

AGENDA / MORNING SESSIONS

9:00-9:10 WELCOME

Jeffrey L. Dearth
Partner
DeSilva+Phillips

Roland A. DeSilva
Managing Partner
DeSilva+Phillips

9:10-9:40 KEYNOTE INTERVIEW

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

INTERVIEWER: Lorne Manly
Entertainment Editor
The New York Times

9:40-10:25 THE OUTLOOK FOR INVESTING IN TRADITIONAL & DIGITAL MEDIA

Moderator
Daniel Primack
Editor
PEHub Wire

C. Andrew Ballard
Managing Director
Hellman & Friedman LLC

Jeff Horing
Managing Director
Insight Venture Partners

Richard F. Zannino
Managing Director
CCMP Capital

10:25-10:45 COFFEE/NETWORKING

10:45-11:30 DIGITAL MEDIA

Moderator
Henry Blodget
CEO & Editor-in-Chief
The Business Insider

Joseph Apprendi
CEO
Collective Media, Inc.

Matthew Bromberg
President & CEO
Major League Gaming

Tyler Goldman
CEO
BUZZMEDIA

11:30-12:15 NEW BUSINESS MODELS FOR THE NEWS

Moderator
Jacob Weisberg
Chairman & Editor-in-Chief
The Slate Group

John F. Harris
Co-Founder & Editor-in-Chief
Politico

Eric Hippeau
CEO
The Huffington Post

Norman Pearlstine
Chief Content Officer
Bloomberg, L.P.

AGENDA / AFTERNOON SESSIONS

12:15-2:15 LUNCH

1:30-2:00 KEYNOTE LUNCHEON INTERVIEW

Sir Harold Evans

Author
My Paper Chase

INTERVIEWER: **Chrystia Freeland**

U.S. Managing Editor
Financial Times

2:15-2:45 PRESENTATION – STIMULATING A MEDIA
REVIVAL THROUGH ENTREPRENEURSHIP

Howard H. Stevenson

Sarofim-Rock Baker Foundation Professor,
Sr. Associate Dean & Director of HBS Publishing
Harvard Business School

2:45-3:25 HOW MAGAZINE DOLLARS WILL BE
SPENT IN 2010

Moderator

Denzil Rankine

Chief Executive
AMR International

David Carey

Group President
Condé Nast

John H. (Jack) Griffin, Jr.

President, National Media Group
Meredith Corporation

Sharon Rowlands

CEO
Penton Media Inc.

Tony Uphoff

CEO
TechWeb

3:25-3:50 KEYNOTE INTERVIEW

Brian P. Tierney, Esq.

CEO
Philadelphia Media Holdings, LLC

INTERVIEWER: **David Carr**

Culture Reporter & Media Columnist
The New York Times

3:50-4:30 HEALTHCARE MEDIA

Moderator

Roger Holstein

Managing Director
Vestar Capital Partners

Frank F. Britt

President & CEO
MJC Holding Corporation and Pri-Med

Christopher M. Schroeder

CEO
HealthCentral

4:30-5:45 COCKTAIL RECEPTION