

BIA/Kelsey's Second Annual Conference on Local Broadcast Media's Transformation

Digital Strategies for Broadcasting 2010

New Platforms, New Revenues

Broadcasting is poised to earn hundreds of millions of dollars from the full array of digital services that are transforming the industry. The conversation around the business of broadcast has never been more important.

Digital Strategies for Broadcasting 2010: *New Platforms, New Revenues* will focus on the progressive change occurring in broadcasting today. This event will offer powerful, hands-on intelligence for broadcasters looking to make significant strides in their business this year.

DSB 2010 Distinction

DSB 2010 sits apart from other broadcasting conferences. While other events concentrate on tactics, DSB focuses on the strategies broadcasters need to devise and implement to be successful this year and beyond. Our drill-down discussion is highly engaged and right on target. It is specifically tailored to the needs of the local broadcasting community.

Power-Packed Agenda = Actionable Information

A sampling of the topics on the agenda:

- TV Apps: how to get yours in the new app stores
- Following the audience: Just how much will mobile grow in the next 12 months?
- Hyperlocal models in broadcasting
- Emerging technologies affecting broadcasting: home networking, 3D-TV, media DVRs, interactive TV, Internet radio
- Over-the-top (OTT) video: fad or future? Should stations participate?
- The state and direction of HD radio
- Consumer and social trends most affecting the media business
- The impact of consumer electronics on local broadcasting
- Credit markets, rising stock prices, impairment and M&A
- Local station valuation trends

Promise to Attendees

BIA/Kelsey makes a value guarantee to our conference attendees. We promise attendees will walk away with a deeper understanding of how to drive growth from local audiences and advertisers, and explore new opportunities for partnering across traditional media boundaries.

For more information and to register, visit www.bia.com and click on the DSB 2010 icon.



May 17-19, 2010
Hyatt Regency
on the Hudson
NJ/NYC

The Manhattan skyline provides a breathtaking backdrop for learning and networking.

"Winning Media Strategies was one of the best conferences I've ever attended. There was a large group of very successful and knowledgeable media professionals willing to share what they know. It was actually overwhelming in terms of the amount of information provided. I came away with a much deeper understanding about cross-platform media potentials and that is invaluable to me."

Allen Shaw, president/CEO,
Centennial Broadcasting

Speakers to include:

Lisa Bishop, Gray Television Group
Adam Broitman, Circ.us
Colleen Brown, Fisher Communications
David Dague, Localeze
Erik Helling, GAP West Broadcasting
Dave Kennedy, Flycast
Sam Matheny, News Over Wireless
Tim Reynolds, Meredith Corp.
Neal Schore, Triton Media Group
Lynda Clarizio, Invision Inc.
Thomas Davis, Davis Media, LLC
Marci Ryvicker, Wachovia Capital Markets
Jeff Smulyan, Emmis Communications

