

**Caltech/MIT Enterprise Forum
December 9, 2006**

**Entertainment in Transition:
What place for the Entrepreneur?**

KEYNOTE

Ted Cohen

Managing Partner

TAG Strategic

and

Former Senior Vice President,, Digital Development & Distribution

EMI Music

As Managing Partner of TAG Strategic Ted Cohen integrates a national reputation for widespread digital authority in music, mobile, IPTV and product & service development, drawn from his extensive executive experience, as a thirty-year industry veteran.

In his previous role as Senior Vice President of Digital Development and Distribution for EMI Music (home of artists including Coldplay and the Rolling Stones), Cohen led next-generation digital business development worldwide for this "big four" record company, which includes labels such as Capitol, Virgin, Angel/Blue Note, Parlophone and Chrysalis. During that time, EMI led the industry by embracing and exploiting new technologies and business models such as digital downloads and online music subscriptions, custom compilations, wireless services, high-definition audio and Internet radio. Cohen was instrumental in crafting the licensing agreements upon which the Rhapsody subscription service and the iTunes Music Store were built.

In addition to seeking out, evaluating and executing business opportunities for the company on a global basis, Cohen served as both a strategist and key decision-maker for EMI's global new media and anti-piracy efforts. He worked to establish company-wide digital policies, which have provided EMI's artists and labels a substantial advantage in the digital music arena.

Prior to his role at EMI, Cohen served as Executive Vice President of Digital Music Network Inc., where he co-founded and served as Chairman of the groundbreaking Webnoize conferences.

Cohen also led two highly successful new media consulting operations, DMN Consulting and Consulting Adults, attracting clients such as Amazon.com, Microsoft, Universal Studios, DreamWorks Records, Liquid Audio, and Wherehouse Records/Checkout.com.

Cohen was recently elected Chairman of the Mobile Entertainment Forum Americas Board, and currently chairs MidemNet, an international music/technology conference convened in Cannes each year. Cohen also serves on the NARAS (Grammy) Los Angeles chapter Board of Governors, as well as on the national Trustee Board, and the Board of Directors for the Neil Bogart Memorial Fund. He also co-chairs the new media arm of the T.J. Martell Foundation, and lends his time and talents to music & technology education efforts such as the "Grammy In The Schools" program.

SPEAKERS

Christopher Chisholm

*Partner and Co-founder
Good News Holdings
Founder of E! Entertainment*

Christopher Chisholm is Director of Mobile, Internet and New Technology of Good News Holdings. Good News Holdings is a vertically integrated multimedia company that delivers content across multiple digital platforms including mobile, internet, IPTV as well as traditional media. He serves as the head of the company's Technology and Entertainment Group, which is responsible for aggregating, licensing, acquiring, distributing and exhibiting content across all digital platforms.

Mr. Chisholm is an award-winning producer, director and writer who has developed and created numerous productions ranging from feature film to the New York stage, as well as many network and cable television shows. A three-time Emmy Award recipient, Mr. Chisholm was on the founding team of E! Entertainment Television, and also served as a creative sales, marketing and branding executive for the Microsoft Corporation.

Larry Gerbrandt

*Senior Vice President/General Manager
Nielsen Analytics*

Larry Gerbrandt is General Manager and Senior Vice President of Nielsen Analytics, a new division of VNU's Media Measurement & Information group, headquartered in Los Angeles. Larry is responsible for developing leading edge research, analyses and valuation services to companies in the media and entertainment space.

In addition to original research on emerging technologies, Nielsen Analytics conducts primary consumer-level research, and synthesizes top level research from the many VNU divisions, including Nielsen Entertainment, Nielsen Media Research, Claritas, SRDS and Scarborough. Larry's focus is on the convergence of content delivery and consumer media technology, and the underlying economic models in the television, motion picture, cable, satellite, music, home video, video game and mobile entertainment.

Prior to joining Nielsen, Larry served in various analytical, editorial and management roles during his twenty-year tenure at Kagan World Media, most recently as Chief Operating Officer, and also led the media and entertainment practice at AlixPartners LLC.

