

2017 NBA ALL-STAR TECHNOLOGY SUMMIT

Smart Play

The Roosevelt Hotel, New Orleans, LA
Roosevelt Ballroom
130 Roosevelt Way

THURSDAY, FEBRUARY 16

6:00 p.m. – 8:00 p.m. **Tip-Off Reception**
The Roosevelt Hotel
Waldorf Astoria Ballroom
Mezzanine Level

FRIDAY, FEBRUARY 17

7:30 a.m. - 8:30 a.m. **Registration for Tech Summit and NBA Cares All-Star Day of Service / Breakfast Buffet**

8:30 a.m. - 8:45 a.m. **Welcome**
Ahmad Rashad (Host, NBA TV)

Opening Remarks
Adam Silver (Commissioner, National Basketball Association)

8:45 a.m. - 9:25 a.m. **Panel I: Drafting a Winner: Investing in Sports Tech**

Moderator: Rebecca Jarvis (Chief Business, Technology & Economics Correspondent, ABC News)

Panelists

James L. Dolan (Executive Chairman, The Madison Square Garden Company; Executive Chairman, MSG Networks)
David Drummond (Senior Vice President, Corporate Development, Alphabet)
Dr. Paul Jacobs (Vice Chairman & Co-Owner, Sacramento Kings; Executive Chairman, Qualcomm Incorporated)
David Levy (President, Turner)
Marni Walden (Executive Vice President, Product & New Business Innovation, Verizon)
Strauss Zelnick (Chief Executive Officer, Take-Two Interactive Software, Inc.)

Description

Today, entrepreneurs have tremendous capacity to turn promising ideas into flourishing companies – and the tech space is brimming with opportunities for investors. What are the secrets to identifying the smartest bets among the crowd? This panel will examine the best strategies for assessing new companies that hope to change the sports world.

9:25 a.m. - 9:40 a.m. **Break**

9:40 a.m. - 10:20 a.m. **Panel II: The Give and Go: Direct-to-Consumer and the Game**

Moderator: Wolf Blitzer (Lead Political Anchor; Anchor, *Wolf; The Situation Room with Wolf Blitzer*, CNN)

Panelists

Bernadette Aulestia (Executive Vice President, Global Distribution, HBO)
Ted Leonsis (Founder, Chairman, Majority Owner & Chief Executive Officer, Monumental Sports & Entertainment)
Neal Mohan (Chief Product Officer, YouTube)
Stephen Pagliuca (Co-Owner & Managing General Partner, Boston Celtics; Co-Chairman, Bain Capital)
Ben Schwerin (Vice President, Partnerships, Snap, Inc.)
John Skipper (President, ESPN; Co-Chairman, Disney Media Networks)
John Stankey (Chief Executive Officer, AT&T Entertainment Group)

Description

The direct-to-consumer model is expanding business possibilities for existing players in the entertainment industry and creating space for new ones. Content creators have more ways to reach and build audiences than ever before. This panel will discuss how sports properties could position themselves to benefit from this growing direct-to-consumer ecosystem.

10:20 a.m. - 10:35 a.m. **Break**

10:35 a.m. - 11:10 a.m. Feature Panel: Cybersecurity

Moderator: John King (Chief National Correspondent; Anchor, *Inside Politics*, CNN)

Panelists

General Martin Dempsey (Retired U.S. Army General; Former Chairman of the Joint Chiefs of Staff; Chairman, USA Basketball)
Kevin Mandia (Chief Executive Officer, FireEye, Inc.)

Description

As we've seen state and non-state actors hack their way into companies, campaigns, and countries, cybersecurity has become as important as physical security to individuals and organizations. In this panel, we'll discuss how to keep everything from social media accounts to customer databases safe from this growing threat.

11:10 a.m. - 11:25 a.m. Break

11:25 a.m. - 12:05 p.m. Panel III: Courtside Connection: Basketball's Social Reality

Moderator: Rachel Nichols (Anchor, ESPN; Host, *The Jump*)

Panelists

Charles Barkley (Analyst, Turner Sports)
DJ Khaled (Music Industry Mogul, Executive & Producer; Grammy-Nominated Recording Artist; Best-Selling Author)
Marne Levine (Chief Operating Officer, Instagram)
Anthony Noto (Chief Operating Officer & Chief Financial Officer, Twitter, Inc.)
Vivek Ranadivé (Owner & Chairman, Sacramento Kings)
Steve Stoute (Founder & Chief Executive Officer, Translation)
Casey Wasserman (Chairman & Chief Executive Officer, Wasserman)

Description

Social media has already changed how fans follow the game – now it's emerging as a go-to platform for sports content. Leagues and teams have the opportunity to pioneer, test, and incorporate new tools, like live and 360° video, to connect with their fans at any time. This panel will explore how these platforms continue to fundamentally change fan engagement.

12:05 p.m. - 12:20 p.m. Break

12:20 p.m. - 1:00 p.m. Panel IV: Power Forward: How Tech Elevates the Game of Basketball

Moderator: Ernie Johnson (Studio Host, Turner Sports)

Panelists

Sue Bird (WNBA Player, Seattle Storm)
Mark Cuban (Chairman, AXS TV; Owner, Dallas Mavericks)
Pau Gasol (NBA Player, San Antonio Spurs)
Dan Gilbert (Majority Owner, Cleveland Cavaliers; Founder & Chairman, Quicken Loans, Inc.)
Earvin "Magic" Johnson (Chairman & Chief Executive Officer, Magic Johnson Enterprises)
Michael Rubin (Executive Chairman, Fanatics)
Nate Silver (Editor-In-Chief, FiveThirtyEight)

Description

Data-driven tech has the potential to enhance everything from roster assembly and coaching strategy, to team practice and individualized training regimens. Will this spark a paradigm shift in sports management and play? Our final panel will analyze the progress and potential for the interaction of tech and basketball.

1:00 p.m. Summit Concludes / Boxed Lunches Available

1:15 p.m. Board Buses for Travel to NBA Cares All-Star Day of Service Project Sites

1:30 p.m. - 3:30 p.m. NBA Cares All-Star Day of Service Projects

3:30 p.m. Projects Conclude / Board Buses for Return