



The BUSINESS OF ENTERTAINMENT V & SMPTE Student Professional Development Conference

Insights Into current Entertainment Economics, Trends and Technologies

Produced by

The Business of Entertainment LLC

The Hollywood Section of The Society of Motion
Picture and Television Engineers (SMPTE)

In association with

Woodbury University

October 22, 2011

Saturday, October 22, 2011 (exact program subject to change)

Doors open at 8:30 a.m.	Coffee and pastries will be available in the Malburg Atrium - School of Business
9:30 - 10:00	<i>OPENING REMARKS and Networking</i> Von Johnson - The Business of Entertainment Andre van Neikerk PhD, Edward Clift PhD - Woodbury University Wendy Aylsworth - Executive Vice President, SMPTE and Senior Vice President of Technology for Warner Bros.
10:00 - 1:00 p.m.	<i>SMPTE Student Conference</i> Malburg Atrium - School of Business
11:00 - 12:00	<i>Can the Creative Process be Defined?</i> Peter Schneider
12:00 - 1:30 p.m.	<i>LUNCH BREAK - Woody's Cafe will be open for lunch and networking</i>
1:30 - 3:00 p.m.	<i>What Every Producer Needs to Know to Survive and Thrive</i> Randy Greenberg
3:30 - 3:30 p.m.	<i>BREAK - Refreshments will be provided</i> Malburg Atrium - School of Business
3:30 - 4:30 p.m.	<i>SHOW ME THE MONEY! Global Sales and Marketing of Television and Motion Picture Products</i> Chris Phillip
4:30 - 5:30 p.m.	<i>A Technology Update from the Front Lines (co-sponsored by SMPTE)</i> Rick Dean



CAN THE CREATIVE PROCESS BE DEFINED?

with **Peter Schneider**

Producer, *The Lion King* on Broadway, director, *Sister Act: The Musical* in London's West End, former Chairman of The Walt Disney Studios and President of Walt Disney Feature Animation and Theatrical

In a word, "No". But as in that old adage—"Money can't buy happiness but it can buy the context in which it is most likely to occur"—one can create an environment in which creativity can thrive. Peter Schneider guides the audience through the various steps which have most often led to artistic success, including: breaking the rules, marrying the experimental with the proven, and unleashing through strategic thinking the "happy accidents" that are at the heart of the creative process. While budgets, ROI, and marketing are important adjuncts, Schneider will explore both the fundamentals and the ad hoc thinking which, in fact, merge the business and artistic spheres.

A TECHNOLOGY UPDATE FROM THE FRONT LINES

with **Rick Dean**
SVP, THX Ltd.



Believe it or not, Hollywood's business model would not have been possible without technology research, development and standards. Today, the business model is undergoing a massive transformation from film to digital files, 3D TV, consumption on portable devices and continuous improvements in home theater display technology. What are some of the unseen consequences of all this? For instance, is there an impact of 3D on human health? Rick Dean will cover the fundamentals and opportunities of technological advances in an industry where technology can be both friend ... and foe. This presentation is co-sponsored by the Society of Motion Picture and Television Engineers.



SHOW ME THE MONEY! GLOBAL SALES AND MARKETING OF TELEVISION AND MOTION PICTURE PRODUCTS

with **Chris Philip**
President, Electus-Engine Distribution

After sweating the trials and tribulations of development, production and post, how do distributors sell their television and motion picture products to a worldwide market? What's the difference between "format sales" and "finished sales", How do we track the licensed rights across dozens of global cable, terrestrial satellite channels? What are the machinations of negotiating million-dollar package and output deal? And what are the opportunities in "trans-media" and global branding? Chris Philip is our guide through the treacherous tides of global media sales.



WHAT EVERY PRODUCER NEEDS TO KNOW TO *SURVIVE* AND *THRIVE*

with **Randy Greenberg**
CEO, The Greenberg Group, executive producer "Cowboys and Aliens",
"Dylan Dog: Dead of Night"



Motion picture production can be independent or studio financed, and the big difference between the two is typically budget and time. Randy Greenberg covers the step-by-step process a producer should undertake regardless of the project's budget. Where do stories come from and how does a producer gain the right to tell that story? Where does the money come from to finance the project, pay for the talent, the director, the cinematographer and everything else? How does a distribution and what happens when the lead actor breaks his leg - on the set? Mr. Greenberg covers these and many other topics!

OUR GUESTS (IN ALPHABETICAL ORDER)

RICK DEAN guides the strategic development of new THX technologies and certification programs. Over the past 20+ years, Rick has worked on numerous groundbreaking entertainment projects, including the DVD and D-cinema releases of *Star Wars* Episodes I, II and III. He served as technical director for the post-production of the *Star Wars* Trilogy DVDs, a project that set a new standard for sound and picture excellence in the DVD format. Rick transformed the THX mastering program from Laser Disc to standard definition DVD, D-cinema and Blu-ray disc formats.

