

# NABA

**2009**  
**Conference & Annual**  
**General Meeting**

**Harmonization**  
**in the Digital Age**

**National Public Radio (NPR)**

635 Massachusetts Avenue, NW

**Willard InterContinental Hotel**

1401 Pennsylvania Avenue, NW



June 3-5, 2009 | Washington, DC

# President's Welcome

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Dear Colleagues,

On behalf of the Board of Directors, welcome to NABA's 2009 Conference & Annual General Meeting. With the US digital transition only one week away, high definition broadcasting has become mainstream, and expected by our viewers. At the same time our audiences are exposed to new means of getting and using television, radio, and multi-media services. We broadcasters need to understand this brave new world, the issues and the opportunities while maintaining focus on our core business. Hence, the theme for the Conference & AGM: "Harmonization in the Digital Age".

We are privileged to have a wide variety of knowledgeable industry experts to share a wealth of information and perspectives on our business. These individuals, along with friends from the regulatory environment in Canada, Mexico and the United States will update us on digital issues being faced in their respective countries and will also ensure an opportunity for dialogue and learning. To all the speakers and panelists, please accept my sincere thanks and appreciation for your participation in this important event.

My heartfelt thanks also go to the AGM Planning Group for the hours of deliberation and guidance, resulting in a very exciting program over the next two days.

During a time of continuous change, NABA has remained very productive and forward thinking. To all of you who have worked tirelessly in advancing the objectives of NABA, and in preparing for this Conference & Annual General Meeting, I thank you.

Sincerely,



Leonardo Mateos Ramos  
President, NABA

## We Are The North American Broadcasters Association

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### FULL MEMBERS:

CBC/Radio-Canada • CBS • Corporation for Public Broadcasting (CPB) /  
Public Broadcasting Service (PBS) • DIRECTV • Fox Entertainment Group  
NBC Universal • National Public Radio (NPR) • Sirius XM Radio Inc.  
Grupo Televisa S.A. • TimeWarner • TV Azteca S.A. de C.V.

### ASSOCIATE MEMBERS:

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### AFFILIATE MEMBERS:

ComtechTV • Eutelsat Inc. • Fujitsu • Genesis Networks  
GlobeCast America • Harris Corporation • iBiquity Digital • Inmarsat • Intelsat  
National Association of Broadcasters (NAB) • Nexion Media • Scopus Video Network  
SES Americom • Tandberg Television • Telesat • Zenith

## DAY 1 • Wednesday, June 3

### NABA Committee and Board Meetings NABA MEMBERS ONLY

**07:30 - 13:45 | SECURITY CHECK-IN**

Location: NPR (635 Massachusetts Avenue, NW)

**08:00 - 11:00 | Technical Committee Meeting**

Location: NPR, Board Room West

**11:15 - 12:15 | Legal Committee Meeting**

Location: NPR, Conference Room A

**12:30 - 13:30 | Safety & Security Committee**

Location: NPR, Conference Room A

**13:30 - 16:00 | Board of Directors Meeting**

Location: NPR, Board Room West

**16:30 | REGISTRATION DESK OPEN**

Location: Foyer of Pierce Room (Lower Level)  
Willard InterContinental Hotel  
(1401 Pennsylvania Ave, NW)

**17:00 - 18:00 | NABA General Membership Meeting  
(For all conference attendees)**

Location: Willard InterContinental, Lower Level, Pierce Room

**AGM Moderators:**

**David Baylor**, Secretary General, NABA  
**Leonardo Ramos**, President, NABA;  
Director, High Technology Projects,  
Televisa

**Committee Chairs:**

**Bob Winteringham**, Legal Committee  
**Robert Ross**, Safety & Security Committee  
**Bob Plummer**, Technical Committee  
**Michael Starling**, Technical Committee /  
Radio Subcommittee

An introduction and update on NABA activities for conference attendees.

