

## **PROMAX/BDA'S NORTH AMERICAN CONFERENCE TO EXPLORE IMPACT OF NEW CONTENT DELIVERY PLATFORMS**

### **Speakers and Panelists to Share Insights during Lively Mix of Sessions June 20-22 in NYC**

Los Angeles, CA – June 16, 2006 – New content delivery platforms—the explosion of broadband video channels, mobile video devices and even video-on-demand—are having a profound impact on viewing audiences the world over. Recognizing this, Promax/BDA has secured an insightful, timely and relevant lineup for its annual North American conference. Taking place at New York City's Marriott Marquis June 20-22, several Promax/BDA sessions and workshops will examine the impact of new delivery platforms on consumers' viewing behavior.

Empowering its membership with the latest studies and data on new media platforms and predictions regarding consumer behaviors and trends, the organization will also provide a multitude of marketing tools and solutions that will contribute to the professional marketer's effectiveness in leveraging the appeal of new content delivery platforms to reach a broader audience share.

Jim Chabin, President/CEO of Promax/BDA, said: "Digital technology is growing at an unfathomable speed, and what was a mere vision a year ago—like mobile video, for example—is on the verge of being widely deployed. Not only are we going to explore these areas in detail, but we have asked several of our industry's leaders to present ways in which our attendees can implement and take advantage of these developments in order to enhance their business models right now."

Among the many Promax/BDA seminars dealing with future trends and technologies are:

***Beyond the :30 Spot: Out-of-Home Television Networks Today*** – Moderator, *Anne White*, VP of Programming & Creative PRN, along with panelists *John Miller*, Chief Marketing Officer, NBC; *Kent Hodder*, Co-Founder, Met Hodder; *Patt Hellberg*, Director Nike Design Brand Media, Nike; *Michael Quinn*, SVP Marketing, Research and Product Development, Premier Retail Networks; and *John Bigay*, Vice President, Marketing and Programming, Captivate Network enrapture audiences with their insights, best practices and their personal visions for alternatives to the traditional 30-second spot. (Wednesday 6/21 at 4:30pm, Marquis Ballroom, 9th Floor)

***The Site*** – Host *Frank Radice*, SVP, Advertising & Promotion of NBC Entertainment takes an in-depth look at the next frontier of television – marketing on the wild, wild web. Sharing their experiences are *Beth Comstock*, President, NBC Universal Digital Media and Market Development; *Tim Armstrong*, Vice President, Advertising Sales, Google; *Henry Copeland*, President, Blogads.com, *Shelly Palmer*, President, Palmer Advanced Media and Chairman of NATAS Digital. (Thursday, 6/22 at 9:45am, Broadway Ballroom, 6th Floor)

***Best Practices for Moving Your TV Brand to Cell Phones and the Web*** – Presented by *Graeme Newell*, President, 602 Communications and *Stephen Warley*, Executive Director, Digital Media, 602 Communications – the duo will illustrate how to best compliment the branding power of broadcast with marketing campaigns designed specifically for the web and cell phones. (Thursday, 6/22 at 12:30pm, Marquis Ballroom, 9th Floor)

***How Do You Bug a 2-Inch Screen? Creative Branding in a Multi-Platform World:*** Moderator *Lee Hunt*, President, Lee Hunt, LLC, explores the obstacles and solutions developed by some of the frontrunners in this brave new world of video-on-demand, pod-casts, mobisodes and the web, where content is being delivered to consumers from all directions and the demand for more is growing. As

content providers break into these new and exciting platforms, how does branding, promotion and advertising claim their space? Panelists include *Stephanie Gibbons*, Executive Vice President, Marketing & Promotions, FX Networks; *Beth Higbee*, SVP, Scripps Network Interactive, Scripps Network; and *Eleo Hensleigh*, Chief Marketing Officer, EVP, Marketing & Brand Strategy, Disney/ABC Networks. (Thursday, 6/22 at 10:00am, Soho Complex, 7th Floor)

***Promercials? Commotion? The Brave New World of Integrated Marketing*** – Moderated by *Kim Rosenblum*, Senior Vice President Creative, TV Land/Nick At Nite with panelists *Neil Schuurmans*, Senior Vice President Creative Director, Spike TV; *Brent Poer*, Senior Vice President/Production, MediaVest Worldwide; *Katherine Johnson*, VP, TBS and TNT Promotions and Marketing, Turner Broadcasting, the group provides examples of great creative that integrates product messages and brand attributes in seamless, entertaining ways. (Wednesday, 6/21 at 5:30pm, Soho Complex, 7th Floor)

To view the full lineup of Promax/BDA sessions, workshops and events, please visit: [http://www.promax.tv/conf\\_06new.asp](http://www.promax.tv/conf_06new.asp).

#### **About Promax/BDA**

Promax/BDA is a global, non-profit association dedicated to advancing the role and effectiveness of promotion, marketing and broadcast design professionals in the electronic media. For further information on the organization or its annual Promax/BDA Conference, please visit, <http://www.promaxbda.tv>.

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