



OPPORTUNITIES FOR TODAY AND THE FUTURE – ATTEND THE NAB FUTURES SUMMIT AND MAKE IT HAPPEN



Today more than ever, broadcasters should seek out the opportunities of new technologies and think about how they could help their stations by offering cost savings and revenue growth. New technologies will continue to play a major role in defining future strategies for moving organizations forward in the communications marketplace.

Started as an annual event in 1995, the [NAB Futures Summit](#) has become a unique opportunity to hear fresh ideas, many of which are based on technologies new to the broadcast industry. The Summit attracts visionary thinkers who are interested in networking with broadcasters and formulating win-win alliances and partnerships. The Summit offers the perfect venue to meet with peers from the broadcast industry and discuss new strategies for these critical times.

The 15th annual NAB Futures Summit will be held March 22-24 at [The Inn at Spanish Bay](#) in Pebble Beach, CA. The Summit will include 13 sessions and four panel discussions all focused on innovative, bold ideas that help generate revenue, reduce expenses and enhance asset value. Topics on the agenda include mobile devices and strategies, wireless, TV and Internet, new business opportunities, corporate strategies and new media platforms.

Some key speakers at the Futures Summit include:

[Tom Rogers](#), President & CEO, TiVo – As a true consumer convergence device, TiVo needs no introduction and the relationship of DVRs and broadcasting is continuing to evolve so the discussion is guaranteed to be lively. TiVo President Tom Rogers is a former broadcast executive who was president of NBC Cable, NBC's chief strategist and founder of CNBC. Prior to NBC, Tom was Senior Counsel to the U.S. House of Representatives Telecommunications, Consumer Protection and Finance Subcommittee and was responsible for drafting a number of communications laws, including the Cable Act of 1984.

[Andrew Heyward](#) – Andrew is a senior advisor to [Marketspace LLC](#), a subsidiary of Monitor Group that specializes in helping companies use digital technology to drive growth and revenue by enhancing customer interactions. He works with clients to create and strengthen original online content, make more effective use of broadband video, deepen engagement through online communities, and develop new business models for the digital era. Andrew was president, CBS News, from January 1996-November 2005. His presentation will be thought provoking and eye opening for broadcasters.

[Eric Kim](#) – Eric is Senior Vice President, General Manager, Digital Home Group, Intel Corporation. Prior to Intel, Eric was responsible for global marketing and new business development at Samsung and helped make Samsung a leading worldwide consumer brand. His view of media is far-reaching and he wants to talk with Futures Summit attendees about building the bridge between the Internet and TV. The synopsis he provided for his presentation is typical of the provocative topics at the Futures Summit: "The Internet's inherent ability to enable targeting and traceability has been attracting the attention, and money, of advertisers for the past few years. But, when it comes to brand building and reach, broadcast and cable television is still the preferred approach. But what if broadcast and Internet could be integrated in such a way to bring the best of both worlds? This is a key goal of the Widget Channel, the new open Internet service framework for the TV, that Intel and Yahoo! recently announced and demonstrated at this year's Consumer Electronics Show. It is being integrated into next generation TVs, DSTBs, and A/V devices from major OEMs including Samsung, Toshiba, and LG. The Widget Channel provides a simple experience that enables Internet services that complement the

TV viewing experience that anyone can create. But, this technology has widespread implications on the current TV industry business models. Intel will share its plan for the future of Widget Channel and kickoff an engagement with the TV industry to work together to ensure this technology is complementary to their existing business.”

Brian Cooley – Brian is [CNET's](#) Editor at Large. Essentially, he is in charge of telling it like it is. He has no patience for technology that doesn't work. In his wake, you'll find a trail of humiliated customer support techs, embarrassed product designers, and flustered CEOs. Brian frequently provides commentary on national media including CNN, CNBC, NBC's *Today*, and many others. At the Futures Summit, Brian's The Next Big Thing presentation will be a show-and-tell of personal consumer electronics devices and talk about how they may impact broadcasters. As a former radio personality, Brian will also lead the panel session on opportunities for radio.

