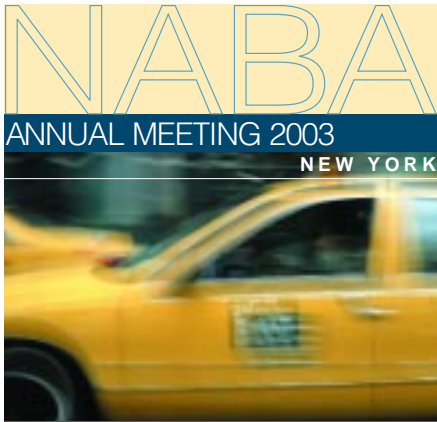





Our special thanks to our host NBC and Peter Smith and his team for their contributions and commitment to NABA's annual meeting.



**NABA**  
ANNUAL MEETING 2003  
NEW YORK



February 9 - 11, 2003  
NBC, 30 Rockefeller Plaza, NYC

NORTH AMERICAN BROADCASTERS ASSOCIATION

**NABA**

ANNUAL MEETING 2003

NEW YORK



**Meeting Program**

February 9 - 11, 2003 at NBC

30 Rockefeller Plaza, NYC



Hosted by   
**NBC**

## Welcome • Bienvenidos • Bienvenue

Dear Colleagues,

On behalf of the Board of Directors, welcome to NABA's annual meeting. Over the next two days we hope you will benefit from the exceptional panels of industry leaders who will be sharing their insights with us.

We are grateful to our hosts, NBC and in particular, Peter Smith, Tom Duff and Glenn Reitmeier for the outstanding facilities they have made available to us, and of course, for hosting our opening night dinner. The success of this year's meeting is in large part due to the efforts and enthusiasm of our colleagues at NBC.

During the year, a number of other NABA members contributed to the development of the program and our thanks to Richard Friedel, Terry Snazel, Bob Zitter, Joe Flaherty and Leonardo Ramos Mateos for assisting in the selection of topics and speakers for the meeting.

Finally, our appreciation to our sponsors for supporting NABA and broadcasters in North America. I hope you enjoy the opportunity to meet and share information with your NABA colleagues and that the success of the annual meeting serves you and your company's interests and is a launching pad for other NABA events during the year.

Sincerely,



José Ignacio Suarez Vazquez  
President, NABA

# NABA

ANNUAL MEETING 2003

NEW YORK

FEBRUARY 9 - 11, 2003



**Hosted by:** NBC

**Sponsored by:**

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

**DAY 1**

## Sunday, February 9

**Location:** NBC, 49 West 49th Street, New York

**9 : 3 0 A M**

### Registration Desk Open

**Location:** NBC Visitor Center, 49 West 49th Street  
Government issued personal identification required

**1 0 : 0 0 A M**

*Committee Meetings*

### Integrated Media Committee

**Location:** 14th Floor West Side Conference Room

### Legal Committee

**Location:** 15th Floor West Side Conference Room  
Coffee available in meetings rooms

**1 : 0 0 P M** Break (lunch on your own)

**2 : 0 0 P M**

*Committee Meetings*

### News and Operations Committee

**Location:** Mezzanine A

### Technical Committee

**Location:** Mezzanine B  
Coffee available in meetings rooms

## DAY 1

Sunday, February 9

6 : 3 0 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 : 0 0 P M

**Opening Night Dinner**

**Location:** Pegasus Suite at the Rainbow Room, Rockefeller Plaza  
Presentation of the NABA International Achievement Award  
*Hosted by NBC*

## DAY 2

Monday, February 10

**Location:** NBC – Studio 6A, 7th floor

8 : 3 0 A M

**Registration Desk Open**

**Location:** NBC Visitor Center, 49 West 49th Street  
Government issued personal identification required  
Continental breakfast available outside Studio 6A  
*Sponsored by New Skies Satellites*

9 : 0 0 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 : 1 5 A M

**Digital Roll Out Update**

**Moderator: Andrew Setos**, President, Engineering - Fox Entertainment 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

1 0 : 3 0 A M Refreshment Break *Sponsored by New Skies Satellites*

1 0 : 5 0 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

1 2 : 1 5 P M

**Luncheon Address**

**Chris Cramer**, President - CNN International Networks  
**Location:** Del Frisco's Double Eagle Steak House, 1221 Avenue of the Americas (at 6th Avenue - McGraw-Hill Building)  
*Sponsored by Bell ExpressVu and DIRECTV*

1 : 5 0 P M Return to NBC Studio 6A

2 : 0 0 P M

**How to Make the Important Interesting for the Viewer**

**Moderator: Sergio Sarmiento**, Vice President, Editorial Committee - TV Azteca  
**Aaron Brown**, Anchor, NewsNight - CNN  
**Mika Brzezinski**, Correspondent - CBS  
**Bob McKeown**, Host, The Fifth Estate - CBC  
**Richard Sambrook**, Director - BBC News

3 : 3 0 P M

**International Report**

**Jean Stock**, Secretary General - European Broadcasting Union  
**Bjorn Erichsen**, Director, Television - European Broadcasting Union  
**David Astley**, Secretary General - Asia-Pacific Broadcasting Union

4 : 3 0 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*

**DAY 2**

Monday, February 10

**7 : 0 0 P M****Reception and Dinner**

**Location:** HBO Terrace - 1100 Avenue of the Americas (6th Ave)  
Between 42nd and 43rd Streets - 15th Floor

**7 : 3 0 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*

**DAY 3**

Tuesday, February 11

**Location:** NBC - Mezzanine A&B

**8 : 3 0 A M****Registration Desk Open**

**Location:** NBC Visitor Center, 49 West 49th Street  
Government issued personal identification required  
Continental breakfast available outside Mezzanine A & B

