

for Production and Post-Production Professionals

The Best and Brightest Come to NAB2003

Sunday, April 6

NAB Opening Celebration



Bill Cosby
Comedian

Monday, April 7

All-Industry Ceremony & Keynote Address



State of the Industry Address
Eddie O. Fritts
President & CEO
National Association of Broadcasters



Keynote Address
Barry Diller
Chairman and CEO
USA Interactive & Vivendi Universal Entertainment



NAB Distinguished Service Award Recipient
Cokie Roberts
Political Analyst
ABC News

Monday, April 7

Television All-Industry Luncheon



NAB Spirit of Broadcasting Award Recipient
Don Hewitt
Creator & Executive Producer of CBS's "60 Minutes"



NAB Broadcasting Hall of Fame Recipient
Disney Anthology Television Series
Michael Eisner
Chairman & CEO
Walt Disney Company



Keynote
Mike Vulpi
Senior Vice President
Routing Technology Group
Cisco Systems



Keynote
Bryan Lamkin
Senior Vice President
Digital Imaging & Digital Video Products
Adobe

Sponsored by Adobe

Tuesday, April 8

NAB Radio Luncheon



Hall of Fame Recipient
Scott Shannon
Air Personality & Program Director
WPLJ



Keynote
Bob Schieffer
Anchor & Moderator, CBS News' "Face the Nation"



Keynote
Jeff Shell
Chief Executive Officer
Genstar-TV Guide International, Inc.



Keynote
Kari-Pekka Wilksa
President
Nokia, Inc.

Wednesday, April 9

Technology Luncheon



Keynote
George Gilder
Chairman
The Gilder Group



Keynote
Greg Estes
Vice President of Corporate Marketing
SGI



Keynote
Rob Glaser
Chairman & CEO
RealNetworks, Inc.

Washington Comes to NAB

Make plans to attend the events where Regulatory and Congressional leaders go head-to-head discussing key issues to radio and television broadcasters. Last year there was standing room only — so don't miss out!

Tuesday, April 8

FCC Chairman's Breakfast

Sponsored by AG Edwards



The Honorable
Michael Powell
Chairman
FCC



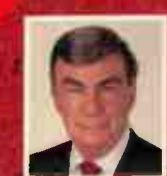
The Honorable
Jonathan Adelstein
Commissioner
FCC



The Honorable
Michael J. Copps
Commissioner
FCC



The Honorable
Kathleen Q. Abernathy
Commissioner
FCC



Moderator
Sam Donaldson
Correspondent
ABC News



The Honorable
Kevin Martin
Commissioner
FCC



The Honorable
Nancy Victory
Assistant Secretary
NTIA



Moderator
John Cochran
Correspondent
ABC News

To register and for the most up-to-date information, visit www.nab.org/conventions/nab2003

NAB MultiMedia World – The Premier Destination for Production and Post-Production Professionals

- 1200+ exhibits in multimedia, film, digital video production and post-production solutions
- Six days of cutting-edge educational sessions, from **Producing Video, DVD and Web sites for Profit**, to the **New Media Research Study Forum**
- The All-**NEW!** **Broadcast Quality Production Workshop** for the Internet and DVD
- Targeted technology areas such as the **SAN Pavilion** featuring **Data Storage and Security**, **Interactive Living Pavilion** presented by **Broadcasting & Cable**, the **Digital Media Theater** sponsored by Microsoft, and more
- Five Super Sessions, from **The Future of Desktop Digital Video** to **Ready for Primetime: Interactive Television Transforms Advertising and the Broadcast Business Model**

And Don't Forget the Weekend Workshops! (Special registration is required.)

Digital Video Production Workshop (DVPW) • Saturday, April 5–Sunday, April 6

If you're looking for the latest tips and techniques in digital video production and post-production, you gotta go to the DVPW. This year's DVPW offers:

- Beginner, Intermediate and Advanced tracks
- An Interactive Production Workbook on CD-ROM with all of the classroom examples and step-by-step techniques found from every class throughout the workshop
- **Bonus Offer!** Free Pass to The Future of Desktop Digital Video Super Session

Produced in partnership with DPA

Digital Cinema Summit (DCS) • Saturday, April 5–Sunday, April 6

Digital Cinema Summit is bigger and better! Experts such as keynote Kurt Hall, President & CEO, Regal CineMedia, will bring you the latest on digital cinema delivery and digital intermediates. If you want to know the most recent developments and updates on digital cinema from both a technical and a business perspective, DCS is the place to be!

