

2008

desilva+phillips media dealmakers summit



2007's top deals and dealmakers

Roland DeSilva, Jay MacDonald and **Reed Phillips** reviewed the top deals and dealmakers of 2007—what drove the valuations and motivated the buyers and sellers.



b2b media

Jim Dolan, Chairman, President and CEO of Dolan Media Company, who presided over one of the year's most successful IPOs in any business, and **Joe Loggia**, CEO of Advanstar, the company in the year's most significant B2B acquisition, discussed their business strategies in the face of a contracting economy and an expanding digital universe. The moderator was **Charles Engros**, Managing Partner of Morgan, Lewis & Bockius LLP.



digital media and online advertising

Henry Blodget, CEO of *Silicon Alley Insider* traded insights with Microsoft's Chief Advertising Strategist (and the co-founder of aQuantive) **Michael T. Galgon** and **David Rosenblatt**, CEO of Google's DoubleClick.



PE's blockbuster dealmakers

Andrew Ross Sorkin, Chief M&A Reporter of *The New York Times*, asked some of the shrewdest and most active PE players about last year's big moves and this year's anticipated strategies. He interviewed **Strauss Zelnick** of ZelnickMedia, with significant holdings in online gaming, **Peggy Koenig**, a key ABRY Partners media dealmaker, and **Peter Ezersky**, Managing Principal of Quadrangle Group LLC, which acquired the major consumer properties of Dennis Publishing.



luncheon keynote interview

Chris Saridakis, Chief Digital Officer/SVP of Gannett Co., Inc. and former CEO of aQuantive, acquired by Gannett in 2006, spoke to **Lorne Manly**, film editor and long-time media expert at *The New York Times*, about working the digital transformation of a big traditional media/newspaper company (like Gannett, with its 85 daily newspapers including *USA Today*—its 1,000 other publications and 23 TV stations).



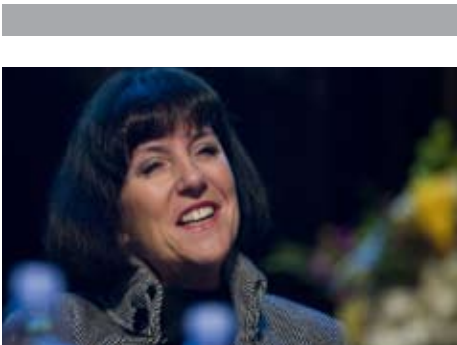
consumer media

Consumer deals dominated 2007. **Richard Morgan**, Assistant Managing Editor of *The Deal* spoke to **John Bates** of Arlington Capital, which acquired *The Daily Racing Form* from Wicks, **Josh Gutfreund**, General Partner of Clarity Partners, and **Steve Waldman**, Editor-in-Chief, co-founder and President of **Beliefnet.com**, which was acquired by **Fox Entertainment**.



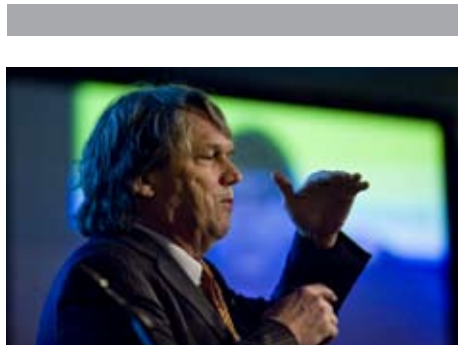
how the internet business models that work, work

The founders of three online properties with thriving business models shared their experiences with **Roger Holstein**, Managing Director of Vestar. Roger spoke to **Kevin Ryan** of AlleyCorp, **Samir Arora**, CEO & Chairman of Glam Media, and **Shawn Colo**, Co-Founder & Head of M&A of M&A Demand Media.



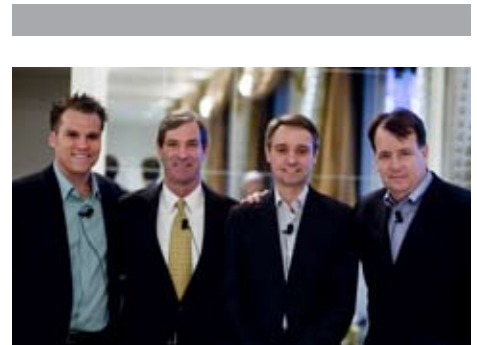
spotlight interview

Wenda Harris Millard, President, Media, Martha Stewart Living Omnimedia talks Yahoo/Google and MSLO's brand strategy with **Rafat Ali** of PaidContent.org.



welcome to the demand-based auction economy

Dr. Jim Taylor, Vice Chairman of the Harrison Group welcomed Summit attendees to the Demand-based Auction Economy—in a tour de force overview of demographic and psychographic transformations of the media consumer.



successful transitions from traditional media to the internet

The leaders of three high-profile consumer media companies discussed their choices, their successes and their strategies with **Jay MacDonald** of DeSilva+Phillips. Jay spoke to **Ryan Shea**, VP/Corporate Publisher of Entrepreneur Media, **Phillipe Guelton**, EVP & COO of Hachette Filipacchi Media U.S. and **Mike Kelly**, Chairman of the Board of EyeBlaster.

For video highlights of the Summit, visit mediabankers.com/events.aspx



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MEDIA DEALMAKERS SUMMIT 2008

The Pierre, February 7, 2008



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media dealmakers summit 2008 highlights

- Our 330 attendees from 232 companies represent the media industry's inner circle—financial sponsors, top media executives, entrepreneurs and lenders
- The speakers were responsible for \$13 billion in media M&A in 2007
- Private equity sponsors in attendance represented more than \$125 billion in available funds
- Participants in 7 of the Top 15 deals of 2007 were at the Summit as speakers

SAVE THE DATE

February 5, 2009

For next year's Media Dealmakers Summit