## CONFERENCE OPENING EVENT

**18:30 - 20:30**

### WELCOME RECEPTION

**Location:** Courtyard at The Willard InterContinental Hotel  
(1401 Pennsylvania Ave, NW)

## DAY 2 • Thursday, June 4

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### 08:00 | EVENT CHECK-IN

Location: Foyer of Pierce Room, Lower Level, Willard InterContinental Hotel

### Continental Breakfast Available

### 09:00 - 10:30 | Location: Pierce Room

#### New Technology

Video and audio of entertainment, sports and news programming are being distributed on new platforms, using new technologies and with a great proliferation of new devices. Which of these add value to broadcasters and consumers; which are cannibalistic to existing businesses; which are potentially big and which won't matter?

**Bob Zitter, EVP**, Technology & Operations and CTO, HBO (**Moderator**)

**Andrew Frank**, Research VP, Gartner

**Phil Sharpe**, Sr. VP, Technology Operations, TBC Inc. & Turner Sports

**Juan Saldivar**, Director General, Digital, Televisa

**Peter Fannon**, VP, Technology Policy & Government Regulation, Panasonic Corporation of North America

### 10:30 - 11:00 | Refreshment Break

### 11:00 - 12:15 | Location: Pierce Room

#### The Regulators Speak: Digital Broadcasting in a Wireless World

What are the key issues and how are they prioritized? How can Broadcasters work closer with their respective administrations on spectrum sharing while simultaneously protect themselves from unwanted and detrimental interference from many unlicensed devices? As Canada and Mexico transitions from analogue to digital and the United States meets the new FCC administration, be sure to hear what's on the horizon from North American regulators.

**Leonardo Ramos**, President, NABA (**Moderator**)

**Hector Guillermo Osuna Jaime**, President, Comisión Federal de Telecomunicaciones (COFETEL)

**Vassilios Mimis**, Director, Broadcast, Multimedia Planning & Technical Policy Spectrum Engineering, Industry Canada

### 12:15 - 12:30 | Location: Pierce Room

#### World Electronic Media Forum IV Presentation

**Gaston Melo**, General Coordinator, World Electronic Media Forum IV (**Presenter**)

### 12:30 - 14:15 | Location: Crystal Room (Lobby Level)

#### NABA International Achievement Award Ceremony & Luncheon

### 14:30 - 15:45 | Location: Pierce Room

#### Satellite Interference

The intent of this session is to discuss how satellite interference has plagued broadcasters for years and solutions have been sought by every sector of the industry. Finally, a plan has emerged, carrying the support of key players in the industry to reduce and even eliminate interference.

**Dick Tauber**, VP, Transmission Systems & New Technology, CNN (**Moderator**)

**Patty Constantino**, Director, RF Operations Center, Intelsat

**Adam Edwards**, Sr. Manager, Payload Operations, SES Engineering

**Bob Ames**, President, Satellite Users Interference Reduction Group (SUIRG)

**David Hartshorn**, Secretary General, Global VSAT Forum (GVF)

**15:45 - 16:00 | Refreshment Break****16:00 - 17:30 | Location:** Pierce Room**Terrestrial Broadcasting & Spectrum Issues**

This panel will discuss and debate the problems related to the proliferation of new wireless devices that are flooding the professional and consumer markets with governments making spectrum available to support this wireless world, and with much of this spectrum being assigned and planned for at the expense of the broadcasting bands. Presently, several Administrations are beginning to authorize on a national basis new wireless radiocommunication devices to operate without an allocation in the International Radio Regulations (RR) in frequency bands uniquely allocated to the Broadcast Services BS and BSS. Such unauthorized operations will result in interference to the authorized broadcasting services, and wireless devices such as Ultra Wide Band (UWB), Power Line Transmission (PLT), White Space (WS) operations, Short Range Devices (SRD), etc. Operating in broadcast bands without an allocation in the Radio Regulations will cause harmful interference and may damage broadcasting services. Highly qualified experts will discuss the problems related to such operations and their resulting interference.

