



International
Council

IC2009 : NYC

The Paley Center for Media International Council

New York City

November 18-20, 2009

HOST

The Paley Center for Media

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MEETING AGENDA – DAY I

WEDNESDAY, NOVEMBER 18

1:30-2:00 pm Registration and check-in

2:00-5:15 pm **Opening Sessions of the International Council**

At The Paley Center for Media, 25 West 52 Street

2:00-2:15 pm - Welcome Remarks by Frank A. Bennack, Jr., Vice Chairman and CEO, Hearst Corporation, and Chairman, The Paley Center for Media; and Pat Mitchell, President and CEO, The Paley Center for Media

2:15-3:15 pm - Convener Session: A Conversation with Jeffrey L. Bewkes, Chairman and CEO, Time Warner Inc.; and Leslie Moonves, President and CEO, CBS Corporation

Moderator: **Katie Couric**, Anchor and Managing Editor, *CBS Evening News*

3:15-3:40pm - A Conversation with Tim Armstrong, Chairman and CEO, AOL

Interviewed by **Pat Mitchell**, President and CEO, The Paley Center for Media

3:45-4:45 pm - Panel I: The Promised Land - Revenue from Beyond the TV Set

New models are emerging from around the world as broadcasters and new media companies look for ways to monetize content via the Internet. We examine the successes and failures in the search for digital dollars.

Moderator: **Pat Mitchell**, President and CEO, The Paley Center for Media

Panelists: **Garth Ancier**, President, BBC Worldwide America

Subhash Chandra, Chairman, Essel Group

Andy Duncan, Chief Executive, Channel Four

Ben Silverman, Chairman and CEO, Electus

David Zaslav, President and CEO, Discovery Communications

4:45-5:15 pm - One-on-One Interview with Dr. Henry A. Kissinger, Former US Secretary of State and Chairman, Kissinger Associates

Interviewed by **Yang Lan**, Chairperson, Sun Media Group and Sun Culture Foundation

7:00-10:00 pm **Gala Dinner at The Rose Center for Earth and Space, the American Museum of Natural History**

At Central Park West at 81 Street

Co-sponsored by **Edelman, The Nielsen Company, and O'Melveny & Myers LLP**

Master of Ceremonies: **Frank A. Bennack, Jr., Vice Chairman and CEO, Hearst Corporation, and Chairman, The Paley Center for Media**

Remarks by **Michael Bloomberg, Mayor of New York; and Dr. Neil deGrasse Tyson, Astrophysicist and Frederick P. Rose Director of the Hayden Planetarium, the American Museum of Natural History**



MEETING AGENDA – DAY II

THURSDAY, NOVEMBER 19

8:30-9:00 am Registration and check-in

9:00 am-12:30 pm **Morning Sessions**

At The Paley Center for Media, 25 West 52 Street

9:00-9:05 am - Morning welcome by Frank A. Bennack, Jr., Vice Chairman and CEO, Hearst Corporation, and Chairman, The Paley Center for Media

9:05-10:15 am - Panel II: The Future of News Worldwide

From newspapers to magazines to television, the traditional media business model is under siege. Can creating quality news content still be a sustainable business in the global digital economy?

Moderator: **David Carr**, Columnist, *The New York Times*

Panelists: **Tony Burman**, Managing Director, Al-Jazeera English

Les Hinton, CEO, Dow Jones Company and Publisher, *The Wall Street Journal*

Jon Klein, President, CNN/US

Christine Ockrent, Chief Operating Officer, Audiovisuel Extérieur de la France

Prannoy Roy, Chairman, NDTV

10:15-11:00 am - Convener Session: A Conversation with Jeff Zucker, President and CEO, NBC Universal

Interviewer: **Erin Burnett**, Anchor, CNBC

11:00-11:15 am - Break

11:15 am-12:30 pm - Panel III: The Hunt for the Next Big Thing

This session will highlight a handful of up-and-coming digital media companies vying to become the Twitter, Facebook, or MySpace of 2010.

Moderator: **Quincy Smith**, CEO, CBS Interactive

Panelists: **Boxee**, Avner Ronen, CEO

Chartbeat, Tony Haile, General Manager

FreeWheel, Doug Knopper, Cofounder and CoCEO

GDGT, Peter Rojas, Founder

Hot Potato, Justin Shaffer, Founder and CEO

Jelli, Mike Dougherty, CEO and Cofounder

Tapulous, Andrew Lacy, Cofounder and COO



12:45 pm-2:00 pm

ThinkSocial Luncheon

At the '21' Club, 21 West 52 Street

Featuring a Conversation with Julius Genachowski, Chairman, FCC; and Jon Miller, Chief Digital Officer, News Corporation

2:10 pm-5:00 pm

Afternoon Sessions

At The Paley Center for Media, 25 West 52 Street

2:10-2:30 pm - ThinkSocial Awards

Presented by **Facebook, Meebo, PepsiCo,** and the **Loreen Arbus Foundation**

2:30-3:30 pm - Panel IV: What Comes Next: Marketing, Monetization, and Movement In Social Media

Moderator: **Jamie Daves**, Executive Director, Think Social

Panelists: **Tom Arrix**, Vice President, Facebook

Peter Land, Senior Vice President, PepsiCo

Joe Marchesse, President, SocialVibe

Seth Sternberg, CEO and Cofounder, Meebo

3:30-3:45 pm - Break

3:45-4:45 pm - Panel V: The Worldwide Sporting Life

Sports are the key to what binds the global media economy. What does the future hold?

