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# MEDIA DEALMAKERS SUMMIT 2010



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# Keynote Interview



**Lorne Manly**  
*Entertainment Editor*

## **The New York Times**

Mr. Manly is the entertainment editor of *The New York Times*. In this role, he oversees the cultural coverage of movies, television and videogames, both in the paper and online.

Previously, Mr. Manly was the paper's film editor, responsible for movie news, feature and reviews; chief media writer, covering trends across the media, entertainment and technology landscapes; and media editor, charged with coverage of the magazine, newspaper, television, movie, music, book publishing and advertising worlds. Before joining *The Times* in 2002, Mr. Manly worked at *Inside* as the media editor for its web site, Inside.com, and as the executive editor for its magazine, and served as editorial director for *Folio*. Mr. Manly has also worked at *Brill's Content* as a senior writer and *The New York Observer* as its media columnist. He began his journalism career at the *Toronto Star* as a general assignment reporter.

Mr. Manly received a BA in political science and history from York University in Toronto, Canada, and graduated with a MS from the Graduate School of Journalism at Columbia University.

# Keynote Interview



**Kevin Mayer**  
*EVP, Corporate Strategy,  
Business Development & Technology*



The **WALT DISNEY** Company

Kevin Mayer was appointed executive vice president of Corporate Strategy, Business Development and Technology in June 2005. Mayer leads the group as it targets emerging businesses new to Disney's existing portfolio, manages cross-divisional issues and opportunities, and evaluates new technology and business models. The group is also responsible for the evaluation and execution of mergers, acquisitions, and divestitures.

Mayer rejoined Disney from L.E.K. Consulting LLC, where he was a partner and head of the Global Media and Entertainment practice. In that position his responsibilities included global oversight of all media-related due diligence efforts for mergers and acquisitions, development of business strategies for new technology ventures such as portable music devices, online music services, video on demand and broadband ISP services, and the creation of comprehensive anti-piracy strategies for motion picture studios and trade associations. He also devised plans for companies to offer electronic sell-through for movies, cable television networks, television programming and music.

Prior to L.E.K., Mayer held leading positions at interactive and Internet businesses. As chairman and CEO of Clear Channel Interactive he managed all aspects of new media business, including content, sales, business and technology development, and distribution. While at Clear Channel, Mayer successfully launched local subscription ticketing services.

While at Disney, Mayer worked in both strategic planning and at the Walt Disney Internet Group. At the Internet group, he served as executive vice president and as such was responsible for the operations, business plans, creative direction and distribution of Disney's popular Web sites, including ESPN.com and ABCNews.com. Mayer first joined Disney in 1993 as manager, Strategic Planning where he spearheaded strategy and business development for all of Disney's interactive/Internet and television businesses worldwide.

Mayer received his M.B.A. from Harvard University in 1990, and holds a M.S.E.E. from San Diego State University and a B.S.M.E. from Massachusetts Institute of Technology.

# The Outlook for Investing in Tradition and Digital Media



**C. Andrew Ballard**  
*Managing Director*

## HELLMAN & FRIEDMAN LLC

Mr. Ballard is a Managing Director of Hellman & Friedman. He is a Director of Activant Solutions, Inc., Catalina Marketing Corporation, Getty Images, Inc., and Vertafore, Inc. He is also active in the Firm's investment in Web Reservations International. He was formerly a Director of DoubleClick Inc. and was also active in the Firm's investment in Intergraph Corporation.

Prior to joining the Firm in 2004, Mr. Ballard was employed by Bain Capital in San Francisco and Boston.

Mr. Ballard graduated *cum laude* from Harvard College and earned an MBA from the Stanford Graduate School of Business.

# The Outlook for Investing in Tradition and Digital Media



**Jeff Horing**  
*Managing Director*

*INSIGHT VENTURE PARTNERS*

Jeff Horing is a Managing Director at Insight Venture Partners, which he co-founded in 1995. Under his leadership Insight has become the leading private equity firm focused on growth investments in software and internet businesses, with \$3 billion under management. Mr. Horing's areas of focus include mobile, online gaming, data, infrastructure and internet software.

Mr. Horing currently serves on the board of directors of Datacore Software (storage virtualization), GFI (security & messaging), Jagex Ltd (online gaming), Shunra Software (WAN emulation), 6Waves (social gaming), Solarwinds (NYSE: SWI) (network monitoring), and Teamviewer (remote desktop collaboration).

Prior to founding Insight, Jeff Horing was a key member of the technology investing team at E.M. Warburg, Pincus & Co. Earlier in his career he worked at Goldman, Sachs & Co. in the Capital Markets group.

Mr. Horing holds an MBA from the M.I.T. Sloan School of Management. He has dual undergraduate degrees from the University of Pennsylvania's Moore School of Engineering and Wharton School, where he graduated with high honors and was Phi Beta Kappa.

# The Outlook for Investing in Tradition and Digital Media



**Richard F. Zannino**  
*Managing Director*



Richard F. Zannino is a global media and retail executive and investor. He is a partner at the private equity firm CCMP Capital where he is a member of the investment committee and co-heads the consumer retail and media practices. He also is a member of the board of directors of Estee Lauder and IAC/InterActive Corp. and a trustee of Pace University.