**Joe Flaherty**, Sr. VP, Technology, CBS (**Moderator**)**Ray Carnovale**, VP & CTO, CBC/Radio-Canada**Lynn Claudy**, Sr. VP, Science & Technology, NAB**Dave Donovan**, President, Maximum Service Television (MSTV)**Charles Einolf**, Consultant, CBS**Chris D. Imlay**, General Counsel, Amateur Radio Relay League (ARRL)

## NABA INTERNATIONAL ACHIEVEMENT AWARD CEREMONY & LUNCHEON

### INTERNATIONAL ACHIEVEMENT AWARD RECIPIENT & LUNCHEON

**SPEAKER: Kevin Klose**, President Emeritus, NPR



**Kevin Klose**, the recipient of the 2009 NABA International Achievement Award is recognized for his outstanding leadership in the broadcasting industry. A former editor, and national and foreign correspondent with The Washington Post, Klose is an award-winning author and international broadcasting executive. Prior to joining NPR in December 1998, Klose served successively as Director of U.S. International Broadcasting, overseeing the U.S. Government's global radio and television news services (1997-98); and President of Radio Free Europe/Radio Liberty (RFE/RL), broadcasting to

Central Europe and the former Soviet Union (1994-97). Klose first joined RFE/RL in 1992 as Director of Radio Liberty, broadcasting to the former Soviet Union in its national languages. Since April of this year, Klose has assumed the position of Dean of the University of Maryland's Philip Merrill College of Journalism.

Under Klose, NPR became the United States' premier non-profit source of fact-based, contextual journalism for radio, the internet, cell phone, and satellite delivery systems. NPR's national radio audience doubled from 13 million weekly listeners in 1998 to 26 million weekly listeners today, a growth rate unmatched by any U.S. broadcast or cable network.

Mr. Klose's focus on the value of international broadcasting news and information has been in the best tradition of NABA, whose mission is to promote the interests of North American Broadcasters internationally through cooperation and coordination with the world's broadcasters as well as international regulatory and policy bodies.

# DAY 3 • Friday, June 5

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## 08:30 | EVENT CHECK-IN

Location: Pierce Room, Lower Level, Willard InterContinental Hotel

## Continental Breakfast Available

09:00 - 10:30 | Location: Pierce Room

### Radio Challenges and Opportunities

Across North America, radio is fast evolving as a multimedia delivery platform with unique characteristics: ubiquity, low costs, and a flexible delivery platform. Dramatic changes to station allocations are being proposed for Mexico, new regulators are taking their seats in the United States and Canada continues to lead in the deployment and testing of new radio technologies. Additionally, advanced applications for digital radio services are being purpose built for interoperability with online offerings, emphasizing new audiences and new revenue opportunities. The panelists highlight leading edge efforts in Canada, Mexico and the United States and offer their assessments about which propositions are the highest priorities for investment in a dynamic and challenged economy.

**Michael Starling**, Executive Director & CTO, NPR Labs (Moderator)

**Michel Arpin**, Vice Chairman, Broadcasting, Canadian Radio-television and Telecommunications Commission (CRTC)

**Rick C. Chessen**, Acting Chief of Staff, Senior Legal & Media Advisor, FCC

**Lynn Claudy**, Sr. VP, Science & Technology, NAB

**Milford Smith**, Chair, National Radio Systems Committee (NRSC)

10:30 - 11:00 | Refreshment Break

11:00 - 12:00 | Location: Pierce Room

### WIPO / Intellectual Property Update

While the World Intellectual Property Organization (WIPO) has to-date failed to update the treaty that protects broadcaster's signals, many things that affect broadcaster rights are being discussed at WIPO. Join broadcasting legal experts as they update the topics under consideration at WIPO and explain what efforts are being made to ensure that broadcasters are being protected from signal theft on an international level.

