

# NATPE 2010 AGENDA AT A GLANCE As of 01/28/2010

- Think Tank**
- Presentation Theater**
- Insight Arena**
- Digital Theater  
On the Market Floor**
- Special Events (Additional Fees  
May Apply Please See Agenda)**

## NATPE 2010 Market Floor Hours

**Monday, January 25**  
10 am–6 pm

**Tuesday, January 26**  
9 am–6 pm

**Wednesday, January 27**  
9 am–6 pm



### Celebrity Chef Kitchen Noon–6 pm

NATPE is bringing larger-than-life chefs to demonstrate their mastery of the culinary arts on this year's market floor in the Celebrity Chef Kitchen.

## SUNDAY 1.24

8 AM	
9 AM	
10 AM	
11 AM	
NOON	
1 PM	
2 PM	2–3 pm Selling Telenovelas: 2 Billion Viewers Worldwide and Growing
3 PM	3:30–5 pm Screening INDIA: A LOVE STORY
4 PM	
5 PM	5–7 pm Kickoff Party SXSW Border Grill
6 PM	(Open to all NATPE Registrants- with Badge)
7 PM	

## MONDAY 1.25

8 AM	8:45–9 am Opening Remarks		
9 AM	9–10 am Keynote: David Zaslav		10 am–6 pm MARKET FLOOR
10 AM		10:30–11:30 am Ubiquitous Content & Scarce Dollars: What Television Needs to Know About Social Media & the Real-Time Web	10–10:30 am It's Not Too Late: Grow Your Audience With Live Streaming Video
11 AM	10:30 am–Noon All-Access Mentor Round Robin- Unscripted	11:30 am–12:30 pm Anatomy of a Hit: MODERN FAMILY	11:45 am–12:45 pm Fans and Brands Case Study in Co-creation and Connectivity
NOON	12:15–1:45 pm All-Access Mentor Round Robin- Broadcast and Cable	Noon–1 pm Opportunity Knocks—Answer With the Perfect Pitch	12:15–12:45 pm Real-Time TV: Twitter Talks about New Ways of Creating Content & Engaging Viewers
1 PM		1:15–2 pm It's Not a Digital Dilemma, It's a Revenue Resource	1–1:45 pm The New Frontier: When a TV Show Becomes a Branded Business Proposition
2 PM	2–3 pm Selling Telenovelas: 2 Billion Viewers Worldwide and Growing	1:30–2:15 pm Creative Keynote: Michael Eisner	1–1:45 pm The Future of Mobile Monetization on TV
3 PM	2:30–4 pm All-Access Mentor Round Robin- Digital	3–3:45 pm Storytelling: A Master Class With Bill Lawrence	2–2:45 pm Producers Toolbox: The Technologies Unlocking Mobile Content
4 PM		3:30–4:15 pm Revolution in a Box	2:45–3:30 pm Adopting and Adapting Online Advertising: An Interactive Debate
5 PM		4:15–5 pm Cable 360	3:15–4 pm Mobile Video: All You Need to Know About Creation & Distribution
6 PM	6–8 pm Legacy Award Reception	4:45–5:30 pm High-Speed Budgeting & Scheduling for Non-Fiction Projects	4–5 pm Lights, Camera, Lawsuit! Season 8
7 PM			4:30–5 pm Buy More! Sell More! Leveraging the GMX Online Marketplace
			5:15–6 pm Who's New York's Top Video Start-up? You Decide
			10 pm–12 am All Attendee Party with live music by Tito "El Bambino" HOUSE OF BLUES (Open to all NATPE Registrants- with Badge)

## TUESDAY 1.26

8 AM		8–8:45 am Coffee With Katie Jacobs, David Shore & Hugh Laurie of HOUSE	9 am–6 pm MARKET FLOOR
9 AM		9–9:30 am Judge Judy Sheindlin	9–9:45 am How to Manage the Social Media Flow
10 AM		9:35–10:05 am David E. Kelley	10–10:30 am Online Video Syndication and Advertising: What is Working
11 AM		10:10–10:40 am Irwin Gotlieb	11–11:45 am Here, There and Everywhere— Syndication Changes the Economic Equation
NOON		10:45–11:15 am Jeff Gaspin	11–11:30 am One-on-One With Alex Bogusky
1 PM		11:45 am–12:45 pm Watch What Happens at NATPE 2010: Live with Andy Cohen	11:45 am–12:30 pm Of the Web, by the Web, for the Web
2 PM	1:15–2:45 pm All-Access Mentor Round Robin- Scripted	11:30 am–12:30 pm Keynote: Mass Marketing in a World Without Mass Media	12:15–1 pm Is 2010 the Breakout Year?
3 PM		12:45–1:30 pm The New Golden Age of Video: Addressable, Interactive and Platform-Proof	1–1:30 pm From Traditional to Digital: Top 5 Do's and Don'ts With Peter Murrieta
4 PM	4–5:30 pm All-Access Mentor Round Robin- Talk to the Brands	1:15–2:15 pm Reality TV: Building a Blockbuster	1:30–2:15 pm Cross Media Planning for a Convergence Culture
5 PM		2:45–3:45 pm Sizzle Reel Simulations Season 2	1:45–2:30 pm Anatomy of a Hit Web Series
6 PM		3:15–4 pm Private Equity and Hollywood	2:45–3:30 pm Next Generation Showrunner With Jonathan Prince
7 PM		4–5 pm Cable: Go Deep Not Wide	
		4:15–5 pm Relevant Ratings in a Distributed Content Ecosystem	
			5–6 pm Buzzword Watch: Transmedia SXSW
			6–7:30 pm Digital Luminary Awards Reception (Open to all NATPE Registrants- with Badge)

## WEDNESDAY 1.27

8 AM	8–8:45 am Coffee With Roma Khanna	9 am–6 pm MARKET FLOOR	
9 AM	9–10 am International Keynote: Elisabeth Murdoch	9:15–10 am Let's Play a Game: How Networks Build Show Audiences With Games	
10 AM		10–10:30 am Andy Duncan Has A Lot to Say: And Now He Can Say It!	10:30–11:15 am Where's the Inventory: Buying Online Video Advertising
11 AM		10:30–11:15 am A Brave New World—A Window Into the International Co-production Explosion	11:30 am–12:15 pm One-on-One With Gary Vaynerchuk Transforming Passion Into Production
NOON		11:45 am–12:30 pm World-Class Content: Latin American Style	12:30–1:15 pm Trends in Programming for the Emerging Hispanic Market
1 PM		1:30–2:15 pm Slashing Your Sizzle Reel Budget	1:30–2:15 pm The Art & Science of Great 3-D: How to Be Prepared for 2010's Media Revolution
2 PM		2–3 pm How Will We All Make Money in 2012?	
3 PM			
4 PM			
5 PM			
6 PM			
7 PM			

Schedule SUBJECT TO CHANGE. For the latest schedule, visit [www.NATPEmarket.com](http://www.NATPEmarket.com)