Produced in partnership with ITA NAB



Keynote
Kurt Hall
President and CEO
Regal CineMedia

REGISTER ONLINE!
Weekend workshops space is limited! For registration and the most up-to-date information, visit www.nab.org/conventions/nab2003

You gotta produce. You gotta create. You gotta connect. You gotta NAB.



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LOWER RATES AT YOUR FAVORITE HOTELS
Several hotels are offering reduced rates for NAB2003. Call NAB Housing at +1.703.205.9114 or +1.888.622.8830 or visit www.nab.org/conventions/nab2003 for assistance.

World Radio History

NAB MultiMedia World Conference

Saturday, April 5–Thursday, April 10

YOU GOTTA GO!



THE WORLD'S LARGEST
ELECTRONIC MEDIA SHOW



April 5-10, 2003 • Las Vegas, NV

You gotta produce.
You gotta create.
You gotta connect.
You gotta NAB.

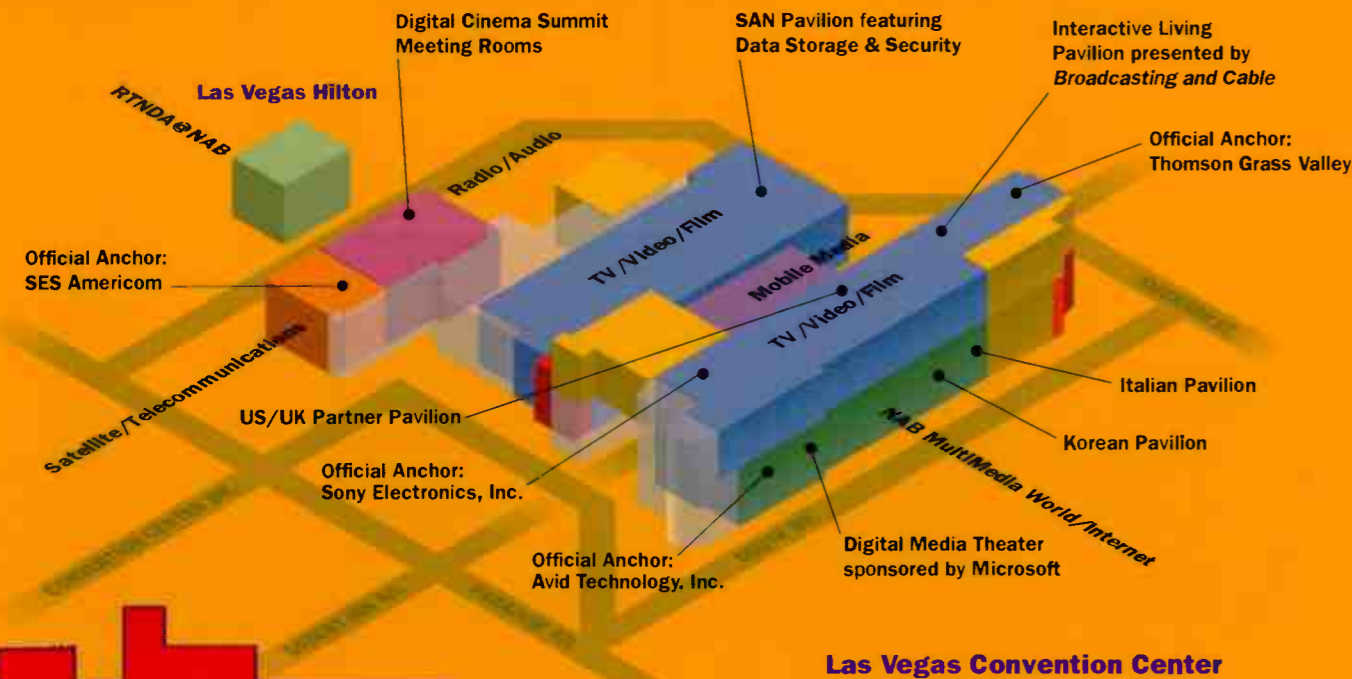
Conferences: April 5–10, 2003 • Exhibits: April 7–10 • Las Vegas, NV
www.nab.org/conventions/nab2003

NAB MultiMedia World – The Premier Destination

From information to education, the **NAB MultiMedia World Conference** is the first place multimedia professionals turn to for the latest tips and tricks within their industry. Sessions provide an all-inclusive overview of every aspect of digital media creation, distribution and presentation, from both a technical and a business perspective. Everything needed to gain insight, understanding and exactly the right professional tools for success, now and in the future, is right here.

