

# **THE FUTURE OF PUBLISHING: Setting the Agenda for Publishing's New Business Model Amid Digital Disruption**

**AGENDA FOR TUESDAY, MARCH 16<sup>TH</sup>**

\*Please note, the following agenda will evolve in accordance with market changes. The program will be updated to reflect the industry developments and major announcements.

**8:00-8:30**

*Registration & Morning Coffee*

**EXPERIENCE THE FUTURE, BROUGHT TO LIFE  
DISCOVERY LAB INTERACTIVE DEMOS**

**8:30-9:00**

**SETTING THE STAGE FOR THE TABLET REVOLUTION  
WELCOME FROM THE CONFERENCE CHAIRPEOPLE**

**Tim Bjarin, President, Creative Strategies  
Colin Crawford, former EVP Digital, IDG Communications, Inc.**

**9:00-9:45**

**HOW WILL PUBLISHERS REACH CONSUMERS?  
THE RETAIL PERSPECTIVE**

**Tom Turvey, Director, Strategic Partnerships, Google**

**9:45-10:15**

**Morning Break**

**EXPERIENCE THE FUTURE, BROUGHT TO LIFE  
DISCOVERY LAB INTERACTIVE DEMOS**

**10:15-11:15**

**UNCOVERING THE LATEST TECHNICAL ADVANCES AFFECTING YOUR FUTURE BUSINESS  
MODEL**

**PART 1: A FOCUS ON DEVICES**

**10:15: Mike Abary, Senior Vice President, Sony  
10:45: Weili Dai, Co-Founder, Vice President and General Manager of Communications and  
Computing Business Unit, Marvell Semiconductors**

**11:15-12:15**

**UNCOVERING THE LATEST TECHNICAL ADVANCES AFFECTING YOUR FUTURE BUSINESS  
MODEL**

**PART 2: A FOCUS ON PLATFORMS**

**11:15: Johnny Loiacono, SVP & General Manager, Creative Solutions Business Unit, Adobe  
Systems, Inc.  
11:45: Luis Pineda, SVP, Marketing & Product Development, Qualcomm**

**12:15-1:15**

**HEWLETT PACKARD LUNCHEON KEYNOTE**

**Phil McKinney, Chief Technology Officer, Hewlett-Packard**

**1:15-1:30**

**AFTERNOON CLOSED-DOOR SESSIONS BEGIN**

**WELCOME AND OVERVIEW FROM THE BOOK, MAGAZINE, AND NEWSPAPER CHAIR**

<b><u>BOOK CHAIR:</u></b> Carolyn Pittis SVP, Global Author Services, Harper Collins	<b><u>MAGAZINE CHAIR:</u></b> Josh Quittner Editor at Large TIME Magazine	<b><u>NEWSPAPER CHAIR:</u></b> Brad Stone Writer, Internet Trends & Consumer Technology New York Times
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**1:30-2:00**

**FIRESIDE CHATS BEGIN**

**1-ON-1 INTERVIEWS WITH INDUSTRY VISIONARIES**

<b><u>BOOK VISIONARY:</u></b> Raj Murari, SVP, CFO, Disney Publishing Worldwide (interviewed by Carolyn Pittis, Harper Collins)	<b><u>MAGAZINE VISIONARY:</u></b> Terry McDonell, Editor, Sports Illustrated, SI Tablet (interviewed by Josh Quittner, TIME)	<b><u>NEWSPAPER VISIONARY:</u></b> Caroline Little Chief Executive Officer Guardian (interviewed by Brad Stone, New York Times)
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**2:00-2:30**

**EXPERIENCE THE FUTURE, BROUGHT TO LIFE**

**DISCOVERY LAB INTERACTIVE DEMOS**

*Afternoon Networking & Refreshment Break*

**2:30-4:00**

**BUSINESS MODEL STRATEGY PANELS BEGIN**

<b><u>BOOK PANEL:</u></b> Moderated by Carolyn Pittis, Harper Collins <ul style="list-style-type: none"><li>• Ellie Hirschhorn, EVP, Chief Digital Officer, Simon &amp; Schuster Digital</li><li>• Cheryl Cramer Toto, SVP, Digital Strategy, Houghton Mifflin Harcourt</li><li>• Olaf Ernst, President, eProduct Management &amp; Innovation, Springer Science &amp; Business Media</li><li>• Hank Boye, Publisher, Harvard Business Review</li><li>• Nina von Moltke, VP, Digital Publishing Development, Random House</li></ul>	<b><u>MAGAZINE PANEL:</u></b> Moderate by Josh Quittner, TIME <ul style="list-style-type: none"><li>• Sean Nolan, Vice President, Online Operations and External Marketing, Rodale</li><li>• Geoff Reiss, General Manager, Newsweek Digital</li><li>• Cyndi Stivers, Managing Editor, EW.com, Entertainment Weekly</li><li>• Mark Jannot, Editor in Chief, PopSci Media Group</li><li>• Bruce Upbin, Editor, Forbes Magazine</li></ul>	<b><u>NEWSPAPER PANEL:</u></b> Moderated by Brad Stone, Technology Reporter, New York Times <ul style="list-style-type: none"><li>• Lincoln Millstein, SVP, Digital Media, Hearst Newspapers</li><li>• Michael Zimbalist, Vice President, Research &amp; Development Operations, New York Times</li><li>• Greg Zorthian, President, Americas, Global Circulation Director, Financial Times</li><li>• Nancy Andrews, Managing Editor, Digital, Detroit Free Press</li><li>• Steve Colvin, President, Daily Beast</li><li>• Suki Dardarian, Managing Editor, Seattle Times</li></ul>
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**4:00-5:00**

**THE EXECUTION: TYING IT ALL TOGETHER**

**Doug Carlson, Managing Director, Zinio  
Rohan Shravan, Founder, Director, Notion Ink  
John Lema, Chief Executive Officer, ScrollMotion  
Brad Inman, Chief Executive Officer, Vook  
Gil Fuchsberg, President, Skiff**

**5:00-5:15**

**THE NEXT CHAPTER BEGINS: A LOOK TO THE FUTURE  
CLOSING REMARKS FROM THE CONFERENCE CHAIRPEOPLE  
Tim Bjarin, President, Creative Strategies  
Colin Crawford, former EVP Digital, IDG Communications, Inc.**

**5:15-6:15**

**COCKTAILS AND CASUAL CONVERSATION**