Moderator: **Sam Walker**, Sports Editor, *The Wall Street Journal*

Panelists: **Joe Calabrese**, Partner and Chair of the Entertainment, Sports, and Media Practice, O'Melveny & Myers LLP

David Downs, Executive Director, USA World Cup Bid Committee

Lalit Modi, Chairman and Commissioner, Indian Premier League

David Stern, Commissioner, National Basketball Association (NBA)

Russell Wolff, EVP and Managing Director, ESPN International, ESPN

4:45-5:00pm - A Conversation with Dick Parsons, Chairman, Citigroup Inc.

Interviewer: **Pat Mitchell**, President and CEO, The Paley Center for Media

7:00-10:00 pm

Chairman's Dinner at Hearst Tower

At 300 West 57 Street at Eighth Avenue

Sponsored by **Hearst Corporation**

Master of Ceremonies: **Frank A. Bennack, Jr.**, Vice Chairman and CEO, **Hearst Corporation,** and
Chairman, The Paley Center for Media

Performance by **Bernadette Peters**



MEETING AGENDA – DAY III

FRIDAY, NOVEMBER 20

8:30-9:00 am Registration and check-in

9:00 am-12:15 pm Morning Sessions

At The Paley Center for Media, 25 West 52 Street

9:00-9:05 am - Morning welcome by Frank A. Bennack, Jr., Vice Chairman and CEO, Hearst Corporation, and Chairman, The Paley Center for Media

9:05-9:45 am - Convener Session: A Conversation with Anne Sweeney, Cochairman, Disney Media Networks and President, Disney•ABC Television Group

Interviewer: **Pat Mitchell**, President and CEO, The Paley Center for Media

9:45-10:45 am - Convener Session: A Conversation with Ivan Seidenberg, Chairman and CEO, Verizon Communications; and Philippe Dauman, President and CEO, Viacom Inc.

Moderator: **David Faber**, Anchor, CNBC

10:45-11:00 am - Networking Break

11:00 am-12:15 pm - Panel VI: Monetizing the Mobile Landscape

With a universe of 3 billion handheld devices, the audience for the “third screen” is two-and-a-half times larger than the online audience. We will begin with some overview research by The Nielsen Company on the current “third screen” market and follow with a panel discussion debating worldwide models and strategies for how to produce, program, and pay for content delivery on the handheld device.

Moderator: **Stephanie Mehta**, Assistant Managing Editor, *Fortune*

Panelists: **Nick Brien**, President and CEO, Mediabrands

Peggy Johnson, EVP of the Americas and India, Qualcomm

Susan Whiting, Vice Chairman, The Nielsen Company

12:30 pm-1:45 pm ‘21’ Club Luncheon

At the ‘21’ Club, 21 West 52 Street

Featuring a One-on-One Conversation with Ted Turner, Chairman, Turner Enterprises, Inc.

Interviewed by **Pat Mitchell**, President and CEO, The Paley Center for Media



2:00 pm-4:30 pm

Afternoon Sessions

At The Paley Center for Media, 25 West 52 Street

2:00-2:45 pm - Panel VII: The Media Outlook: Investments, Mergers, and Acquisitions

There are signs that the specter of recession is lifting and the days of deal-making are back. And that means opportunity—where will those opportunities be in our industry?

Moderator: **Richard Siklos**, Editor at Large, *Fortune*

Panelists: **Aryeh Bourkoff**, Vice Chairman, Technology, Media, and Telecoms Investment Banking, UBS

Mark Johnson, Principal, Carlyle Group

Scott Singer, Managing Director, Head of Media and Entertainment, The Bank Street Group

2:45-3:00 pm - An Overview of the Global Media Landscape with Marcel Fenez, Global Entertainment and Media Industry Leader, PricewaterhouseCoopers LLP

3:00-4:15 pm - Panel VIII: The State of Advertising in the Global Digital Economy

Old advertising models are exploding and new ones are emerging. Where is the smart money going?

Moderator: **Christopher Vollmer**, Partner and Leader, Global Media and Entertainment, Booz & Company

Panelists: **Richard Edelman**, President and CEO, Edelman

Maria Luisa Francoli, CEO, MPG (Havas)

Bob Greenberg, Chairman, CEO, and Chief Creative Officer, R/GA

Dennis Woodside, VP, Americas Operations, Google

4:15-4:30pm - Concluding Remarks by Pat Mitchell, President and CEO, The Paley Center for Media, and Frank A. Bennack, Jr., Chairman, The Paley Center for Media, and Vice Chairman and CEO, Hearst Corporation

International Council meeting concludes