He is a former chief executive officer and member of the board of directors of Dow Jones & Company. At Dow Jones, he led its business and cultural transformation from newspaper publisher to diversified media company, driven by operational improvements and \$2.5 billion in acquisitions, organic growth investments, business restructurings, and asset sales. This resulted in eight consecutive quarters of double-digit earnings growth during 2006 and 2007, and culminated with the acquisition of Dow Jones by News Corporation in December 2007. He joined Dow Jones as executive vice president and chief financial officer in February 2001, moved up to chief operating officer in July 2002, and to chief executive officer and director in February 2006.

Prior to Dow Jones, he was executive vice president in charge of strategy, finance, M&A, technology, and a number of operating units at Liz Claiborne, having joined the company in 1998 as chief financial officer. In 1998, he was executive vice president and chief financial officer of General Signal where he led the sale of that company. Before that, from 1993 to early 1998, he was at Saks Fifth Avenue, ultimately serving as its executive vice president and chief financial officer where he ran strategy, finance, business development, merchandise planning and technology and helped lead its successful IPO.

Earlier in his career, he held finance, strategy and M&A posts at JWP during 1992, Peter Kiewit Sons', Inc., from 1986 to 1991, Emery Air Freight from 1984 to 1986 and Continental Group from 1981 to 1984, where he began his career as an accounts payable supervisor.

He earned a B.S. in finance and economics from Bentley College and an M.B.A. in finance from Pace University.

# Digital Media



**Joseph Apprendi**  
*Chief Executive Officer*



As the visionary behind Collective, Joe brings 15+ years in founding, board and executive management experience. Before founding Collective, Joe served as CEO of Falk eSolution's Falk North America. Previous to Falk he was the Executive Vice President at Eyeblaster, responsible for global sales and marketing, leading the company to become the #1 rich media technology provider as measured by Nielsen NetRatings AdRelevance, with over 400 agency and 500 publisher customers worldwide. Earlier in his career he served as Senior Vice President, North American Sales Operations at 24/7 Real Media, for 24/7 Mail, 24/7 Network, and 24/7 Media Canada on multiple product lines including, Online Media, Email, Promotions, Loyalty Programs, and Wireless Advertising.

Most recently, Joe was named the Ernst & Young Entrepreneur of the Year for the Metro NY area.

# Digital Media



**Henry Blodget**  
*CEO & Editor-in-Chief*

THE  
BUSINESS  
INSIDER

Prior to co-founding *Silicon Alley Insider*, Henry Blodget served as CEO of Cherry Hill Research, a research and consulting firm.

From 1994 to 2001, Henry worked in corporate finance and equity research at Prudential Securities, Oppenheimer & Co. and Merrill Lynch. He ran Merrill's global Internet research practice and was ranked the No. 1 Internet and eCommerce analyst by *Institutional Investor* and Greenwich Associates.

A graduate of Yale University, Henry has been featured in *The New York Times*, *Fortune*, *Forbes Online*, *Slate*, *Newsweek International*, *New York*, *FT* and other publications. He is a frequent guest on CNBC, CNN, MSNBC and NPR. He is the author of "The Wall Street Self-Defense Manual: A Consumer's Guide to Investing" and edits *Internet Outsider*, an award-winning blog.

# Digital Media



**Matthew Bromberg**  
*President & CEO*



As CEO, Matthew leads the management and expansion of MLG's rapidly growing sports media business. Prior to joining the company, he spent six years at Time Warner, first as general manager of MovieFone and then as the general manager of AOL Games. Under his leadership, the MovieFone business became the number one movie site in the world, according to MediaMetrix. During his time at AOL, Games was the most popular service after e-mail and instant messaging. Previously, Matthew was at CMP Media, most recently as Publisher and General Manager of the TechWeb Network. During his tenure, CMP Media IPO'd and was subsequently sold for \$920 million to United News and Media. He also worked for Steven Brill as Deputy Publisher at American Lawyer Media/Court TV. He has a B.A. in English from Cornell University and a J.D. from Harvard Law School.

# Digital Media



**Tyler Goldman**  
*Chief Executive Officer*

**BUZZMEDIA**

As CEO of **BUZZMEDIA**, Tyler Goldman oversees all strategy and business development for the company and its family of more than 40 pop culture Internet properties.

Prior to **BUZZMEDIA**, Goldman was Senior Vice President, Business and Corporate Development at Movielink, where he guided the company's growth and its strategic partnerships with such companies as Time Warner Cable, AT&T and AOL. He also founded Broadband Sports, Inc. (BSS), a pioneering Internet publisher and syndicator of sports content. As CEO, he developed distribution partnerships with DirecTV, Fox Sports, Yahoo!, ESPN, AOL and eBay, and was responsible for the company's \$20+ million in sales.

Before discovering his passion for the Internet, Goldman headed media and investment initiatives for the country's preeminent sports law firm, Steinberg & Moorad. He was also an attorney at Wilson, Sonsini, Goodrich & Rosati. Goldman began his career selling sodas and peanuts at Candlestick Park in Junior High and has been known for sending proposals via singing chickens.

# New Business Models for the News



**John F. Harris**  
*Co-Founder & Editor-in-Chief*

## POLITICO

In 2006, after over two decades at *The Washington Post*, John Harris founded POLITICO, a news institution which covers national politics and has become almost instantly recognized as an authoritative voice on the goings-on in Washington. Together with co-founder Jim VandeHei, Harris' vision for POLITICO and POLITICO.com was of an organization that maintained the journalistic integrity and traditions of a respected newspaper while taking advantage of new media, reaching huge audiences outside Washington.