**Bob Winteringham**, Deputy General Counsel, CPB (Moderator)

**Erica Redler**, WIPO Representative, NABA

**Brad Silver**, Counsel, Intellectual Property, TimeWarner

**Ben Ivins**, Sr. Associate General Counsel, NAB

**Alejandro Bustos**, Corporate Legal General Director, Televisa

12:00 - 13:00 | Location: Buchanan Room

### Buffet Lunch

13:00 - 14:30 | Location: Pierce Room

### Mobile Handhelds

Where are we and where are we headed tomorrow, domestically and internationally? A group of panelists, with the help of the audience, will investigate four key areas: What are the current standards? What are the current US broadcasters roll-out plans? What are the issues and concerns moving forward? How do we achieve seamless harmonization throughout North America?

**Anne Schelle**, Executive Director, Open Mobile Video Coalition (OMVC) (Moderator)

**Anthony Caruso**, Director, New Broadcast Technologies, CBC/Radio-Canada

**Mark Richer**, President, ATSC

**Wayne Luplow**, VP, HDTV Standards & Promotion, Zenith

**Jim Kutzner**, Chief Engineer, Enterprise Technology, PBS

**14:30 - 15:00** | Location: Pierce Room

### Moderator Summaries from Sessions and Close of Conference

This closing session will be used to review and catalogue the issues and concerns raised by the various panels and audience discussion and, where possible, to identify strategies for a "NABA Future Plan" to pursue over the coming years to ensure optimum utilization of resources and achieve maximum success.

David Baylor, Secretary General, NABA (Moderator)

## WALKING MAP FROM THE WILLARD INTERCONTINENTAL TO NPR:

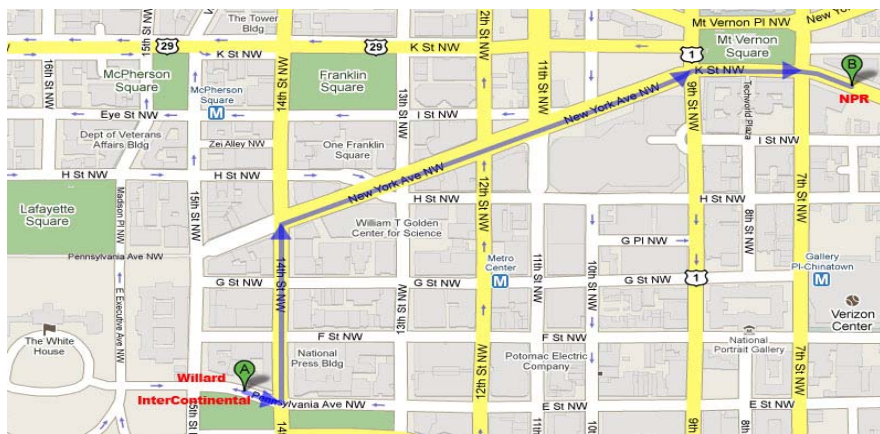
1. Head east on Pennsylvania Ave NW, (towards 14 St, NW)
2. Left at 14th Street, NW
3. Right at New York Ave, NW
4. Slight right at K St NW
5. Continue on Massachusetts Ave, NW to address 635

### Willard InterContinental

1401 Pennsylvania Ave, NW  
Washington, DC 20004  
+1-202-628-9100

### NPR Offices

635 Massachusetts Ave, NW  
Washington, DC 20001  
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## INSTRUCTIONS AT THE WILLARD INTERCONTINENTAL:

- All panel sessions are in the **Pierce Room** on the lower level of the hotel.
- The **Buchanan Room** (Friday lunch) is also located on the lower level.
- The **Crystal Room** (International Achievement Award Ceremony & Luncheon) and the **Courtyard at the Willard InterContinental Hotel** (Welcome Reception) are located on the lobby level of the hotel.

*Please see hotel and/or NABA Staff if you have any questions.*

# IMPORTANT CONTACT INFORMATION

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The **North American Broadcasters Association (NABA)** is a non-profit union of broadcasting organizations throughout North America committed to advancing the interests of broadcasters at home and internationally. Our members include network broadcasters and industry colleagues in Canada, Mexico and the United States.

For more information, visit

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