



NABA Annual Meeting

February 9 -11, 2003 - New York

Hosted by: NBC

Sponsored by:

*Bell ExpressVu, DIRECTV, Microsoft
New Skies Satellites, Nexion Media and
Sony Corporation*

Sunday, February 9 Day One Location: NBC, 49 West 49th Street, New York

- 9:30 a.m. **Registration Desk Open**
Location: NBC Visitor Center, 49 West 49th Street
Government issued personal identification required
- 10:00 a.m. Committee Meetings
Integrated Media Committee, 14th Floor West Side Conference Room

Legal Committee, 15th Floor West Side Conference Room
Coffee available in meetings rooms
- 1:00 p.m. Break (lunch on your own)
- 2:00 p.m. **News and Operations Committee**, Mezzanine A

Technical Committee, Mezzanine B
Coffee available in meetings rooms
- 6:30 p.m. **Welcome Reception**
Location: Pegasus Foyer at the Rainbow Room on the 64th Floor of
Rockefeller Plaza - Enter via 49 West 49th Street
- 7:00 p.m. **Opening Night Dinner**
Pegasus Suite at the Rainbow Room, Rockefeller Plaza
Presentation of the NABA International Achievement Award
Hosted by NBC

Monday, February 10 Day Two Location: NBC – Studio 6A, 7th Floor

- 8:30 am **Registration Desk Open**
NBC Visitor Center, 49 West 49th Street
Continental Breakfast available outside Studio 6A
Sponsored by New Skies Satellites
- 9:00 a.m. **Welcome Remarks**
José Ignacio Suarez Vazquez, Director, News - TV Azteca / NABA President
Peter Smith, Vice President, Technical Planning & Engineering - NBC
Michael McEwen, Secretary General - NABA

- 9:15 a.m. **Digital Roll Out Update**
Moderator: **Andrew Setos**, President, Engineering - Fox Group
Ray Carnovale, Vice President & Chief Technology Officer - CBC
Rick Chessen, Chairman, Digital Television Task Force & Associate Chief of the
Media Program - Federal Communications Commission
Martin Franks, Executive Vice President - CBS Broadcast Group
Leonardo Ramos Mateos, Director, High Technology Projects - Televisa
Michael Petricone, Vice President, Technology Policy - Consumer Electronics
Association
- 10:30 a.m. Refreshment Break
Sponsored by New Skies Satellites
- 10:50 a.m. **On Demand Television**
Moderator: **Bob Zitter**, Senior Vice President, Technology Operations - HBO
Josh Bernoff, Principal Analyst - Forrester Research
Jim Ramo, Chief Executive Officer - Movielink
John Vartanian, Senior Vice President, Technology & Operations
- iN DEMAND
- 12:15 p.m. **Luncheon Address**
Chris Cramer, President - CNN International Networks
Sponsored by Bell ExpressVu and DIRECTV
Location: Del Frisco's Double Eagle Steak House - Wine Cellar
1221 Avenue of the Americas (at 49th Ave. - McGraw-Hill Building)
- 1:50 p.m. Return to NBC Studio 6A
- 2:00 p.m. **How to Make the Important Interesting for the Viewer**
Moderator: **Sergio Sarmiento**, Vice President, Editorial Committee -
TV Azteca
Randall Pinkston, Correspondent - CBS
Bob McKeown, Host, The Fifth Estate - CBC
Richard Sambrook, Director - BBC News
- 3:30 p.m. **International Report**
Jean Stock, Secretary General - European Broadcasting Union
Björn Erichsen, Director, Television - European Broadcasting Union
David Astley, Secretary General - Asia-Pacific Broadcasting Union
- 4:30 p.m. **Advisory Council** (Open to NABA members only) to 6:00 p.m.
Location: Mezzanine A&B
Refreshments available thanks to New Skies Satellites

7:00 p.m. Reception and Dinner
HBO Terrace - 1100 Avenue of the Americas (6th Ave)
Between 42nd and 43rd Streets - 15th Floor

7:30 p.m. **Keynote Address**
Bob Wright, Vice Chairman and Executive Officer, GE.
Chairman and Chief Executive Officer, NBC
Sponsored by Microsoft, Nexion Media and Sony

Tuesday, February 11	Day Three	Location: NBC - Mezzanine A&B
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8:30 am **Registration Desk Open**
NBC Visitor Center, 49 West 49th Street
Continental Breakfast available outside Mezzanine A&B
Sponsored by New Skies Satellites

9:00 a.m. **News from the Consumer Electronics Industry – What the Future Looks Like**
Moderator: **Glenn Reitmeier**, Vice President, Technology - NBC
Jim Bonan, Senior Vice President, Corporate Strategy & New Business
Development - Sony Electronics Inc.
Mike Gittings, Director, Digital Television Marketing, DTV Consumers Products
Group - ATI Research Inc.
Patrick Griffis, Director, Worldwide Media Standards & Strategy - Microsoft
Corporation
Ralph Justus, Vice President, Technology & Standards - Consumer Electronics
Association
Paul Liao, Chief Technology Officer - Matsushita Electric Corporation of
America (Panasonic)

10:30 a.m. Refreshment Break
Sponsored by New Skies Satellites

10:50 a.m. **Regulatory and Intellectual Property Challenges and Opportunities**
Geoffrey Yu, Assistant Director General - World Intellectual Property
Organization
Bruce Boyden, Associate - Proskauer Rose LLP

12:00 p.m. **Closing Remarks**
José Ignacio Suarez Vazquez, Director, News - TV Azteca
Peter Smith, Vice President, Technical Planning & Engineering - NBC
Michael McEwen, Secretary General - NABA

1:00 p.m. Board Meeting (open to board members only)
Location: 15th Floor West Side Conference Room