Produced in partnership with  

From Cameras to Content, Computers to Credits, only a Show this large can deliver something for everyone



NAB2003 EXHIBIT HOURS
 Monday, April 7–Wednesday, April 9 • 9:00 am–6:00 pm
 Thursday, April 10 • 9:00 am–4:00 pm

- 1200+ exhibits in:**
- Computer Graphics and Animation
 - Projection/Audiovisual Equipment
 - Broadband Technologies
 - Motion Pictures/Film Cameras
 - Digital TV/High-Definition Television
 - Video Editing and Effects
 - Data Broadcasting
 - Internet/Streaming Technologies
 - Data Storage, and more!

- Targeted Technologies such as:**
- Interactive Living Pavilion presented by *Broadcasting and Cable*
 - SAN Pavilion featuring *Data Storage & Security*
 - Italian Pavilion
 - Korean Pavilion
 - Digital Media Theater sponsored by *Microsoft*
 - US/UK Partner Pavilion

For a complete exhibitor listing, visit www.nab.org/conventions/nab2003

NAB MultiMedia World Conference Schedule

Register Online: www.nab.org/conventions/nab2003

Sunday, April 6

PRODUCING VIDEO, DVD AND WEB SITES FOR PROFIT
 10:00 am–11:00 am
 Over the past 15 years, the unification of printing, accounting, audio, video, CD, DVD and Web site production into a low-cost desktop workstation provides opportunities for creative individuals that have not been possible since the Stone Age! One creative businessperson can take this opportunity and operate a boutique creative enterprise, easily making six figures.

WEB DESIGNING FOR DOLLARS
 11:15 am–12:15 pm
 Learn design secrets for making money through the Internet. Gain insight from the dot.com fallout as to what worked and what didn't. Discover how Web marketers differ from Web designers. Learn to lead Web site improvement projects. Uncover the mistakes made by Web designers that cost you extra money! Guide your Web designer to emphasize "effective" over merely "attractive." Use the strategies of highly effective Web marketers.

INTERNET BROADCASTING LEGAL REVIEW — FACTS YOU NEED TO KNOW • 2:00 pm–3:15 pm
 The law may have finally caught up with technology, as we witness the concerns many have over digital rights brought about by the ease with which the Internet facilitates sharing digital content. If you are involved with distributing content over the Internet, you need to attend this session. The facts you learn here may protect your business in the future.


STREAMING MEDIA BUSINESS MODELS THAT ARE WORKING NOW • 3:30 pm–4:45 pm
 Find out how broadcasters are using subscriptions and sponsorships in streaming content. Learn how using rich media can boost your company's bottom line. Discover what's working today, and how to lay the groundwork for success tomorrow. Topics include streaming news & entertainment, as well as corporate applications such as e-learning, communications and training.

Weekend Workshops
 Don't forget, you gotta start early! For more information on the Digital Video Production Workshop and the Digital Cinema Summit, visit www.nab.org/conventions/nab2003.

DTV Drafthouse: Technology on Tap!
 Hot technology served with cold beer and fine wine, courtesy of the Advanced Television Systems Committee (ATSC), the Consumer Electronics Association (CEA) and the National Association of Broadcasters (NAB). Socialize surrounded by the latest DTV products showing spectacular HDTV, and demonstrations of cool new technologies at the "DTV Drafthouse."
 Sponsored by   

Monday, April 7

Super Session THE FUTURE OF DESKTOP DIGITAL VIDEO
 10:30 am–12:00 pm
 Digital video professionals are being forced to defend their need for new tools due to increased scrutiny by management around new technology purchases. Increasingly, companies are moving away from expensive video editing systems in lieu of more affordable video solutions that still provide the power they need, without sacrificing quality they expect. Those already using desktop digital video editing solutions are taking advantage of the powerful PCs and software offerings that leverage downsized budgets in a sluggish economy. This session will reveal current and future desktop solutions that will extend rich video creation and increase productivity over the next few years.

