A Two-Day Conference on Business Models, Regulatory Issues, & Content Acquisition for Internet-Enabled Television

June 14 & 15, 2007
Beverly Hills, California
The Beverly Hilton

Credits: CA MCLE 11.5 (call about others)
Quick when/where: 8:30 a.m., 9876 Wilshire Blvd

Featuring Speakers From:

- AT&T Inc.
- Bingham McCutchen LLP
- CSMG ADVENTIS
- Davis Wright Tremaine LLP
- Google
- Insight Communications
- Kirkpatrick & Lockhart Preston Gates Ellis LLP
- Mediatech Law Group LLC
- Microsoft Corporation
- Microsoft TV
- Mintz Levin Cohn Ferris Glovsky and Popeo P.C.
- Stanford Financial Group
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- TiVo Inc.
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- YouTube, Inc.

Internet-Enabled Television Conference
June 14 & 15, 2007 | Beverly Hills, California
The Beverly Hilton

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This seminar provides the first national comprehensive analysis of Internet television. “The breathtaking evolution of Internet television has produced an array of legal and business issues. Competing technologies vie for market dominance. Even the traditional structure of the television market is under scrutiny as franchising gives way to cable service providers.

Day One focuses on technology, business models and regulatory issues. Our outstanding faculty provides an overview of business models and associated legal issues, necessary network facilities, and markets. The afternoon examines the future of franchising. Capping the day is a debate over net neutrality and implications for business planners. Day Two is dedicated to content access, acquisition and protection. Our expert faculty examines legislative and regulatory issues pertaining to program access from multiple perspectives. Discussion turns to optimizing the selection of services and content providers and the creation of a content deal. The program concludes with the resolution of issues arising during negotiations between service providers and content owners.


New “Net TV” services: A shift towards Internet-oriented cyber law issues for interactive usage such as user-generated content, the service Google recently announced and that Yahoo has in the works

William J. Dorgan, Esq., Legal Director
Yahoo! Inc. ~ Sunnyvale, CA

Glenn Otis Brown, Esq., Product Advisor
Google ~ Mountain View, CA

12:15 Lunch (on your own)

1:30 How the Rules Governing Use of Intellectual Property Affect What You Can Do

Copyrights

Matthew Zinn, Esq.,
Senior Vice President, General Counsel and Chief Privacy Officer
TiVo Inc. ~ Alviso, CA

Practical tips for setting up controls and systems to avoid liability of infringement

Zahavah Levine, Esq., Chief Counsel
YouTube, Inc. ~ San Francisco, CA

3:00 Break

3:15 Picking the Right Dance Partner: Finding the Best Fit Between Various Services and Content Owners, Distributors and Aggregators

Who owns content and when does it make sense to work directly with the owner?

Kraig L. Marini Baker, Esq.,
Davis Wright Tremaine LLP ~ Seattle, WA

Working with content distributors and aggregators: What is their role and when does it make sense to work with them?

Joleen Winther Hughes, Esq.,
Mediatech Law Group LLC ~ Seattle, WA

4:45 How IPTV Fits Into the Shifting Competitive Landscape

Creating opportunities and challenges for IPTV: investment trends; government policies

Rebecca Arbogast, Esq., Principal
Stifel, Nicolaus & Co., Inc. ~ Washington, DC

5:15 Reception for Attendees and Faculty Sponsored by Bingham McCutchen LLP and Davis Wright Tremaine LLP
### Friday, June 15, 2007

**Registration and Continental Breakfast**

8:00

**Day Two Overview: Content Access, Acquisition and Protection**

Scott R. Maples, Esq., *Program Co-Chair*

William B. Wilhelm, Jr., Esq., *Program Co-Chair*

8:45 The Debate Over Net Neutrality: Who is Arguing for What? What is Likely to Happen? What are the Implications for Business Planners?

Carrier (telecommunications/cable facility owner) perspective

Bruce R. Byrd, Esq., *Vice President & General Counsel*
AT&T Inc. ~ Washington, DC

ISP perspective

William B. Wilhelm, Jr., Esq., *Program Co-Chair*

Technology provider perspective

Daniel M. Waggoner, Esq.
Davis Wright Tremaine LLP ~ Seattle, WA

10:30 Break

10:45 The Evolution of Regulatory Jurisdiction as the Law Struggles to Keep Up With Changing Technology

Changes in regulation of television broadcast and cable services: Overview of cases, agency activity, and legislation on the federal, state and local levels

Howard J. Symons, Esq.
Mintz Levin Cohn Ferris Glovsky and Popeo P.C. ~ Washington, DC

Program access: Legislative and regulatory issues regarding the ability of companies to obtain access to third-party programming; legal theories for requiring, or allowing, companies to deny access; update on judicial and agency proceedings

Martin L. Stern, Esq.
Kirkpatrick & Lockhart Preston Gates Ellis LLP ~ Washington, DC

12:00 Lunch (on your own)

1:15 Drafting Workshop: The Anatomy of a Content Deal

Common provisions for a cable-style affiliate agreement; content licensing agreements

Melanie Griffith, *Vice President Programming*
Insight Communications ~ New York, NY

What additional deal terms are recommended for Internet-enabled services?

Jama Cantrell, Esq.
Microsoft Corporation ~ Redmond, WA

3:00 Evaluations and Adjourn

### Registration & Other Conference Information

**Tuition:** Regular tuition for this program is $995 with a group rate of $895 each for two or more registrants from the same firm. For government employees, we offer a special rate of $795. For students and people in their job for less than a year, our rate is $497.50. All rates include admission to all seminar sessions, food and beverages at breaks, and all course materials. Make checks payable to Law Seminars International.

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**Substitution & Cancellation:**

You may substitute another person at any time. We will refund tuition, less a $50 cancellation fee, if we receive your cancellation by 5:00 p.m. on Friday, June 8, 2007. After that time, we will credit your tuition toward attendance at another program or the purchase of a Homestudy. There is a $25 cancellation fee for Course Materials orders and $50 for Home-study orders.

**Seminar Location:** The conference will be held at the The Beverly Hilton at 9876 Wilshire Blvd in Beverly Hills, CA 90210. Call the hotel directly at (310) 274-7777 for reservations and ask for the “Catering Rate” for the special negotiated rate. Rooms are on a first come, first served basis.

**Continuing Education Credits:**

Law Seminars International is a State Bar of California approved MCLE provider. This program qualifies for 11.5 CA MCLE credits. Upon request, we will apply for CLE credits in other states and other types of credits.

**If You Cannot Attend:**

Our complete Homestudy Course, consisting of a VHS or DVD recording and the written course materials, is available for $1005. The written course materials alone are available for $100. We will ship your Homestudy order via UPS ground within two weeks after the seminar or the date we receive payment (whichever is later).
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Who Should Attend:
Lawyers, telecommunications, cable and Internet executives, government regulators, and large telecommunications users

This Seminar Addresses:
- Demonstration of new technological capabilities that create new regulatory and content distribution and protection issues
- Update on the new business models, the network facilities necessary for acceptable video quality and markets with adequate facilities
- How the bucket of legal issues that you will have to resolve will differ from the business model
- How the rules governing use of the intellectual property affect what you can do
- Picking the right dance partner: Finding the best fit between various services and content owners, distributors and aggregators
- The debate over net neutrality: Who is arguing for what? What is likely to happen? What are the implications for business planners?
- The evolution of regulatory jurisdiction as the law struggles to keep up with changing technology
- Drafting Workshop: The anatomy of a content deal

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