**Politics and Prose.** Harris spent twenty-one years at *The Washington Post*, covering local politics, Virginia state politics, and national issues. During the Clinton years, Harris covered the White House and eventually used that experience to write a history of the Bill Clinton presidency called "*The Survivor: Bill Clinton in the White House.*" *The Atlantic Monthly* called it "a responsible, honest, tough, and – best of all – considered assessment of Clinton's presidency." In 2006, he also co-authored a book on presidential politics titled, "*The Way to Win: Taking the White House in 2008,*" a book *Publisher's Weekly* called "an in-depth, indefatigable examination of American media and politics at the turn of the millennium."

# New Business Models for the News



**Eric Hippeau**  
*Chief Executive Officer*

## THE HUFFINGTON POST HUFFINGTONPOST

Eric Hippeau is the Chief Executive Officer of *The Huffington Post* ([www.huffingtonpost.com](http://www.huffingtonpost.com)), a leading news and opinion site which in four years has become an influential media brand – “The Internet Newspaper.” Hippeau joined *HuffPost* in June 2009.

Prior to joining *HuffPost*, Hippeau was managing partner at Softbank Capital, a New York and Boston-based venture capital fund specializing in early stage investments in technology and digital media. Hippeau joined Softbank Capital in 2000 from Ziff-Davis, Inc., where he was Chairman and CEO. During his career at Ziff-Davis, Hippeau was early to recognize the growth potential of online media. Under his stewardship, ZDNet became one of the few successful examples of a strong online business model evolving from traditional magazine content, and he was instrumental in SoftBank’s first investment in Yahoo! in 1995. Hippeau was also responsible for founding ZDTV, a cable channel dedicated to technology and the Internet.

Hippeau serves on the boards of several public and private companies, including Yahoo!, Starwood Hotels and Resorts Worldwide, Thumbplay, *The Huffington Post*, BuddyMedia, and BuzzFeed. He is also on the investment committee for the SB Asia Infrastructure Fund. Hippeau graduated from the Lycee Francais de Londres and attended the Sorbonne University.

# New Business Models for the News



**Norman Pearlstine**  
*Chief Content Officer*

## Bloomberg

Norman Pearlstine joined Bloomberg L.P. in June 2008 as Chief Content Officer, a newly-created position. In this role Pearlstine is charged with seeking growth opportunities for Bloomberg's television, radio, magazine, and online products and to make the most of the company's news operations.

Prior to joining Bloomberg, Pearlstine was a Senior Advisor to The Carlyle Group's telecommunications and media group in New York. Before joining the private equity firm, Pearlstine had spent nearly four decades working as a reporter and editor. He was editor-in-chief of Time Inc., the magazine subsidiary of Time Warner Inc., from 1995 through 2005 before becoming a Senior Advisor to Time Warner. At Time Inc. Pearlstine oversaw the editorial content of Time Inc.'s 154 magazines, including *Entertainment Weekly*, *Fortune*, *In Style*, *Money*, *People*, *Real Simple*, *Sports Illustrated*, and *Time*.

Prior to joining Time Inc., Pearlstine worked for *The Wall Street Journal* from 1968 to 1992, except for a two-year period, 1978-1980, when he was an executive editor of *Forbes* magazine. At the *Journal*, he served as a staff reporter in Dallas, Detroit and Los Angeles (1968-1973); Tokyo bureau chief (1973-1976); founding managing editor of *The Asian Wall Street Journal* (1976-1978); national editor (1980-1981); founding editor and publisher of *The Wall Street Journal/Europe* (1982-1983); managing editor (1983-1991); and executive editor (1991-1992).

After resigning from the *Journal* in June 1992, Pearlstine spent a year launching *Smart Money* magazine for the *Journal's* parent, Dow Jones & Company, and for Hearst. He then became general partner of Friday Holdings L.P., a multimedia investment company, in April 1993 and held that position until joining Time Inc. in October 1994.

In January 2005, the American Society of Magazine Editors named Pearlstine the recipient of its Lifetime Achievement Award and inducted him into the Magazine Editors' Hall of Fame. He was honored with the Loeb Lifetime Achievement Award for Distinguished Business and Financial Journalism in 2000. He received the National Press Foundation's Editor of the Year Award in 1989.

Pearlstine is President and CEO of The American Academy in Berlin. He also serves on the boards of the Carnegie Corporation, the Committee to Protect Journalists, the Tribeca Film Institute, and the Watson Institute for International Relations. He serves on the advisory board of the City University of New York's Graduate School of Journalism, and he is co-chair of the Center on Communication Leadership and Policy at the USC Annenberg School of Communications. He is also a member of the Council on Foreign Relations and the American Academy of Arts and Sciences.

Pearlstine received his B.A. from Haverford College, his L.L.B. from the University of Pennsylvania, and he did postgraduate work at the law school of Southern Methodist University. He is a member of the Bar Association of the District of Columbia.

Pearlstine is the author of **OFF THE RECORD: The Press, the Government, and the War over Anonymous Sources**, published by Farrar, Straus and Giroux in June 2007.