Sponsored by 
Keynote: Bryan Lamkin, Senior Vice President, Digital Imaging & Digital Video Production, Adobe
Panelists: Deborah Conrad, Vice President, Sales and Marketing Group, Intel Corporation; Will Poole, Corporate Vice President, Windows New Media Platforms Division, Microsoft Corporation

NEW MEDIA RESEARCH STUDY FORUM • 2:00 pm–4:30 pm
 All business today depends to some degree on new media – whether it's simply through the use of e-mail, or the distribution of high-quality multimedia. Good research can be invaluable when planning your business strategy. This session will provide the latest information on focused new media studies as well as insights into how new media is being used – and will be used – from both a consumer and business perspective.

- 2:00 pm–2:30 pm Breakthroughs in On-Demand & Personalized Media Research
- 2:30 pm–3:00 pm The Evolution of Internet Radio. Where Do We Go From Here?
- 3:00 pm–3:30 pm Streaming Media in the Mainstream
- 3:30 pm–4:00 pm An Assessment of the Present and Future State of the Broadcast Television Industry
- 4:00 pm–4:30 pm ITV-Consumer Trends and Attitudes

THE PVR: SHIFTING TIME AND PARADIGM
 2:00 pm–5:00 pm
 The Personal Video Recorder (PVR) has launched a quiet revolution on the way television is experienced. This session will provide an update on the current status of the PVR market; consider near-term projections for further deployments; explore several important contextual elements that may soon expand the PVR's reach, power and cost-effectiveness; and present the ways the future may be affected – for better or for worse – by the PVR. This session will consider the impact of PVRs on broadcasters, content creators, consumers and perhaps some completely new entities engendered by these devices.

- 2:00 pm–2:30 pm Overview of PVR Technology and Applications to Date
- 2:30 pm–3:00 pm Metadata Architectures from Production to Consumer Delivery
- 3:00 pm–3:30 pm Content Security Models for PVRs
- 3:30 pm–4:00 pm Toward a Horizontal Market for PVRs
- 4:00 pm–4:30 pm Using a Rights Expression Language for Management of Content Usage in the Home Media Environment
- 4:30 pm–5:00 pm Future Opportunities for Broadcasters Enabled by Personal Media Storage Systems

NAB MULTIMEDIA WORLD KEYNOTE • 5:00 pm–6:00 pm
Keynote: Mike Volpi, Senior Vice President, Routing Technology Group, Cisco Systems

Tuesday, April 8

Super Session BROADBAND DIGITAL AND WIRELESS MEDIA: SHOW ME THE MONEY! SHOW US THE PROMOTION!
 9:00 am–10:30 am
 Demand for information is on the rise. There's an untapped market comprised of mobile professionals who aren't watching television, listening to the radio, or surfing the net. Brand new media channels are now capable of reaching an elusive, on-the-go audience. There are powerful new ways to package and promote content – promote on-air personalities and generate new revenue.

Part 1: Keynote Address — The keynote will highlight new NOKIA devices that can be used to distribute broadcaster-controlled programming via multimedia streaming known as MMS.
Part 2: Live Demo — Charles Bierbauer Live Interview with KP Wilksa
Part 3: Question/Answer Session — Panelists will discuss the Streaming Media Business Model. Will pay-per-view work?
 This session is co-produced with Target Wireless, Inc.
Keynote: Karri-Pekka Wilksa, President, Nokia, Inc.
Moderator: Charles Bierbauer, Dean, College of Mass Communications and Information Studies, University of South Carolina

Panelists: W. Thomas Simmons, Vice President, Public Policy, Midcontinent Communications; Fred Tarter, Chairman, Radio Free Europe/Radio Liberty Foundation
NEW! BROADCAST QUALITY PRODUCTION FOR THE INTERNET AND DVD—PART I • 9:00 am–12:00 pm
 If you're interested in bringing broadcast quality production to your Internet and DVD projects, this is the session for you. This all-day workshop provides an opportunity to learn many of the tips and tricks used in a quality broadcast production.
 9:00 am–10:00 am DVD Recordable Compatibility
 10:00 am–11:00 am Photoshop in Motion – Movie Magic
 11:00 am–12:00 pm Inside DVD Authoring

Super Session READY FOR PRIMETIME: INTERACTIVE TELEVISION TRANSFORMS ADVERTISING AND THE BROADCAST BUSINESS MODEL • 2:00 pm–4:15 pm
 What happens to the free TV model when consumers can time shift, skip commercials and move media at will? Who will pay for programming and how? What new forms of advertising, branding and merchandising are emerging? Advertisers, television executives and media services companies discuss what they expect from advertising and business models in the future iTV marketplace.
Keynote: Jeff Shell, Chief Executive Officer, Gemstar TV Guide International, Inc.
Panelists: Greg DePrez, Vice President, Subscription VOD, Starz Encore Group; David Harkness, Senior Vice President Strategy & Alliances, VNU – Nielsen Media Research; Rick Mandler, Vice President, General Manager Enhanced TV, Walt Disney Internet Group