MODERATOR & PROGRAM PRODUCER

Lynn Foster

Emerging Technologies Director
Greenberg Traurig L.L.P.

Lynn E. Foster is the Emerging Technologies Director of Greenberg Traurig, L.L.P., the 8th largest law firm in the United States. In this position he advises technology companies on technology transfer, patent licensing, strategic partnerships and raising capital.

Greenberg has emerged as one of the pre-eminent law firms in the entertainment industry. Their entertainment team represents some of the biggest companies and best-known artists in the industry, with expertise in music, motion picture, television, sports, internet and digital media. The company specializes in leading and structuring deals successfully, with its critical access to key players in the entertainment industry as an important asset.

Prior to joining Greenberg Traurig Mr. Foster held technology industry positions in corporate, entrepreneurial and government settings that ranged from managing software development in the aerospace industry to heading a startup. He also managed CalTIP, the State of California's technology commercialization program that matched Federal research and development grants with commercialization funding.

Mr. Foster is the Editor and Co-author of the Nanotechnology and Technology Transfer Textbook "*Nanotechnology: Science, Innovation & Opportunity*" (Prentice Hall, 2005). He authored the first *Nanotechnology Trade Study*, and has directed eight Nanotechnology conferences and trade missions. He serves on Advisory Boards for the Nano Science and Technology Institute and Finaventures, a Venture Capital fund focused on early and mid-stage technology ventures. He also serves on the Executive Committee of the Caltech/MIT Enterprise Forum.

PROGRAM PRODUCER

Maura Kim

Senior. International Trade Specialist
U.S. Department of Commerce

Maura Kim is a Senior International Trade Specialist with the U.S. Commercial Service, the export promotion arm of the U.S. Department of Commerce (USDOC). She covers the electronic media, IT and telecom, entertainment and education industries/services sectors in Los Angeles. The Commercial Service, in conjunction with its network of offices in eighty U.S. Embassies and U.S. Consulates worldwide, helps companies to market their products and services globally. Firms receive assistance developing overseas contacts, as well as guidance on cultural issues and business protocol.

As the USDOC's national Information Communication Technologies (ICT) Team's Electronic Media/Broadcast Technology Specialist and Asia Now Coordinator, she advises clients about solutions available to help them meet the following a variety of challenges that they face in international regions. These include geographic (infrastructure), and cultural diversity and its affect on logistics and supply chain, complex commercial environments (and thus the importance of contacts with customers, partners, competitors, and governing bodies), the lack of harmonization of standards and regulations (including foreign government procurement); and of paramount importance, IPR theft.

PROGRAM PRODUCER *cont.*

She hosts U.S. Embassy-led, buyer delegations on digital media and broadcast technologies to Los Angeles from markets including Brazil, Hong Kong, Taiwan, Thailand, the Philippines, and Indonesia. She is an ICT Team leader for the USDOC's international program offerings at the National Association of Broadcasters (NAB) trade show in Las Vegas. Her experience includes managing and executing 17 (10 were first-time events) overseas U.S. Pavilions and trade missions in Europe, Latin America and Japan that led to participants gaining a combined \$62 million in immediate and projected 12-month sales. She has managed two Market Development Cooperators, including the Education and Training Export Consortium of Southern California. She also serves on the Executive Committee of the Caltech/MIT Enterprise Forum.

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The company defines its client relationships as that of a strategic partnership, in which its experts assess the clients' business needs, and develop innovative legal strategies to help them achieve their goals. The company's broad and extensive experience representing companies from start-up through liquidity in complex public transactions makes it particularly suited to add strategic value. At the clients' request, Stubbs, Alderton & Markiles oversees all legal matters, directly undertaking matters where the company has substantial expertise, and identifying and managing the best outside law firms to handle specialty areas of legal practice outside its disciplines.

The approach of Stubbs Alderton & Markiles, LLP first assesses challenges from a multitude of perspectives, explores better or faster ways of structuring transactions, determines the strengths and weaknesses of each approach, and then synthesizes the best options to ensure development of solutions that conform to the clients' time and budget constraints.