He is married to Jane Boon Pearlstine, Ph.D., a writer and researcher on technology and policy.

# New Business Models for the News



**Jacob Weisberg**  
*Chairman & Editor-in-Chief*

TheSlateGroup

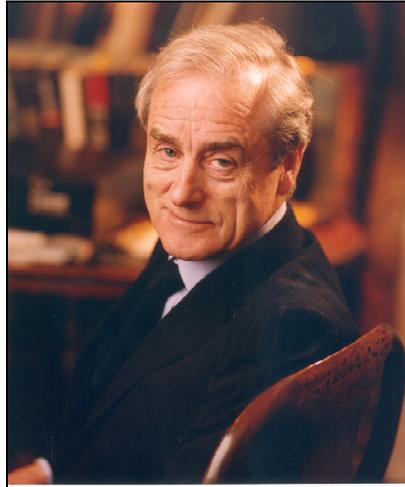
Jacob Weisberg is the Chairman and Editor-in-Chief of The Slate Group, which publishes *Slate* and other web sites. The Slate Group is a new division of The Washington Post Company tasked with developing a family of Internet-based publications through start-ups and acquisitions.

A native of Chicago, Weisberg attended Yale University and New College, Oxford. From 1989 until 1994, he worked as a writer and editor at *The New Republic*. Between 1994 and 1996, he covered politics for *New York Magazine*. In 1996, he joined the new Internet magazine *Slate*, where he covered the 1996 and 2000 presidential campaigns as Chief Political Correspondent.

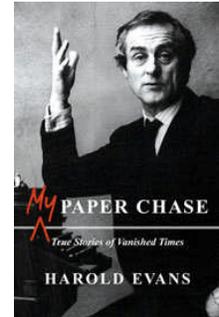
Weisberg served as Editor of *Slate* from 2002 until 2008. He has also been a Contributing Writer for *The New York Times Magazine*, a contributing editor of *Vanity Fair* and a reporter for *Newsweek* in London and Washington, as well as a weekly editorial-page columnist for the *Financial Times*. Since 2006, he has served on the Board of the American Society of Magazine Editors (ASME).

Weisberg is the author of several books, including *The Bush Tragedy*, which was a *New York Times* bestseller in 2008. With former Treasury Secretary Robert E. Rubin, he co-wrote *In an Uncertain World*, which was published in 2003. His first book, *In Defense of Government*, was published in 1996.

# Keynote Luncheon Interview



**Sir Harold Evans**  
*Author*



Harold Evans is the author of two critically acclaimed best-selling histories of America: *The American Century* and *They Made America: From the Steam Engine to the Search Engine: Two Centuries of Innovators*. This book was the basis for a four-part documentary of the same title on PBS, which he wrote. It is also being adapted into a college curriculum. His latest book is *My Paper Chase: True Stories of Vanished Times*, a memoir covering his early life and his years in Britain's newspaper business. He is editor at large of *The Week* magazine, and he moderates *The Week's* panel discussions with political and economic leaders.

Evans graduated with an M.A. from Durham University and held a Harkness Fellowship at the Universities of Chicago and Stanford. In London, he was the editor of *The Sunday Times* from 1967 to 1981 and editor of *The Times* from 1981 to 1982. His account of these years was published in his best-selling book *Good Times, Bad Times*. He was a regular presenter on the TV series *What the Papers Say*.

Evans moved to America in 1984. He was the founding editor of Conde Nast *Traveler* magazine and President and Publisher of Random House Trade Group (1990-1997). From 1997-1999 he was Editorial Director and Vice Chairman of *U.S. News & World Report*, the *New York Daily News*, *The Atlantic Monthly* and *Fast Company*, a position from which he resigned in January 2000 to write full time. (Evans remains a Contributing Editor at *U.S. News & World Report*.)

Among many recognitions, Evans was awarded the European Gold Medal by the Institute of Journalists. This followed his successful *Sunday Times* investigation and campaign on behalf of children injured by the pharmaceutical thalidomide. In 1999, he received the Lifetime Achievement Award from the UK Press Award Committee, its highest accolade. In 2000, Evans was honored as one of 50 World Press Heroes on the 50<sup>th</sup> anniversary of the founding of the International Press Institute in defense of press freedom. In 2001, British journalists voted him the greatest all time British newspaper editor, and in 2004 he was honored with a knighthood in the Queen's 2004 New Year's Honors list.

# Keynote Luncheon Interview



**Chrystia Freeland**  
*U.S. Managing Editor*



Chrystia Freeland is the U.S. managing editor of the Financial Times. She leads the editorial development of the paper's U.S. edition and of U.S. news on FT.com.

Previously, Freeland served as deputy editor in London. Other notable positions Freeland has held at the FT include editor of FT Electronic Services, editor of the FT's Weekend edition, editor of FT.com, UK News editor, Moscow bureau chief and Eastern Europe correspondent.

Freeland worked for two years at The Globe and Mail, Canada's national newspaper, as deputy editor. Freeland began her career working as a stringer in Ukraine, writing for the FT, The Washington Post and The Economist.

Freeland's expertise lies in the history and culture of Eastern Europe and the former Soviet Union. She received her Bachelor's degree in History and Literature from Harvard University, and earned a Master of Studies degree from St. Anthony's College at Oxford University, which she attended as a Rhodes Scholar.

