



2006 AFI DIGITAL CONTENT FESTIVAL
It's all about digital. See the year's best.

Mark Goodson Screening Room, Mayer Library
AFI Campus, Los Angeles
July 26, 2006

- 8:30 **Continental Breakfast**
Exhibits Open (Ahmanson Room)
- 9:00 **Opening Remarks**
Marcia Zellers – Director, AFI Digital Content Lab
Nick DeMartino – Senior Vice President, Media and Technology, AFI
- 9:30 **LOVE IT TO BITS: *What's So Great About Digital Convergence?***
Ruminations on the coming trends in film, TV and digital convergence
Todd Wagner, CEO, 2929 Entertainment
Introduction by:
Jon Avnet, Producer/Director/Writer; Chair, AFI Board of Directors
- 10:00 **SHOWCASE I - *WHAT COLOR IS YOUR PARACHUTE?***
Media Makers Redefined

"I'm no longer a television producer, I'm a content producer."
- Producer Mark Burnett, Milia 2006

UBISOFT * **Peter Jackson's King Kong: The Official Game of the Movie**
Karen Conroe — Director, Brand Management, Ubisoft
Michael Beadle — Senior Public Relations Manager, Ubisoft

- Platform: Xbox 360
Design: Ubisoft Montpellier
Development/Implementation: Ubisoft Montpellier

ABC TELEVISION NETWORK * **ABC.com Streaming Video Trial**
Alexis Rapo — Vice President, Digital Media, ABC Television Network

- Platform: Broadband
Design: Schematic
Development/Implementation: ABC

Note: Additional seating is available in the Frankovich/Barnes Screening Room downstairs



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CURRENT MEDIA * **Current**

Joanna Drake Earl — President, Strategic Partnerships & Online Studio,
Current Media

- Platform: Broadband, TV, and mobile
- Design: Current Media
- Development/Implementation: Current Media

10:45 Exhibits Open/Break

Please visit our exhibitors (Ahmanson Room):

- Brightcove
- ITVT
- Maven Networks
- Missing Pixel
- Pod Digital Design
- TANDBERG Television

11:30 SHOWCASE II - PIMP MY TV: Interactive Television Grows Up

*"Nobody wants to be who they used to be, including us. Media identities,
like market share, are up for grabs."*

**- MTV CEO Judy McGrath, at an MTV advertising and affiliate sales
gathering, March 2006**

GSN, THE NETWORK FOR GAMES * **GSNi Interactive Games**

John P. Roberts — Senior Vice President, Digital Media & Interactive Entertainment,
GSN

- Platform: Interactive Television
- Design: TANDBERG Television
- Development/Implementation: TANDBERG Television



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TURNER BROADCASTING SYSTEM, INC. * **CNN Enhanced**
Kevin Cohen — Senior Vice President Strategic Planning, Corporate & New
Technology, Turner Broadcasting System, Inc.

- Platform: Interactive Television
Design: Turner Broadcasting/OpenTV
Development/Implementation: OpenTV
Other partners: Echostar (distribution)

TIVO * **TiVo Interactive Advertising Platform**
Margret Schmidt — VP, User Experience Design & Research, TiVo
Geoff Katz — User Interaction Designer, TiVo

- Platform: TiVo
Design: TiVo
Development: TiVo

AOL * **The AOL "10-foot Living Room"**
Fred McIntyre — Vice President, AOL Video

- Platform: AOL Video running on Intel Viiv technology
Design: AOL
Development/Implementation: AOL, Zetools
Other partners: Intel

12:30 **LUNCH** (Glade)
Exhibits Open (Ahmanson Room)

2:00 **AFTERNOON WELCOME**
Jonathan Estrin — Executive Vice President, AFI

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2:15 ANNOUNCING... 2006 EMMY WINNERS,
OUTSTANDING ACHIEVEMENT IN INTERACTIVE TELEVISION

Presented by Brian Hurst — CEO, The Opportunity Management Company and
Governor of the Academy of Television Arts and Sciences Interactive Media
Peer Group

Awards Working Group Co-Chairs:

David Jensen — Vice President Business Development, Zetools
Marcia Zellers — Director, AFI Digital Content Lab

2:45 SHOWCASE III – A SHOW OF HANDS: *The Evolution of Mobile Media*

*"I'm excited to collaborate... to bring the Paris Hilton brand and the glamour
of young Hollywood to the cell phones of all my fans around the world."*
- Paris Hilton, announcing her new mobile video initiative,
April 2006

OREGON PUBLIC BROADCASTING * **History Detectives Road Trip**

Marion Rice — Executive Producer for National Interactive Content and Education,
Oregon Public Broadcasting
Sam Ward — Multimedia Series Producer, Oregon Public Broadcasting

- Platform: Samsung A900 phone
Design: Big Spaceship
Development/Implementation: NPTV
Other partners: Sprint, Allan McLennan (Rentrak)

HELIO LLC * **Helio Presents the Future of Social Networking**

Craig Shapiro — Senior Director, Business Development, Helio LLC
Joe Maloney — Director, Community Services, Helio LLC

- Platform: Proprietary MySpace application and exclusive devices
from South Korea
Design: MySpace app — SK Telecom; devices — Pantech and VK
Mobile
Development/Implementation: Helio

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NIKE * Nike + iPod

Michael Tchao — General Manager, Techlab/Nike+

- Platform: iPod, iTunes, Internet
Design: Nike and Apple
Development/Implementation: Nike and Apple
Other partners: R/GA Web development nikeplus.com

3:30 **Exhibits Open** (Ahmanson Room) /**Break**

4:30 **SHOWCASE IV – LET'S GO TO THE MOVIES:**
The Best Little Big Screen Entertainment

"It's ludicrous to think that this new technology is going to come along and we're just going to bury it because we're afraid."
- Actor Morgan Freeman, quoted in FORBES, July 2006

STARZ ENTERTAINMENT GROUP * VONGO Video Download Service

Rebecca Lim — Senior Director, Advanced Services, Starz Entertainment Group

- Platform: Broadband
Design: Starz Entertainment Group with Schematic
Development/Implementation: Starz Entertainment Group with Accenture for project management and CalAmp for download manager client application
Other partners: 26 vendors participated in VONGO. Key partners: Akamai, ChoiceStream, thePlatform, Qpass and others.



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SONY PICTURES ENTERTAINMENT * **RV Pile-Up BlackBerry Game**

Michael Fisk — Executive Director, Worldwide Digital Marketing Strategy,
Sony Pictures Entertainment

- Platform: BlackBerry devices
Design: Regard Solutions Corp.
Development/Implementation: Regard Solutions Corp.
Other partners: RIM (manufacturer of BlackBerry); Microforum
(gaming company who helped with design)

PARAMOUNT PICTURES * **Nacho Libre**

Amy Powell — Senior Vice President, Interactive Marketing, Paramount Pictures

- Platform: Mobile, Xbox 360, MySpace, iTunes, Broadband
Other partners: Paramount Licensing, Microsoft, Iced Media, Apple,
Ted Perez

5:15 **Closing Remarks**

6:00 **SPECIAL RECEPTION** hosted with the Academy of Television Arts & Sciences
New Media Peer Group honoring ITV Emmy Award Winners
Sponsored by WhiteBlox and ITA