



## Reshaping media Conferences

**mipcom**

The world's audiovisual content market

9-13 October 2006

Palais des Festivals - Cannes - France

MIPCOM's high-level conferences provide the tools you need to understand the future of television. The programme will focus on how the leaders of major media companies are reshaping their businesses to provide integrated content delivery anytime, anywhere.

Read on for details of our world-beating keynote line-up...



**George Bodenheimer, President, ESPN, and ABC Sports; Co-Chairman, Disney Media Networks**

**Keynote: Cross-Platform Branding and Marketing at ESPN**

Bodenheimer will outline ESPN's growth as part of October 11's focus on cross-platform and mobile content. The major sport TV brand has rapidly expanded under his leadership to include seven US networks and new businesses such as ESPN360 (broadband), ESPN on Demand and Mobile ESPN.



**Beth Comstock, President, Digital Media and Market Development, NBC Universal**  
**Keynote: NBC Universal's Digital Evolution & New Business Models**

Comstock, who drives NBC Universal's digital strategy, will illustrate how NBC Universal, as a traditional media company, is making the most of new digital platforms. She will also discuss the company's 360° content approach and strategy in attracting on-demand audiences.



**Harry Sloan, Chairman & CEO, MGM**  
**Keynote: Transforming MGM into a 21st Century Media Company**

Sloan's address will outline how he is revitalising the iconic MGM brand and business models. He will discuss how the company's film library can be used to fuel growth across multiple platforms, looking at new opportunities for cinema in TV distribution, channel operations, home entertainment and new media.



**Anne Sweeney, Co-Chair, Disney Media Networks and President, Disney-ABC Television Group**

**Keynote: The Today and Tomorrow of TV and the New Entertainment Consumer**

Named "The Most Powerful Woman in Entertainment" by The Hollywood Reporter, Sweeney was notably behind the move to show series such as *Lost* on the internet. Her keynote will explore the impact of digital on all forms of media and how changing consumer demands are redefining entertainment today.

**Register before July 27 and pay €790 (+VAT): €500 off the full participants' rate!**

*...and if you came to MIPCOM '05, take advantage of our new quick registration service!*

### BEYOND KEYNOTES

The **RESHAPING MEDIA** conference programme will focus on:

*Advertising & Programming Trends:* Engaging audiences through content and advertising via traditional and cross-platform distribution

*Digital Distribution for Film & TV:* New distribution models, lessons learned from the music industry, impact on current business models and new opportunities for financing

*Future of Mobile TV, plus Mobile Screenings and Awards:* The latest mobile TV content and business models; mobile TV consumer research; and the hottest new content rewarded!

*User-Generated Content and Social Networks:* How they are changing consumer behaviour; what they mean for traditional media; and how to make money with them...

For more information:

[www.mipcom.com/conferences](http://www.mipcom.com/conferences)

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