

2nd Annual
P2P MEDIA SUMMIT LA

DCIA Conference & Exposition

June 11-14, 2007 | 8:00 AM - 7:30 PM | Santa Monica, California

SPECIAL THANKS TO
 JAVIEN FOR HANDLING
 ONLINE REGISTRATIONS

PHONE REGISTRATION
410-476-7965

LOCATION
**Doubletree Guest
 Suites
 Santa Monica, CA**



Agenda
 Speakers
 Sponsorships
 Event Registration
 About Us

Interested in
 sponsoring,
 exhibiting, or hosting

lunch or a reception
 at
 the P2P Media
 Summit?

Please contact
 Karen Kaplowitz

DCIA Member
 Services

karen@dcia.info
888-890-4240

Press Registration

Please send e-mail
 with press

P2P MEDIA SUMMIT LA

Plan now to attend the Distributed Computing Industry Association's second annual Los Angeles Conference & Exposition.

This seminal industry event is scheduled for June 11th–14th at the Doubletree Guest Suites in Santa Monica, CA.

The June 11th Conference will feature keynotes from top P2P and social networking software distributors, panels of industry leaders, valuable workshops, and much more. There will be a continental breakfast, luncheon, and networking cocktail reception with live entertainment.

The June 12th-14th Exposition is being held in conjunction with the **Digital Hollywood Spring** Conference, and your registration for the full DCIA Conference & Exposition includes that event as well.

Digital Hollywood has become the industry's premier entertainment and technology conference and this spring's expanded line-up promises to be very serious, very crowded, critical to the industry, and critical to your life.

DCIA Member speakers for the P2P MEDIA SUMMIT LA are listed in the Speakers section, which is below the Conference Agenda that immediately follows this summary.

PARTNERS & SPONSORS



credentials to
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Exhibits and demonstrations for the June 12th-14th DCIA Exposition, held in conjunction with the Digital Hollywood Spring Conference, will feature industry-leading products and services.



Don't miss the opportunity to participate in this 2007 seminal event. Register online or call 410-476-7965. For sponsor packages and speaker information, please contact Karen Kaplowitz, DCIA Member Services, at 888-890-4240 or karen@dcia.info.

CONTACT INFORMATION

Sari Lafferty
DCIA Business Administration

410-476-7965
sari@dcia.info
www.dcia.info

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P2P MEDIA SUMMIT LA DCIA Conference Agenda

Date: Monday, June 11, 2007

Location: Doubletree Guest Suites Hotel, Santa Monica, CA

8:00AM - 8:30AM

CONTINENTAL BREAKFAST

Carousel Ballroom at the Doubletree Guest Suites Hotel

8:30AM - 8:45AM

WELCOME

Karen Kaplowitz, Member Services, **Distributed Computing Industry Association (DCIA)**

INDUSTRY OVERVIEW & INTRODUCTIONS

Marty Lafferty, CEO, Distributed Computing Industry Association (DCIA)

8:45AM - 9:30AM

POLICY TRACK***The Post MGM v. Grokster World – New Rules for P2P***

As consumer lawsuits and corporate litigation settlements continue in the wake of the MGM v. Grokster decision, what other changes in the regulatory environment affecting P2P technologies do they presage? What will be the impact of the most recent court opinions with respect to continuing advancement of P2P? What else has to happen from a legal and policy standpoint to foster investment and robust commercial development of P2P?

Panelists:

Ray Beckerman, Partner, **Vandenberg & Feliu**

Frank Childs, VP, Business Development, **PeerApp**

Ted Cohen, Managing Partner, **TAG Strategic**

Steve Masur, Managing Partner, **MasurLaw**

Joshua Wattles, Of Counsel, Entertainment Department, **Dreier LLP**

Moderator:

Elaine Reiss, Best Practices, **Distributed Computing Industry Association (DCIA)**

9:30AM - 9:45AM

KEYNOTE ADDRESS

Glenn Martin, CTO & Co-Founder, **INTENT MediaWorks** - [Presentation](#)

9:45AM - 10:00AM

KEYNOTE ADDRESS

Jeff Richards, VP, Digital Content Management Services, **VeriSign**, Developer & Distributor of **Kontiki** - [Presentation](#)

10:00AM - 10:30AM

REFRESHMENT & NETWORKING BREAK

10:30AM - 11:15AM

TECHNOLOGY TRACK

P2P File Sharing – The Evolving Distribution Chain

What is the current landscape for web-based content distribution and what role do file-sharing technologies play? What trends are emerging in P2P implementation by participants in the distribution chain and in consumer usage? What impact do advances in digital rights management (DRM), data compression, caching, content acceleration, swarming, streaming, and other P2P-related technologies have?