In September 2006, Freeland launched View from the Top, her weekly CEO video interview series. The videos are streamed on FT.com and print highlights are published in the newspaper. From 2006 to 2008, she wrote a weekly column for the Saturday edition of the Financial Times titled 'The A-Train,' a social observation of the American upper-middle class, with a personal twist and a serious core.

Freeland is the author of *Sale of a Century: the inside story of the second Russian revolution* (2000), which details Russia's journey from communism to capitalism. Her profile of Mikhail Khodorkovsky, which appeared in the FT Magazine, won 'Best Energy Submission' at the Business Journalist of the Year Awards in 2004.

Freeland sits on the advisory board of the Rotman School of Management at the University of Toronto and is a board member of the Women's Commission for Refugee Women and Children. She has been honored as a Young Global Leader by the World Economic Forum.

Freeland appears regularly on television and radio news programs broadcast on CNN, MSNBC, CNBC, CBS, NPR, BBC and PBS.

A Canadian citizen, Freeland currently lives in New York City with her husband and three children.

# Stimulating a Media Revival through Entrepreneurship



**Howard H. Stevenson**  
*Sarofim-Rock Baker Foundation Professor*  
*Sr. Associate Dean, Director of Publishing*



**HOWARD H. STEVENSON**, Sarofim-Rock Baker Foundation Professor, is the senior associate dean, Director of Harvard Business Publishing. He is a member and former chair of the Entrepreneurial Management Unit and was previously Vice Provost for Harvard University Resources and Planning, the Business School's senior associate dean and Director of External Relations, chair of the Latin American Faculty Advisory Group, senior associate dean and Director of Financial and Information Systems, and former faculty chair of the Owner/President Management (OPM) Program. Stevenson's research focuses on the life patterns that create enduring success, entrepreneurship, and predictability. He has authored, coauthored, or co-edited more than 150 case studies, numerous articles, and nine books, including *New Business Ventures and the Entrepreneur*, sixth edition (with R. Hamermesh, P. Marshall, M. Roberts, and W. Sahlman), *Just Enough: Tools for Creating Success in Your Work and Life* (with L. Nash) and *Make Your Own Luck* (with E. Shapiro). Stevenson has founded several successful companies and has served as a CFO and a CEO in industry. Currently he is Chairman of the National Public Radio Board of Directors and Chair of its Investment Committee. He is a director of Camp Dresser & McKee, a trustee of the Mount Auburn Hospital, a member of the CareGroup Finance Committee as well as the trustee of several private trusts and foundations. Prior to 1978, he held various academic appointments at Harvard University, specializing in Real Property Asset Management and General Management. He received his B.S. in mathematics, with distinction, from Stanford and his M.B.A., with high distinction, and D.B.A. degrees from Harvard University. He was a recipient of the ALCOA and Ford Foundation Fellowships for graduate study. He was awarded an honorary doctoral degree in 2007 by the Universite de Montreal.

# How Magazine Dollars Will be Spent in 2010



**David Carey**  
*Group President*

## CONDÉ NAST

David Carey is Group President at Condé Nast overseeing the company's properties that reach a business and executive audience, including *The New Yorker*, *WIRED*, *Golf Digest*, *Golf World* and their related platforms. He is a member of the company's Executive Committee.

Most recently, Mr. Carey led the startup *Condé Nast Portfolio* and *portfolio.com*, which debuted in April 2007 and generated headlines worldwide on a constant basis from its debut until its closure in April 2009.

Previously, Mr. Carey was the Vice President and Publisher of *The New Yorker*. Under his leadership, *The New Yorker* staged a remarkable turnaround as a business. The magazine's total circulation broke the million mark for the first time, the subscriber renewal rates reached an industry high of more than 80%, and advertising revenues more than doubled. As a result, in 2002, *The New Yorker* posted its first profit in 18 years.

In addition to the turnaround of *The New Yorker* and launch of *Condé Nast Portfolio*, Mr. Carey has led two other magazine launches. He was founding publisher of *SmartMoney*, a joint venture between The Wall Street Journal and The Hearst Corporation. Under his direction, *SmartMoney* reached profitability in just two years and was named by *Advertising Age* as "Magazine of the Year." At Condé Nast, he served as the Publisher for the re-launch of *House & Garden* in 1996.

David Carey was named by *AdWeek* as the industry's "executive of the year" in 2004, and in 2005 he was named by *Folio*: magazine as a member of its "Dream Team" of publishing executives. In addition, he has received the "Hall of Achievement" award from the American Advertising Federation, an honor given annually to the industry's top executives under 40. He is a member of the Magazine Publishers of America Board of Directors, a board member of the Young Presidents' Organization, and a member of the CUNY Graduate School of Journalism Advisory Committee.

David Carey is a graduate of UCLA, grew up in Los Angeles, and lives in Westchester with his family.

Condé Nast Publications, a unit of Advance Publications, includes twenty-two consumer magazines and their websites, CondéNet, the Fairchild Fashion Group, Parade, the Condé Nast Media Group, and the Shared Services Centers.

# How Magazine Dollars will be Spent in 2010



**John H. (Jack) Griffin, Jr.**  
*President, National Media Group*



Jack Griffin is President of the National Media Group at Meredith Corporation, a publicly-held media and marketing company headquartered in Des Moines, Iowa (NYSE: MDP). Based in New York City, Jack oversees an extensive portfolio of media and marketing properties including some of the country's most successful and best-known brands such as *Better Homes and Gardens*, *Parents* and *Family Circle*. Measured by circulation, Meredith is the second-largest publisher of consumer magazines in the United States.

