produced in association with:



The next new wave in Hollywood is transmedia storytelling. Give us 60 minutes and we will teach you everything you need to know about how you can be on the forefront of this new trend.

6 PM

EVENT
THEATER ON THE MARKET FLOOR

Digital Luminary Awards Reception

Celebrate the first annual NATPE Digital Luminary Awards at this year's NATPE 2010 Market and Conference. Enjoy cocktails and hors d'oeuvres on the show floor and honor the industry innovators who are at the forefront of audience engagement in the digital realm.

Hearst Television, Inc., in the **Leadership category**

Accepting Award: Frank C. Biancuzzo, SVP/Group Head, Hearst Television, Inc.

Google Android in the **Mobile category**

THE GUILD in the **Original Web Content category**

Accepting Award: Felicia Day, Creator, Writer, Costar, THE GUILD

Omneon in the **Broadcast Technology category**

Accepting Award: Geoff Stedman, SVP, Marketing and Business Development, Omneon

Xbox LIVE in the **New Media category**

Accepting Award: Marc Whitten, General Manager, Xbox LIVE

Wednesday 1.27

8AM

COFFEE WITH
ISLANDER I

Coffee With Roma Khanna Sponsored by:



We kick off a day of international sessions with Roma Khanna, who has been president of Universal Networks international and digital initiatives since 2007. Khanna will speak to the explosion of digital content and platforms across the world from the vantage point of overseeing channels covering 130 countries in Europe, the Middle East, Africa, Latin America and Asia. Both a lawyer and MBA, she is able to speak the languages of business and creativity as she negotiates with multiple cultures from her base in London.

Moderator: Christy Tanner, VP of Marketing & Editor-in-Chief, TVGuide.com

Speaker: Roma Khanna, President, Universal Networks International & Digital Initiatives, NBC Universal

9 AM

THINK TANK
ISLANDER B

International Keynote and Q&A: Elisabeth Murdoch

Moderator: Anna Carugati, Group Editorial Director, WORLD SCREEN

Speaker: Elisabeth Murdoch, Chairman & CEO, Shine Group

9:15 AM

DIGITAL
THEATER ON THE MARKET FLOOR

Let's Play a Game: How Networks Build Show Audiences With Games

TV networks are turning to online games to grow their audience and deepen the viewer's experience. A "can't miss" strategy, right? Not necessarily. When does a show need a game and what type of game works for different audiences? Find out what sort of results a network expects in terms of landing online ad dollars, building viewership and growing the brand through an online game from these content creators and networks who know.

Moderator: John P. Roberts, Head of Digital Media, Lucasfilm, Ltd.

Panelists: Bill Kispert, VP & General Manager, Interactive, NBC Universal
Jesse Redniss, VP of Digital, USA Network

Kris Soumas, Head of Games, AETN Digital Media, A&E Television Networks

10 AM

PRESENTATION THEATER
ISLANDER I

Andy Duncan Has a Lot to Say...and Now He Can Say It!

After serving five years as CEO of the U.K.'s terrestrial Channel 4, Andy Duncan is stepping down from his post at the government-backed commercial broadcaster and moving forward with insight gained from a front-row seat to the remarkable changes and turmoil of the U.K. and global television business. Don't miss a minute of this exclusive one-on-one conversation where he shares his experience with NATPE attendees.

Moderator: Elizabeth Guider, Editor-in-Chief, THE HOLLYWOOD REPORTER
Speaker: Andy Duncan, Former CEO, Channel 4

10:30 AM

THINK TANK
ISLANDER B

A Brave New World – A Window Into the International Co-production Explosion

Beyond good business, international co-productions are a revolution in content exploitation and monetization. You'll discover that regardless of whether it's a straightforward content translation or a business model incorporating digital reach and brand integration, there is no doubt that when it comes to content, boundaries do not apply.

Moderator: Emiliano Calemkuk, President, Fox Television Studios

Panelists: Rola Bauer, Partner/Managing Director, Tandem Communications GmbH
Chris Coelen, former CEO, RDF Media USA

Chris Grant, President, Shine International, Managing Director, Head of Worldwide Distribution, Reveille
John Morayniss, CEO, E1 Television

10:30 AM

DIGITAL
THEATER ON THE MARKET FLOOR

Where's the Inventory: Buying Online Video Advertising

Online video is exploding. With traffic multiplying at breakneck speed, determining how to value content and create advertising agreements that work for everyone is a tough proposition. Come get the inside scoop from online video advertising insiders. Learn how to value online videos and how much to pay by factoring in downloads, views, impressions and engagement. Get a handle on the steps to developing and identifying deal points that work for both the media buyer and creator that yield profitable results. Walk out of this session ready to advertise in online video.