Panelists:

Gary Croke, VP of Marketing, **CacheLogic** - [Presentation](#)

Eitan Efron, VP of Marketing, **Oversi**

Eric Garland, CEO, **BigChampagne** - [Presentation](#)

Tom Meredith, Founder & CEO, **P2P Cash** - [Presentation](#)

Tom Wilde, CEO, **EveryZing** - [Presentation](#)

Moderator:

Limor Schafman, Member Services, **Distributed Computing Industry Association (DCIA)**

11:15AM - 11:30PM

KEYNOTE ADDRESS

Bruce Benson, Senior Managing Director, **FTI Consulting** - [Presentation](#)

11:30AM - 11:45PM

KEYNOTE ADDRESS

Janko Röttgers, DCIA Analyst Providing an Overview of **Joost** and **Babelgum** - [Presentation](#)

11:45AM - 12:30PM

MARKETING TRACK

Business Models – What’s Working and What’s Not

Has any alternative business model – paid-download, subscription, or advertising-supported – yet proven to be more promising than adware that first predominated in P2P? Is file sharing more of a promotional tool than a direct sales channel? Have any more innovative approaches been attempted and what has been the learning? How can users navigate among entertainment industry sanctioned P2P service offerings?

Panelists:

Ori Cohen, Co-Founder, **Skyrider** - [Presentation](#)

Dana Jones, CEO, **Ultramercial**

Jonathan Lee, VP of Business Development, **MediaDefender** - [Presentation](#)

Nicole Pearson, Director, MediaSentry Services, **SafeNet** - [Presentation](#)

Leslie Poole, CEO, **Javien Digital Payment Solutions** - [Presentation](#)

Moderator:

Sari Lafferty, Business Affairs, **Distributed Computing Industry Association (DCIA)**

12:30PM - 1:30PM

CONFERENCE LUNCHEON SPONSORED BY FTI CONSULTING

Carousel Ballroom at the Doubletree Guest Suites Hotel

SPEAKERS

Bram Cohen, CEO & Co-Founder, **BitTorrent**

Shelly Palmer, President, **National Academy of Television Arts & Sciences (NATAS)**

1:30PM - 2:15PM

CONTENT DISTRIBUTION***Artists and Rights Holders – P2P for Content Creators***

What has been the experience to date of content creators who have embraced P2P? What changes do they need to more effectively harness file-sharing and related technologies? Are there innovative art forms in development for the P2P distribution channel

Panelists:

Derek Broes, SVP, Digital Entertainment, **Paramount Pictures**

Marc Campbell, Founder & CEO, **The Independent Comedy Network**

Daniel Harris, CEO, **MediaPass Network**

Brian McCarthy, SVP, Business Development, **Revver**

Brent Muhle, General Manager, **Nettwerk Music Group**

Moderator:

Elaine Reiss, Best Practices, **Distributed Computing Industry Association (DCIA)**

2:15PM - 2:30PM

KEYNOTE ADDRESS

Allan Klepfisz, Chairman & CEO, **Brilliant Technologies**, Developer & Distributor of **QTRAX**

2:30PM - 2:45PM

KEYNOTE ADDRESS

Greg Parker, President & CEO, **Raketu Communications** - [Presentation](#)

2:45PM - 3:30PM

SOLUTIONS DEVELOPMENT

Advancement – Creating the Commercial P2P Ecosystem

What architectural, content-security, and other technological solutions are now in development that will optimize P2P deployment for the benefit of all participants in the distribution chain? Which of these have been tested and what have been the results to date? Can P2P streaming technology help broadcasters and content providers overcome the limitations of live streaming?

Panelists:

Mike Farley, COO, **Digital Containers**

Michael King, CEO, **Abacast** - [Presentation](#)

Charles Kalmanek, VP, Internet and Network Systems Research, **AT&T** - [Presentation](#)

Memo Rhein, CEO, **Unlimited Media** - [Presentation](#)

Sam Tarantino, CEO & Founder, **Escape Media Group**, Developer & Distributor of **Grooveshark**

Moderator:

Limor Schafman, Member Services, **Distributed Computing Industry Association (DCIA)**

3:30PM - 3:45PM

REFRESHMENT & NETWORKING BREAK

3:45PM - 4:00PM

KEYNOTE ADDRESS

Xavier Casanova, CEO, **Wambo**, Developer & Distributor of **Swapper**

4:00PM - 4:15PM

KEYNOTE ADDRESS

Robert Levitan, CEO, **Pando Networks** - [Presentation](#)

4:15PM - 5:00PM

DRM INTEROPERABILITY

The Next Frontier – Business Practices and Open Standards

What are consumers seeking in terms of DRM interoperability? What interests need to cooperate in order to achieve the benefits customers demand? What are the obstacles to overcome and what are the milestones that will indicate progress? How can participants in the P2P distribution channel contribute to this? What different models are envisioned to achieve DRM interoperability, and what industry efforts should go on in this space?

Panelists:

Steve Condon, VP of Marketing, **Entriq**

Christopher Levy, CEO, **BUYDRM**

Krishnan Rajagopalan, VP, Digital Media Technologies, **Motion Picture Association of America (MPAA)**

Stuart Rosove, Senior Director, Business Development, **Digimarc Corporation**

Jim Ward, Director of Business Development, **Philips** - [Presentation](#)

Moderator:

Karen Kaplowitz, Member Services, **Distributed Computing Industry Association (DCIA)**

5:00PM - 7:30PM

NETWORKING COCKTAIL RECEPTION & LIVE ENTERTAINMENT SHOWCASE

Artists:

Shotgun Honeymoon

Garden Terrace at the Doubletree Guest Suites Hotel

P2P MEDIA SUMMIT LA DCIA Conference Speakers

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