Michael Kelley – Michael is a Principal for Advisory Services in the Entertainment, Media & Communications Sector of professional services firm [PricewaterhouseCoopers](#). He will talk with attendees about monetizing content across multiple platforms. Traditional advertising models are unsustainable, challenging the content-distribution ecosystem to proactively confront disruptive consumer- and technology-driven change. As consumers take control, they increasingly favor the more interactive experiences of emerging platforms, and they expect advertisers and content producers to adapt.

Other Futures Summit sessions include:

His Master's Text? Putting Voice Recognition to Work for Broadcasters

Greg Schmidt, former EVP of Digital Media at LIN Television, is the CEO of Speech Conversion Technologies, Inc., a new technology venture that analyzes audio and automatically produces closed captioning data, eliminating the current expensive, and often inaccurate, process. The company is also researching how to accurately and consistently bleep out uttered obscenities by analyzing the audio. This is definitely an idea relevant to the times, where maximizing efficiency and operating in the public interest are both high goals for broadcasters.

Live Broadcasting and the Future of Online Interactivity

John Ham is the CEO & Co-founder of [Ustream](#), an Internet broadcasting platform. According to John, by using Ustream, traditional broadcasters can harness the power of a rich social media solution to build meaningful relationships with their audience. In short, Ustream empowers broadcasters to grow the connection with their audience—both current and new—by tapping into the online frontier. His live demonstration will make it all easy and understandable. Check out what's available on their site at www.ustream.tv.

Long Term Viability for Local TV – Fred Fourcher, CEO, Bit Central

[Bit Central](#) is well known as a provider of new content distribution and management solutions. In this presentation, CEO [Fred Fourcher](#) will talk about taking those techniques further to include sharing resources across traditional company and industry boundaries, with the result of lower costs and better content.

Futures Summit executive panel sessions include:

Mobile TV: The Race to 50 Million (receivers)

Anne Schelle, Executive Director, [Open Mobile Video Coalition \(OMVC\)](#) will be the moderator along with panelists Jay Adrick, Vice President Broadcast Technology, Harris Corporation, Jon Wilkins, Partner, McKinsey & Company, Alan Moskowitz, Director of Strategic Technology Alliances, MobiTV, and John Taylor, Vice President Public Affairs, LG Electronics. Mobile DTV has made great progress recently: the ATSC adopted a [Candidate Standard](#) on mobile/handheld technology in December and the Open Mobile Video Coalition detailed initial broadcaster [rollout plans](#) at the Consumer Electronics Show in January. Now it's time to converge the technology and business plans and create a successful consumer service. This panel brings together the strategy, business and technical aspects of the mobile DTV effort to present a coherent road map for broadcasters to move into the mobile age. Audience participation will be welcome at this important panel session.

Enhancing Broadcast Asset Values

Larry Patrick, President, [Patrick Communications](#) will lead a discussion with Tony Cassera, Partner, Clock Tower LLC and John Chachas, Managing Director, Lazard Freres & Company on getting the most out of broadcast assets.

Generating Non-traditional Revenue: Opportunities Across a Wide Spectrum

Moderated by Jerry Fritz, Senior Vice President, Allbritton Communications; panelists include [Rick Ducey](#), Chief Strategy Officer, BIA Advisory Services, [John Lawson](#), Executive Vice President, Policy and Strategic Initiatives, ION Media Networks, Sam Matheny, General Manager, [News Over Wireless](#), Capitol Broadcasting and [Buno Pati](#), CEO of [Sezmi](#) Corporation. Whether it's multicasting, mobile DTV, re-purposing news content or another innovation, generating revenue from non-traditional operations is a worthy goal. This panel will explore some of the possibilities by those that are blazing the trail.

Radio: Opportunities Today and Tomorrow

Brian Cooley, Editor at Large, CNET will moderate this panel looking at new media opportunities for radio. Panelists TJ Lambert, CEO, [Radiolicious](#) and Brian Bartolo, Director of Sales, [Emmis Interactive](#) will cover diverse topics such as radio apps for the iPhone and other radio on the Internet opportunities.

For more program information on the 2009 NAB Futures Summit go to:
http://www.nab.org/AM/Template.cfm?Section=Futures_Summit.

To register immediately for this executive-level event, go to:
<https://www.nab.org/AM/ASPCode/forms/tv/futuresSummit.asp>.

REMINDER: Daylight Savings Time Begins March 8, 2009