Moderator: Tim Street, Chief Creative/CEO, APE Digital Inc.

Panelists: Michael Mathieu, CEO, YuMe

Tod Sacerdoti, CEO, BrightRol
Brian Walsh, Founder and CEO, Castfire

Brett Wilson, Co-Founder and CEO, TubeMogul

11:15 AM

PRESENTATION THEATER
ISLANDER I

Boosting Engagement for Hispanic Audience Programming and Advertising Through Biometrics

Telemundo uses biometric measurement to better understand how the Hispanic audience engages with its programming and advertising – on the unconscious level. This session will feature case studies of Telemundo's experience partnering with Innerscope to apply this research approach to (1) telenovela development, (2) election coverage, and (3) advertising.

Presenters: Dr. Carl Marci, CEO & Co-Founder, Innerscope Research
Millie Carrasquillo, SVP of Research, NBC Universal Telemundo Network

11:30 AM

DIGITAL
THEATER ON THE MARKET FLOOR

One-on-One With Gary Vaynerchuk: Transforming Passion Into Production

Gary Vaynerchuk is the new face of multimedia branding. He is a successful businessman, an uberpopular video star and now a NEW YORK TIMES bestselling author, all because of his belief in harnessing digital tools for promotion, production and programming. In his latest book CRUSH IT, he evangelizes his philosophy on how to build your own

brand equity, whether you're a producer, studio exec or entrepreneur. It's a strategy that NATPE attendees will want to know about, so we're bringing a fellow Web star on stage to interview Gary. Please join DiggNation host Alex Albrecht as he talks to Gary Vaynerchuk about how programmers, producers and creators can thrive in the new media economy.

Moderator: Alex Albrecht, Co-Creator and Co-Host, DIGGNATION, Co-Creator and Co-Host, THE TOTALLY RAD SHOW

Speaker: Gary Vaynerchuk, Host of Wine Library TV, Wine Library

11:45 AM

THINK TANK
ISLANDER B

World-Class Content: Latin American Style

Latin American content creators are developing and producing some of the most groundbreaking television shows being talked about at networks across the globe. Discover what accounts for this growing trend in content originating from this hot region. Get insight into the process from creation to distribution in a conversation with the brilliant minds that are bringing the diverse cultural experiences of Latin America to a platform near you.

Moderator: Fernando Szew, CEO, MarVista Entertainment

Panelists: Sebastian Ortega, TV Producer/Director, Ideas del Sur S.A.
Cristina Palacio, Partner/Production Manager, BeTV

Diego Suarez, SVP, 20th Century Fox Television Distribution

Pedro Torres, CEO, Mediamates

NOON

EVENT
CELEBRITY CHEF KITCHEN
MARKET FLOOR

Celebrating Reality Food TV

Supported by:



Please join us at the Celebrity Chef Kitchen at NATPE 2010. This year we are “Celebrating Reality Food TV” featuring top celebrity chefs in segments such as TOP CHEF – Quickfire Challenge and IRON CHEF, where industry executives are paired with celebrity chefs in each competition. We will also be showcasing top Las Vegas chefs.

1 PM – A La Español – demo in Spanish

2 PM – Gary Vaynerchuk, Wine Library – blind wine tasting

Presenters: **Charlie Palmer**, Chef and Hotelier, Charlie Palmer Group

Alessandro Stratta, Executive Chef, ALEX and STRATTA, Wynn Resorts

Jet Tila, Executive Chef, Wazuzu at the Encore

Gary Vaynerchuk, Host of Wine Library TV, Wine Library

David Walzog, Executive Chef, SW Steakhouse, Wynn Resorts

12:30 PM

DIGITAL
THEATER ON THE MARKET FLOOR

Packaging, Pitching and Presenting Your Digital Content From an Agent's Perspective

While a pitch is just the starting point in turning your dream into a reality, that pitch needs to be perfect. Agents, producers and studio executives hear countless pitches every day. What stands out to them? What stories and ideas get them to sit up and take notice? And once you've got their attention, find out from these top agents the next steps in packaging your ideas to producers, networks and digital venues that have the deep pockets to say yes.