*Sponsored by New Skies Satellites*

**9 : 0 0 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)

**1 0 : 3 0 A M** Refreshment Break *Sponsored by New Skies Satellites*

**1 0 : 5 0 A M****Regulatory and Intellectual Challenges and Opportunities**

**Geoffrey Yu**, Assistant Director General - World Intellectual Property  
Organization

**Jon Baumgarten**, Partner - Proskauer Rose LLP

**1 2 : 0 0 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 : 0 0 P M****Board Meeting** *(open to board members only)*

**Location:** 15th Floor West Side Conference Room

For information about upcoming  
NABA events log on to:

[www.nabanet.com](http://www.nabanet.com) 

# Things You Should Know

## How to Reach NABA staff while in New York

**Anh Ngo** (cell) 416 899-6192  
**Guy Skipworth** (cell) 416 988-7063

**Hilton New York** Phone 212 586-7000 Fax 212 315-1374

## Location of Events

### SUNDAY, FEBRUARY 9

#### Committee Meetings

NBC Visitor Center (Enter at 49 West 49th Street)  
 Please bring government issued photo identification

#### Opening Dinner

Pegasus Suite at the Rainbow Room, 30 Rockefeller Plaza, 212-632-5000  
 Enter at 49 West 49th Street. Coat check is available on the ground floor  
 Attendants will escort guests to 64th Floor

### MONDAY, FEBRUARY 10

#### Sessions

NBC Visitor Center (Enter at 49 West 49th Street)

#### Lunch

Del Frisco's Double Eagle Steak House, Wine Cellar 212 575-5129  
 1221 Avenue of the Americas. Corner of 49th and 6th Avenue - McGraw Hill Building

#### Keynote Dinner

HBO Terrace, 1100 Avenue of the Americas  
 Between 42nd and 43rd Streets. All bags will be checked by security.

### TUESDAY, FEBRUARY 11

#### Sessions

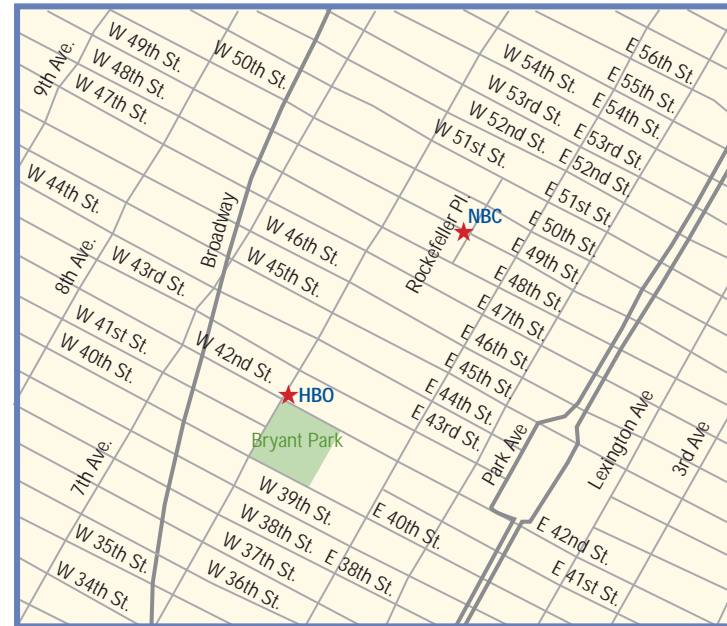
NBC Visitor Center (Enter at 49 West 49th Street)

**Note:** Please arrive 20 - 30 minutes early for events at HBO and NBC to clear security and make your way to the meeting rooms.

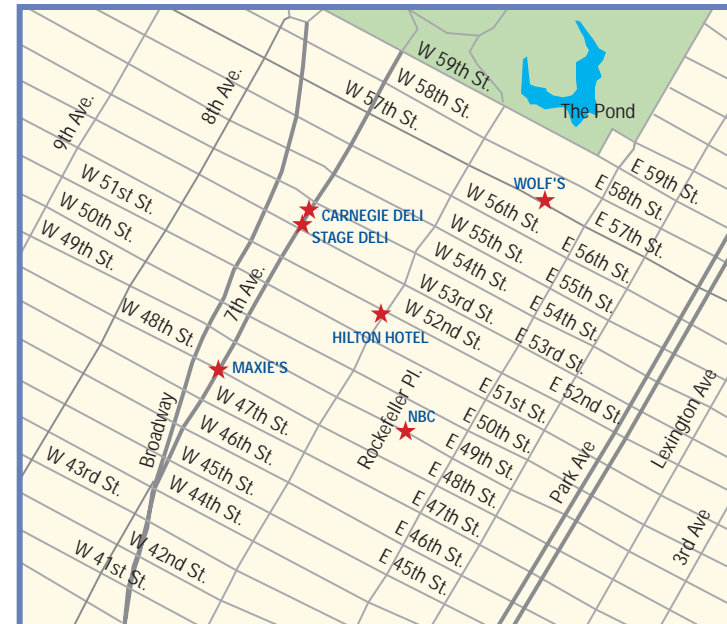
Your name must be on the security list at NBC and HBO so please ensure you advise NABA if you and a guest will be attending the evening events.

Please wear your NBC security badge while inside NBC.

## NBC to HBO



## NBC, Hilton Hotel and Delis



# Our thanks

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