Griffin is responsible for Meredith's numerous magazine brands and its branded Internet and digital properties. He also oversees Meredith Integrated Marketing (MIM) as well as the Company's Brand Licensing business and its book publishing operations. The National Media Group was recently named "Publishing Company of the Year" by *Advertising Age* for industry-leading performance in 2009.

From 1994 to 1999, Griffin oversaw the creation of MIM, Meredith's innovative marketing services arm. Under his leadership, MIM has nearly tripled in size since 2004 and expanded from its roots in custom publishing to its current industry-leading position as a sophisticated creator of CRM and loyalty marketing programs in digital, print and other formats. In addition, Griffin has led an aggressive expansion and repositioning of Meredith Interactive, the company's branded Internet and digital business unit.

From 1999 to 2003, Griffin was with *Parade*, a division of Advance Publications. He joined *Parade* as Senior Vice President of Sales & Marketing and later became its President.

Griffin is Vice Chairman of the Magazine Publishers of America and is a Director of the Internet Advertising Bureau and the Audit Bureau of Circulations. He is Past Chairman of the American Advertising Federation and is a Director of the Yale Center for Customer Insights.

Griffin has received numerous industry and community awards. In 2005 he was selected by *Advertising Age* as Publishing Executive of the Year and in 2007 was named Corporate Publisher of the Year by The Delaney Report. He is a member of the American Advertising Federation's Hall of Achievement™ and he received the AAF Jack Avrett Award for industry and community service. For his commitment to charitable work, Griffin received the National Human Relations Award from the American Jewish Committee in 2005.

Griffin earned his BA in philosophy from Boston College and a Master's Degree from the Yale School of Management.

# How Magazine Dollars Will be Spent in 2010



**Denzil Rankine**  
*Chief Executive*



Denzil Rankine is founder and Chief Executive of AMR International. His experience spans 25 years of advising companies on strategic development and acquisition throughout the world.

His early career was in the U.S. assisting British companies to enter North American markets. This work took him to 49 States. In 1987 he joined the Seer Group and became increasingly involved in acquisition programs as well as strategic development. He founded AMR International in 1991; over the past 18 years he has grown the company and it now has offices in New York, London and Frankfurt.

Denzil has been working consistently with media groups and exhibition organizers since 1991. Through hundreds of strategic research assignments AMR International has assisted both strategic clients and PE funds to develop organically and through acquisition. He has been involved in some of the major deals in the media and exhibition sector as well as dozens of smaller transactions. AMR International's combination of strategic analysis and customer research has given acquirers the confidence to proceed by validating the quality of the assets and their market position. Organic development assignments have led to the turn-around of failing major properties as well as successful launches.

Denzil is the author of five M&A related books: *A Practical Guide To Acquisitions* (Wiley), *Commercial Due Diligence – A guide to reducing risk in acquisitions* (Financial Times), *Why Acquisitions Fail* (FT Prentice Hall), *Due Diligence – definitive steps to successful business combinations* (FT Prentice Hall) and *Acquisition Essentials* (FT Prentice Hall).

# How Magazine Dollars will be Spent in 2010



**Sharon Rowlands**  
*Chief Executive Officer*



Sharon Rowlands is Chief Executive Officer for Penton Media, Inc., a position she has held since November of 2008. Penton Media is the largest, independent business-to-business media company in the U.S., serving the information needs of more than six million business professionals every month in industries ranging from Agriculture and Aviation to Electronics, Natural Products, and Information Technology. Penton prides itself on being the heart of the markets it serves - where community and content intersect. Under Sharon's direction, Penton's team of employees is committed to embracing a smart, fast, radical, and brave approach to producing industry leading products and services that provide the critical insight, expert analysis, and relevant connectivity needed to drive results for customers.

Previous to her new role at Penton, Sharon worked at The Thomson Corporation for 13 years serving as President and CEO for Thomson Financial until May 2008. As the head of Thomson Financial, she transformed the company from 45 disparate corporate entities to a global financial information and technology powerhouse completing numerous strategic acquisitions including Primark and Trade web and forming a ground breaking joint venture with the Depository Trust Company to create OMGEO, the global straight through processing leader.

Prior to Thomson, Sharon served in various senior executive roles at Pearson including President of Financial Times Information USA.

Ms. Rowlands serves on the Board of Directors ADP, a NYSE listed company, Penton Media and America Business Media. In 2005, she received the Women's Bond Club Merit Award.

Ms. Rowlands received her B.A. Honors degree from Newcastle University in the United Kingdom in 1980 and her Post Graduate Certificate of Education (with distinction) from London University (Goldsmiths College) in 1982.

# How Magazine Dollars Will be Spent in 2010



**Tony Uphoff**  
*Chief Executive Officer*



Tony Uphoff is CEO of [TechWeb](#) (formerly CMP Media). TechWeb is one of the [United Business Media](#) companies. He is an innovative media executive with a unique track record of building, growing and leading B2B media businesses in highly competitive markets.

Uphoff has the distinction of having been a leader of three of the top five B2B brands in history, all at the peak of their reach, revenues and profits: *InformationWeek*, *The Hollywood Reporter* and *PC Week*.