Moderator: **Barrett Garese**, Founder, Spytap Industries

Panelists: **Omid Ashtari**, Agent, CAA
George Ruiz, Head of New Media/SVP Business Affairs, ICM (International Creative Management)

Brandon Martinez, New Media Agent, Abrams Artists Agency
Jason Nadler, Head of UTA Online, United Talent Agency

David Tochterman, Agent, Television/Comedy and Co-Head of Digital Media, Innovative Artists

12:30 PM

PRESENTATION THEATER
ISLANDER I

Trends in Programming for the Emerging Hispanic Market

There are approximately 50 million Hispanic people living in America. 80% of the new Hispanic America now live in more than 23 states and are responsible for an advertising growth rate of almost 7% annually with ad revenues approaching 4 billion dollars. These trends are occurring when many markets are declining. What are the key markets in terms of growth and CPM's? These media experts discuss the diversification of the modern Hispanic family and the trends in growth and programming including an in-depth look at the buyers, the audience and how we reach them.

Moderator: **Douglas Warner**, President, Warner Artist Management

Panelists: **Tomas Cookman**, President and Owner, Cookman International, Head of Nacional Records

Giselle Fernandez, President, Skinny Hippo Productions, Co-President, F Squared Productions

Enrique Guillen, VP, Alternative Programming, NBC

Rich Melcombe, President and CEO, Richmel Media & Productions

1 PM

THINK TANK
ISLANDER B

Reaping the International Format Harvest

Produced in association with:

C21Media

Formats can provide some of the biggest payoffs in international television, but making them work globally remains a challenge. How do you create, package and sell formats internationally and what are the pitfalls? How do you value a format and what trends are emerging to define the international formats business in 2010? In this session, veterans of the international formats business share their top tips for worldwide success.

Moderator: David Jenkinson, Editor-in-Chief & Managing Director, C21 Media

Panelists: John Brunton, President & Executive Producer, Insight Production Company Ltd.

Philip Gurin, Company Founder, Executive Producer, The Gurin Company

Ludo Poppe, President, American Division, Zodiak Entertainment

Michel Rodrigue, Intellectual Property Advisor & Broker, EMC

Karrie Wolfe, SVP, RDF USA and Pangea

1:30 PM

DIGITAL
THEATER ON THE MARKET FLOOR

The Art & Science of Great 3-D: How to Be Prepared for 2010's Media Revolution

Produced in association with:

3ALITY DIGITAL

Steve Schklair, CEO of 3ality Digital Systems, will lead a panel of experts who will discuss the best ways for producers and broadcasters to prepare for the coming wave of 3-D in the home. From the principles surrounding great 3-D production to an overview of both TV and PCbased display technology, this wide-ranging discussion will help get you up-to-speed on what promises to be the next great media revolution.

Presenter: Steve Schklair, CEO, 3ality Digital Systems

1:30 PM

PRESENTATION THEATER
ISLANDER I

Slashing Your Sizzle Reel Budget

This session explores new techniques and tools for bringing sizzle reel costs down while keeping production quality way up. Join hardware, software and equipment reps and cutting edge short-content creators for this cost-saving session.

2 PM

THINK TANK
ISLANDER B

How Will We All Make Money in 2012?

Everyone is experimenting with new business models but at the moment there are no clear winners. This panel gathers experts from mobile, TV, online and social media to help paint a picture of new business models and explain how different areas of the industry will need to work together.

Panelists: Marco Argenti, VP, Media & Games, Nokia

Douglas Scott, President, Ogilvy Entertainment

Beth Roberts, EVP, NBCU Cable Entertainment and UCP Business Affairs, NBC Universal

Hans Schiff, Television Agent, Creative Artists Agency

3:30 PM

WORKSHOP
ISLANDER D

All-Access Mentor Round Robin – Show Me the \$

Raising money for an independent show or series? Sit across the table from NATPE's own "shark tank" – a group of today's power investors who will give you the real deal on how to get your project funded.

Admission to all All-Access Mentor Round Robin Workshops requires separate fee of \$100 per seat. Advance sign-up is recommended as space is limited. Additional seats may be available onsite. Please check at registration in advance for availability.

Mentors: Michael T.M. Jones, Managing Director, MESA Global
Van Vandegriff, Founder and Executive Producer, matrixx