NEW! BROADCAST QUALITY PRODUCTION FOR THE INTERNET AND DVD—PART II • 2:00 pm–4:00 pm
Streaming Media Production: Smart Techniques for Producing Better Results
THE INS AND OUTS OF DISTRIBUTING MEDIA FOR CONSUMER-BASED SERVICES • 4:15 pm–5:30 pm
 Media distribution is a complex endeavor. In this session, we will lay out the technologies and issues surrounding encoding and distribution of audio and video to consumers over the Internet. Included are the advances that affect perceived media quality and its reachability, the growth of home networks and wireless technologies and the impact that has on reachability and distribution.

WALKING THE LINE BETWEEN RIGHTS AND REVENUE
 5:15 pm–5:30 pm
 This session is designed to provide attendees an actual front row seat in a mock presentation, where a real General Manager is pitched multi-layered new media opportunities. Those that have the potential to generate significant new revenue, promotion and tune-in, will be adversely weighed against the actual legal constraints all broadcasters must face every day.

Wednesday, April 9

Super Session TECHNOLOGIES & MEDIA ON WALL STREET: A LOOK AT THE NEAR-TERM FUTURE • 9:00 am–10:30 am
 Recent corporate shakedowns and unsettled economic conditions worldwide are changing the way we look at investments. What is the outlook for technology and media stocks? What are companies doing to secure their future and to bolster investor confidence? Can the experts accurately predict which industries will thrive and which will suffer? Panelists from the broadcast, production, new media and telecommunications industries will be joined by analysts to offer their educated answers to these questions along with advice on steps they are taking to improve their near-term future.
Keynote: Greg Estes, Vice President of Corporate Marketing, SGI

Moderator: Margaret Smyth, Managing Partner, TriState Technology, Media and Telecommunications Practice, Deloitte & Touche
Panelists: Jerry Chase, Chief Executive Officer, Thales Broadcast & Multimedia; Rob Henninger, CEO, Henninger Media Services; Joseph Wight, President and Chief Executive Officer, PanAmSat

NEXT GENERATION TECHNOLOGIES AND THE FUTURE OF COMMUNICATIONS • 10:45 am–12:00 pm
 Internet connectivity is being included in the most mundane devices – designers anticipate a future where everything is interconnected on a real-time basis. This is a visionary panel including technology leaders who will share ideas of the benefits and burdens we all may soon experience in an intimately connected society.

Super Session INTERNET BROADCASTING & WEBCASTING: NEW OPPORTUNITIES IN THE NEW DIGITAL BROADCAST MARKETPLACE • 2:00 pm–4:00 pm
 From enterprise to entertainment, the future for delivering content over the Internet looks very bright for the long-term. This session, co-produced with the International Webcasting Association, offers insight into the issues that will drive the future of streaming media, encompassing a discussion of business models that are evolving in the wake of economic downturn. This is an opportunity to interact with a group of visionary executives who are very optimistic about the future for streaming media.
Keynote: Rob Glaser, Chairman and CEO, RealNetworks, Inc. 
Moderator: Peggy Miles, President, Intervox Communications

Panelists: Bernard Gershon, Senior Vice President/General Manager, ABCNEWS.com; Jonathan Klein, Chief Executive Officer, The FeedRoom; Amir Majidimehr, General Manager, Digital Media Division, Microsoft Corporation

Thursday, April 10
THE FUTURE OF STREAMING & INTERNET BROADCASTING—WHERE DO WE GO FROM HERE? • 9:00 am–10:30 am
 With broadband and wireless "coming of age," the content and uses of interactive media will change dramatically. A panel of experts will discuss the future, including on-demand content delivery, wireless devices, media players, interactive advertising and how your company can use new tools to connect with your audience.

EFFECTIVE NEW MEDIA MARKETING STRATEGIES
 10:45 am–12:00 pm
 What are the new capabilities that have arisen from the ashes of the first era of Web marketing? How are marketers incorporating online capabilities to invigorate their traditional marketing capabilities? What are the trends in online advertising, adaptive targeting, offer optimization and rich media implementation? Explore clever new ways to acquire consumers, upsell existing buyers and expand a loyal customer base using the Internet as a platform.