

INVITATION

Thursday, February 3, 2011
The Pierre
Fifth Avenue at 61st Street
New York, NY 10021

THE 9TH
ANNUAL
DESILVA+
PHILLIPS

MEDIA
DEALMAKERS
SUMMIT 2011

D+P's 9th Annual Dealmakers Summit

Please join us at our upcoming Media Dealmakers Summit on February 3, 2011, at The Pierre in New York City. To do so, simply request a registration form from Jack Noble at jack@mediabankers.com.

At the 2011 Summit you will learn about the strategies behind over \$35-billion in media acquisitions – and that's just from the speakers on stage. The audience of 300-350 C-level executives is also a rich source of deal-making intelligence and opportunities. In addition to reviewing the most notable media deals from the past year, we'll also identify and analyze the trends that will shape the industry over the near and long term. As usual, participants in some of the largest and most significant media deals of 2010, as noted below, will be on hand to talk about those deals.

- Amy Banse, SVP of Comcast Corporation will share insights from the \$30-billion acquisition of NBC Universal.
- Mason Slaine, the new CEO/President/Chairman of Interactive Data Corporation, will discuss IDC's \$3.4-billion acquisition by Warburg Pincus and Silver Lake.
- Clare Hart, President and CEO of Infogroup, will enlighten us about the company's \$460-million acquisition by CCMP Capital.
- David Levin, CEO of UBM, will talk about his \$287-million acquisition of Canon Communications.
- Strauss Zelnick will discuss his \$126-million acquisition of Alloy.
- Vivek Shah, CEO of Ziff Davis, Inc., will explain his strategy for acquiring Ziff with private equity partner Great Hill Partners.
- And, Howard Draft, Executive Chairman of Draftfcb, will talk about the acquisition tear his advertising agency has been on.

We'll also explore these key questions:

What will media organizations look like in the future? Denzil Rankin's research firm, AMR International and has been studying this question and will look into the future with four executives who are grappling with this question every day: Frank Anton, CEO of Hanley Wood, LLC; Dan Lagani, President of Reader's Digest (RD) Media; David Liu, CEO of The Knot Inc.; and, Vivek Shah, CEO of Ziff Davis, Inc.

Are tablets and e-Readers the salvation of traditional media? The foremost experts and analysts will debate this issue with Walt Mossberg, the esteemed Personal Technology Columnist of The Wall Street Journal. The panelists include John Ridding, CEO of the Financial Times, which had what is widely-considered to be one of the best media apps; Vivian Schiller, President and CEO of NPR, who has quite remarkably transferred a radio-experience to the tablet; George Colony, CEO of Forrester Research, whose firm has conducted extensive research about the receptivity of tablets by consumers.

How did David Levin transform United Business Media? Since he took over as CEO he has completed more than 80 transactions and suggests he may do another 80 in the next five years. Adi Ignatius, the Editor-in-Chief of *Harvard Business Review*, will quiz David.

What are the secrets to the roaring success of e-commerce site Gilt.com? Chrystia Freeland, Global Editor-at-Large of Reuters will ask the two co-founders, Alexis Maybank and Alexandra Wilkis Wilson.

What are the critical forces shaping entertainment companies? Sharon Waxman, Founder/CEO/Editor-in-Chief of TheWrap.com leads a discussion with two entertainment industry veterans – Strauss Zelnick, Partner at Zelnick Media, and Tom McGrath, Senior Managing Director of Crossroads Media. While they were previously in senior positions with Viacom, BMG Entertainment and 20th Century Fox, they are now involved in exciting new ventures (Zelnick is Chairman of Take-Two Entertainment and his firm just acquired Alloy; McGrath is Chairman of Key Brand Entertainment). They will be joined by Erick Hachenburg, CEO of Metacafe (and previously a senior executive at Electronic Arts), a new entrant in the entertainment space.

Are information and database businesses perfectly positioned for growth in the new economy? It seems everyone wants to be in the information business. David Worlock, Co-Chair of Outsell Leadership Programs, will probe the pros and cons of being in the information business with Mason Slaine, CEO/President/Chairman of Interactive Data Corporation; Clare Hart, President & CEO of Infogroup; and, Scott Schulman, President of Corporate Markets at Dow Jones & Company.

What's next for Comcast after their acquisition of NBC Universal? Lorne Manly, Entertainment Editor of *The New York Times* will ask Amy Banse, SVP of Comcast Corporation, who is also President of Comcast Interactive Media.

How are advertising and marketing services adapting to a proliferation of new competitors? David Jones, Global CEO of Havas Worldwide, will share the big agency holding company viewpoint (he manages an organization with 12,000 employees and 250 worldwide offices); Howard Draft, Executive Chairman of Draftfcb, and a very active acquirer, will share the mid-sized agency viewpoint; Jon Bond, newly appointed CEO of Big Fuel (and co-founder of kirshenbaum and bond), will talk about his new role at Big Fuel and, Dave Hanley, Principal of Banyan Branch, will discuss the challenges of managing the hyper-growth for a social media agency. Abbey Klaassen, Editor of *Ad Age*, will lead this discussion.

We have a truly outstanding line-up of speakers. The cost of the one-day conference is \$1,195 and excess funds from the event are donated to charity.

For the past few years, the event has been held before a sell-out audience. You won't want to miss this year's Summit, which promises to be one of the best as we are on the cusp of a very active year in media M&A. Request a registration form from Jack Noble at jack@mediabankers.com today.