



CONVERGENCE 2007: New Media on a Global Economic Stage

Presented by:

Foley & Lardner LLP

In Collaboration with: The Association of Media and Entertainment Counsel

Media Sponsor: The Hollywood Reporter

Tuesday, October 16, 2007

The Beverly Hills Hotel, Crystal Ballroom, Beverly Hills, CA

AGENDA

8:30 a.m. Registration and Continental Breakfast

9:00 a.m. – 9:30 a.m. Welcome/Opening Remarks

**9:30 a.m. – 10:30 a.m. Turning Magic into Money:
What Is and is Not Working in New Media Business Models**

Moderator: James Nguyen, Partner, Foley & Lardner LLP

Panelists: Steve Bradbury, VP Content Strategy & Business Affairs, GoTV Networks, Inc.
Dean Marks, SVP IP, Corporate Business Development & Strategy, Warner Bros. Entertainment Inc.

Kate Purmal, SVP & General Mgr, Digital Content, SanDisk Corporation
Peter Winkler, SVP and Chief Marketing Officer, Teletrax

New media technologies have created magical new ways to distribute content and engage consumers. But media and technology companies have struggled to find ways to convert that wizardry into viable revenue-generating business models. In this engaging and practical session, industry experts will evaluate past effectiveness and predict future opportunities for new media business models governing:

- Revenue streams for content distribution and user experiences
- Granting and dividing media platform rights
- Territorial and geographic limitations
- Brand management

10:30 a.m. – 11:30 a.m. When Opposites Attract

Moderator: Carole E. Handler, Foley & Lardner LLP

Panelists: Jonathan H. Anschell, EVP and General Counsel, CBS Broadcasting, Inc.
Maren Christensen, EVP and General Counsel Vivendi Universal Entertainment
Jared Jussim, EVP - Intellectual Property, Sony Pictures Entertainment David Wertheimer, Executive Director, Entertainment Technology Center at USC

Media and content delivery companies distribute their product globally and dominate motion picture and television screens. Yet they are lining up to form alliances with consumer-driven new media technologies and content sources. This panel will examine the strategic implications for old and new media of such alliances, the synergies and conflicts among global media giants and consumer-driven info-tainment, and the competition to acquire the next YouTube and its implications. How can “new” media companies work effectively with the dominant global enterprises? And what legal and other tools are available to resolve fundamental disputes over copyrights?

11:30 a.m. – 12:00 p.m. Networking Break

12:00 p.m. – 1:00 p.m. Protecting Content Globally

Moderator: Christopher Cain, Partner, Foley & Lardner LLP

Panelists: Todd Alberstone, RealNetworks, Inc.

Gregory P. Goeckner, EVP and General Counsel, Motion Picture Association of America, Inc.

Phil Kiko, Former General Counsel/Chief of Staff to the House Judiciary Committee, Foley & Lardner LLP

Hal Stern, Sun Microsystems, Inc.

This panel will examine the effectiveness of various technologies, including filtering technologies, DRM, and the DMCA in protecting the interests of content providers and allowing consumer choice and creativity in new media. It addresses how the needs of content providers and the demands of consumers are to be balanced as content finds its way into new formats, venues, sites, and hardware. It will also address the adequacy of existing legislation such as the DMCA and reforms that may be needed to protect content on a global as well as a national stage.

1:00 p.m. – 2:30 p.m. Networking Lunch & Program

Ethical Deal Making in the Entertainment Industry

Arnold Peter, Founder, Association of Media & Entertainment Counsel;
and Founding Partner, Raskin Peter Rubin & Simon, LLP

Q&A with Patric Verrone

Patric M. Verrone, President, Writers Guild of America, West

2:30 p.m. – 3:30 p.m. Who is Ante-ing Up? The New Financing Sources for Film and Media

Moderator: Ken Suddleson, Partner, Foley & Lardner LLP

Panelists: Jeff Begun, Axium International

Alexis Garcia, Endeavor Talent Agency

Irene Romero, Comerica Bank

Roy A. Salter, Principal, The Salter Group, LLC

In a global entertainment universe, in which “Hollywood” is a global product with multiple sources, new financing models are finding this explosion of media. Hedge funds, private equity, and limited partnerships are all racing to invest in entertainment and new media. Why? This panel will explore different

models, their proponents and the interests they represent, and answer questions such as what are the risks for the investor and what are the returns? How do these new forms relate to what is traditionally called a “studio?” What are investors really investing in? What is the attraction for them and for the entertainment companies who benefit --- and do they benefit? Are some investors fueling the content wars? What legal issues are presented?

4:00 p.m. – 5:00 p.m. Doing Business in China

Panelists: Michael Chang, Warner Bros. Entertainment Inc.
Catherine Sun, Partner, Foley & Lardner LLP

Entertainment companies, like other American companies, are doing significant business in China; production, distribution, performance, merchandising, and indeed, all aspects of entertainment and media are now being showcased. This burgeoning industry presents unique problems and opportunities. A panel of executives working in that environment will discuss those problems and opportunities.

5:00 p.m. – 5:15 p.m. Closing Remarks

5:15 p.m. – 7:15 p.m. Cocktail Reception