He served in several key management positions at Ziff-Davis Media during the build out of the company in the late 80's and early 90's. He then joined CMP Media as publisher of *InformationWeek*, leading the brand to the # 1 position in the market and ultimately into one of the largest brands in B2B. Uphoff also served as divisional VP and President during CMP's dramatic growth in the mid 1990's from a \$200 Million privately owned company, to a \$600 Million, publicly traded, global leader in technology media. He was the founding CEO of the internet media company [Beliefnet](#), which was sold to [News Corp](#) in November of 2007, and has been at the forefront of online and integrated media for the last 13 years.

Named one of the top 100 business media executives by B2B Magazine's "Who's Who in Business Media" in 2006, 2007, 2008 and 2009 as well as being named Top Media Innovator in 2009, Uphoff is a regular speaker and panelist on media and technology at industry and association conferences and events.

He has also been a guest lecturer on "Leading Internet Businesses," "Managing High Growth Environments," "Technology and Financing in Film" and "Digital Transformation" at Columbia, Emory, NYU and USC's Annenberg Business Schools. His blog on media and technology is [www.uphoffonmedia.com](http://www.uphoffonmedia.com).

Tony and his wife Linda and daughter Olivia live in Southern California where he is an avid music buff, formula one fan, guitar player and surfer. He is also a very **slow** but dedicated runner.

# Keynote Interview



**David Carr**  
*Culture Reporter & Media Columnist*

## **The New York Times**

David Carr writes a column for the Monday Business section of the New York Times that focuses on media issues including print, digital, film, radio and television. He also works as a general assignment reporter in the Culture section of The New York Times covering all aspects of popular culture. During the Oscar season, Carr writes a daily blog about the awards season as the Carpetbagger, including weekly video segments.

For the past 25 years, Carr has been writing about media as it intersects with business, culture and government.

Carr began working at the Times in 2002 covering the magazine publishing industry for the Business section. Prior to arriving at the Times, Carr was a contributing writer for The Atlantic Monthly and New York Magazine, writing articles that ranged from on the ground coverage of Sept. 11, homeland security issues, and a number of profiles, including Harvey Weinstein. In 2000, he was the media writer for Inside.com, a web news site focusing on the business of entertainment and publishing.

Prior to arriving in New York, Carr served as editor of the Washington City Paper, an alternative weekly in Washington D.C. for five years. Carr is the author of “The Night of the Gun,” published by Simon & Schuster and spends way too much time on Twitter.

# Keynote Interview



**Brian P. Tierney, Esq.**  
*Chief Executive Officer*

The Philadelphia Inquirer  philly.com

Brian P. Tierney is chief executive officer of Philadelphia Media Holdings, LLC; Publisher and CEO of The Philadelphia Inquirer and CEO of the Philadelphia Daily News. Mr. Tierney is a nationally recognized expert in branding, marketing and advertising, and an accomplished entrepreneur.

Philadelphia Media Holdings acquired The Philadelphia Inquirer, Daily News and [philly.com](http://philly.com), as well as several other community newspapers and magazines in June 2006. Philadelphia Media Holdings, LLC is comprised of a diverse group of investors including civic, labor and corporate leaders, entrepreneurs and private investors who share a commitment to high quality, locally-owned journalism.

Mr. Tierney's leadership marks the first time the papers are under private ownership since 1969.

Mr. Tierney has a distinguished record building brands, increasing revenue, creating new advertising and promotional vehicles, and exploring untapped marketing opportunities for some of the largest corporations in the United States such as Commerce Bank, PECO Energy, Independence Blue Cross, IBM and Deloitte Consulting. He has developed advertising and marketing strategies for clients as diverse as The Walt Disney Company, The University of Pennsylvania, Marriott Hotels and Verizon, for whom his agency created award-winning advertising campaigns featuring actor James Earl Jones.

Mr. Tierney has launched several successful advertising and public relations companies, including T2 Group and Tierney Communications, which he grew to \$275 million in billings and sold to the Interpublic Group of Companies (NYSE: IPG). The firm remains one of the largest advertising agencies in the mid-Atlantic region. He serves on the board of NutriSystem (NASDAQ:NTRI), as well as several privately held businesses. In 2002-2003 he was Entrepreneur in Residence at the Wharton School of the University of Pennsylvania.

Mr. Tierney's business commitment is balanced with community involvement. He has served on the boards of numerous non-profit organizations including the Kimmel Center for the Performing Arts, Thomas Jefferson University, Greater Philadelphia Chamber of Commerce, Episcopal Academy and the University of Pennsylvania Museum. He has received awards for his service from organizations such as the March of Dimes, National Adoption Center, City Year, and Big Brothers/Big Sisters, as well as industry-related honors. In 1998 he was named a Knight of the Order of St. Gregory the Great.

Mr. Tierney received his bachelor's degree from the University of Pennsylvania, a Juris Doctor from Widener University School of Law and a Doctor of Humane letters from Cabrini College. He is married with two children.

# Healthcare Media



**Frank F. Britt**  
*President & Chief Executive Office*



Frank F. Britt is Chief Executive Officer of M|C Holding Corporation, including M|C Communications and its leading medical brand, Pri-Med. He is responsible for leading the overall direction of the organization and its global portfolio companies. Frank joined the company in 2007 as General Manager for the U.S. Education business unit. Prior to joining M|C, he had 20 years of experience focused on helping build and lead tier-one solutions-based business services firms in the technology, industrial, education and consumer services industries.

