

The Future of Celebrity Media

Tribeca Film Center

Thursday May 14, 2009

8:30-11:45AM

Welcome and Celebrity-Media Review

Saving and Exploiting Celebrity Franchises – Magazines are the bedrock of celebrity media, and broadcast has enjoyed a long and profitable run. But now readership is sinking and advertisers are defecting, TV ratings are stagnant and online video poses a threat. How can traditional media save core businesses while exploiting new-media opportunities?

Moderator: Ken Sonenclar, Managing Director, DeSilva + Phillips

- Mark Golin – Editor, People.com
- Dave Levine – Senior Executive Producer, CNN Entertainment/Showbiz Tonight
- Ben Williams – Editorial Director, NYMag.com

Special Featured Conversation: Celebrity Twitter

Martha Stewart, Founder, Martha Stewart Living Omnimedia

Q & A with David Carr, *The New York Times*

Best-selling author, award-winning TV host and editor, and entrepreneur Martha Stewart has been an early adopter of many new-media technologies. Few have been as intriguing as Twitter, where Martha has quickly gained half-a-million followers. Martha holds court on this white-hot medium, which has become a celebrity favorite.

The Disruptors: Upending Old Media – More than a thousand celebrity websites have exploded across the Internet, but few have established a unique identity or built reader loyalty. Ad spending is up but CPMs are dropping. Meanwhile, some web giants have only just discovered celebrity. And now mobile presents a whole new frontier. Who will thrive and who will dive in digital celebrity – and how?

Moderator: David Carr, Culture Reporter and Media Columnist, *The New York Times*

- Henry Copeland – Business/Technology Chief, PerezHilton.com and Founder/President, Blogads
- Bonnie Fuller – Founder, Bonnie Fuller Media & *Huffington Post* blogger
- Sibyl Goldman – Vice President and GM, Entertainment, Yahoo (OMG!)
- Fred Mwangaguhunga – Founder & Editor, MediaTakeOut.com