



The Office of Workforce & Economic Development



City of Santa Monica

DIGITAL ENTERTAINMENT

.....Advertising, Distribution, & the Consumer.....



Join us Wednesday, May 5, 2010 from 5:30pm – 8:00pm at the Santa Monica Library

Registration Required (no cost) >>> <http://digitalentertainment.eventbrite.com/>

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Digital Entertainment: Advertising, Distribution & the Consumer

Join Los Angeles Business and Industry Executives as they share cutting edge insights on monetizing digital entertainment, discuss new and future business models for digital media across platforms and the impact that this evolving industry will have on our future workforce.

Schedule:

5:30pm	Onsite Registration Opens & Check-in
6:00pm	Welcome
6:00-6:30pm	State of the Industry
6:30-7:30pm	Digital Entertainment Roundtable
7:30-8:00pm	Audience Q/A

Scheduled Speakers: *(Subject to change without notice)*

Alex Barkaloff, Executive Producer, Digital Media, **LIONSGATE**

Richard Bullwinkle, Chief Evangelist, **ROVI CORP (formerly Macrovision)**

Eric Mark, Partner, **DELOITTE MEDIA ENTERTAINMENT**

Rob Schonfeld, Vice President, Pay Television & Digital Distribution, **DISNEY ABC**

Louisa Shipnuck, Managing Principle, Media Entertainment, **VERIZON BUSINESS**

Moderator: **Emily Della Maggiora**, President, Treehouse Strategies Inc.;
Santa Monica College, Workforce & Economic Development

Sponsors Include:

ThinkLA.org
Bizmore.com
GirlsInTech
Small Business Development Center (SBDC)

Location:

Santa Monica Library
MLK Auditorium
601 Santa Monica Blvd
Santa Monica, CA 90405