Frank has held a variety of senior executive-level sales, marketing and operations positions. For example, at IBM Global Services he led a \$400 million division, and previously he ran the Consumer Products business-consulting group in the U.S. Frank joined IBM after leading the retail and consumer product group at Mainspring, which was acquired by IBM in 2001. He has also held senior line operations positions at the largest supply chain management services provider in the retail and consumer products industry, and he spent several years as a senior manager at Accenture and Arthur. D. Little.

# Healthcare Media



**Roger Holstein**  
*Managing Director*

**VESTAR CAPITAL PARTNERS**

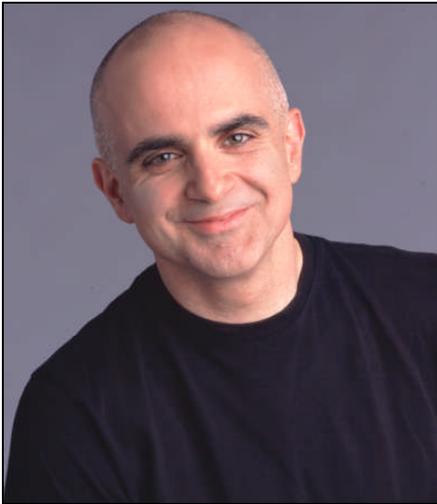
Roger is a Managing Director in Vestar's Consumer, Media and Healthcare groups. He joined the firm in 2006, bringing with him over 30 years' experience developing significant new business segments in media, health services, and telecommunications.

From 1997-2005, Roger served as CEO, President or Director of the WebMD Corporation and helped establish it as a leading source of healthcare information for consumers and professionals. Before that, Roger was a member of the Office of the President at Medco Health, where he helped create the business of prescription benefit management.

From 1988-1991, Roger was CEO of Consumer Health Services, which pioneered physician referral and information services. Prior to that he served as a senior executive at MCI Telecommunications, Warner Amex Cable Communications and Grey Advertising.

Roger began his career in an entirely different field, serving as the Director of Marketing – and Public Address Announcer – for the Spirits of St. Louis Basketball Team, in the American Basketball Association.

Roger holds a BA, with distinction, from Swarthmore College. Originally from Beachwood, Ohio, he now lives in Manhattan.



**Christopher M. Schroeder**  
*Chief Executive Officer*

## HealthCentral

Christopher M. Schroeder is Chief Executive Officer and Board Member of [HealthCentral](#), the highest quality collection of condition and wellness-specific interactive experiences focused on people finding and sharing real-life experiences related to their health needs.

HealthCentral also manages the leading condition-specific health online advertising network. The Company has partnerships with leading online health tools (such as Microsoft's HealthVault) and with over 25 leading health non-profits (such as BreastCancer.org). HealthCentral's sites reach over 11 million unique users each month. The Company's backed by Polaris Ventures, Sequoia Capital, The Carlyle Group and Allen & Co., and IAC/Interactive Corp. IAC CEO Barry Diller serves on the company's Board of Directors.

A veteran of online media, Schroeder served as CEO and Publisher of Washingtonpost.Newsweek Interactive, which hosts washingtonpost.com and newsweek.msnbc.com, among other leading news sites. During his tenure, the Company more than quadrupled in revenue and audience, and reached profitability. Previously, Schroeder was CEO and President of LEGI-SLATE, INC, a leading online provider of information on federal and state legislation and regulation for businesses, law firms, government and other organizations. After implementing significant reorganization and operational improvements, Schroeder successfully sold of LEGI-SLATE in 1999.

Prior to joining The Washington Post, Schroeder was a partner with Thayer Capital Partners, a leading private equity company in Washington, DC, and with the investment bank Salomon Brothers in New York, focusing on corporate finance and mergers and acquisitions projects for a wide range of Fortune 500 companies. Schroeder has also had extensive government experience, serving in leading management roles in President George Bush's 1988 and 1992 election campaigns, and working on Secretary of State James A. Baker's staff with then Under Secretary (and currently President of the World Bank) Robert Zoellick.

Schroeder was a co-founder, and served as Chairman, of the Online Publishers Association (OPA), a leading research and information organization comprised of the CEOs of top online quality content publishers (including MSNBC, The New York Times, Dow Jones, ESPN). He has won numerous awards, including 2008 PharmaVOICE Top 100 Most Inspiring People in Life Sciences, was one of the first interactive executives named to the American Advertising (AAF) Hall of Achievement (a national annual award honoring the leading executives in advertising under the age of 40), and The Silver Medal Award from the AAF and Advertising Club of Metropolitan Washington. Schroeder was named one of the top 40 business executives to watch by Business Forward Magazine, and named among the top 50 most influential people in online media and interactive advertising by Media Magazine.

Schroeder is a member of The Council on Foreign Relations, serves on the board of the National Cathedral elementary school, and is active in several non-profits. He graduated magna cum laude from Harvard College and with honors from Harvard Business School. He is married to Alexandra Coburn, and has three children: Jack 12, Julia 10 and Ben 7. Follow Chris on Twitter @cmschroed