Rick is spearheading the development of all THX display certification initiatives, including 3D certification, and THX Media Director, a technology that enables digital media and devices to configure themselves for a more simplified user experience. Rick served two terms as Governor of the Society of Motion Picture and Television Engineers. He also chairs the 3D@Home Consortium which represents Consumer Electronics Manufacturers, Studios, Games Developers and 3D Technology providers to help drive standards for enabling the 3D market in the consumer's home and commercial applications. More at www.thx.com



RANDY GREENBERG is one of the best strategic and creative marketing and distribution minds in the global entertainment industry today. Over the past 22 years, Randy has been involved in the green-lighting, marketing and distribution of 200+ films and his campaigns have produced over \$5 BILLION in theatrical revenues alone. Randy started The Greenberg Group, a boutique entertainment consultancy, to utilize his green-light experience & his considerable marketing/distribution experience to give producers, directors, talent, financiers & projects a better chance at getting projects made & a better chance for those projects to achieve profitability. As a transactional EP, Randy negotiates rights, financing, talent, production and international sales agent contracts/agreements. Prior to The Greenberg Group, Randy was head of international theatrical distribution and marketing at Universal Pictures and MGM. Randy was executive producer of this summer's blockbuster "Cowboys & Aliens" and "Dylan Dog: Dead of Night". More at www.greenberggroup.com.

CHRIS PHILIP is President of Electus-Engine Distribution, where he oversees the global distribution of all Electus finished content, formats, and international co-productions. Chris co-founded Engine Entertainment, which was acquired by Ben Silverman's Electus LLC in early 2011. At Engine, Philip opened offices in London, Mexico City and Miami, and compiled an inventory of over 300 hours of U.S. network programming available for global distribution. Chris secured several deals with top producers, a deal with Electus on a South African format now being produced for History Channel in the U.S., a distribution deal with Michael Eisner's Tornante, and a partnership with Bill Block's QED. Chris also launched Engine Latino, a joint venture in Mexico with Simon Bross to produce Spanish language programming. Prior to Engine, Chris was President, Worldwide Sales and Distribution at Power, a UK-based production and distribution company. Chris was also Vice President, NBC Universal International, overseeing the Latin America region from Miami and Sao Paulo, where he managed the distribution of the Universal Pictures new film slate, all original TV productions for NBC, USA Network, and Sci-Fi channel, and over 10,000 hours of film and TV library product to over 18 territories. Philip has a Bachelor of Science degree in Business Administration from Fairleigh Dickinson University. More at www.electus.com



PETER SCHNEIDER (Director / Producer) is the Tony-Award-winning producer of the internationally-acclaimed Broadway musical, *The Lion King*, co-conceived and directed *Sister Act*, *The Musical* in London's West End and *My Life with Men...and Other Animals*, starring Maria Cassi in Italy. Peter produced the award winning documentary, *Waking Sleeping Beauty*, about Disney Animation from 1984 – 1994, which chronicles ten years in Schneider's seventeen-year tenure at the Walt Disney Company where, at different times, he was President of Animation, Theatrical and Chairman of the Studio. Peter was responsible for spearheading the creation and distribution of over fifty animated and live- action movies including *The Lion King*, *Beauty and the Beast*, (Golden Globe Award), *The Little Mermaid*, *Toy Story*, *Who Framed Roger Rabbit*, *Remember the Titans* and *The Princess Diaries*. He was the Associate Director of the 1984 LA Olympic Arts Festival, has an honorary doctorate from Purdue University, and is a world champion bridge player. More at www.peterschneiderproductions.com

SMPTE Student Professional Development Conference

The Hollywood Section of the Society of Motion Picture and Television Engineers (SMPTE) is sponsoring their inaugural **Student Professional Development Conference** in tandem with The Business of Entertainment V.

Schedule, Guests and Topics (as of October 1, 2011)

9:30 - 10:00 a.m.	Reception - Coffee and Pastries will be served
9:45 - 10:00 a.m.	WELCOME and Introduction of Guests/Format - Fletcher Jones Foundation Auditorium
10:00 a.m. - 1:00 p.m.	Open Table Discussion
Chris Stover - Head of Layout for "Turbo", Dreamworks Animation	Animation Production and Technology
George Aluzzi - Director of Technology and Engineering, Warner Bros. Motion Picture Imaging Jan Yarbrough - Technical Director, Colorist, Warner Bros. Motion Picture Imaging	Color Management
TBA	Sound and Audio Engineering
Howard Lukk - VP of Production Technology, The Walt Disney Studios	Live-Action Production and Technology
Curtis Clark, ASC - Chair, ASC Technology Committee	New Camera Technology/Cinematography`
TBA	Broadcast and Television
Ray Scalice - VP and GM, Pixel Magic	Visual Effects
Manny Francisico - Technology Manager, Dreamworks Animation	Motion Capture and Pre-visualizaton
Tony Rastatter - Supervising Editor, Warner Bros.	Editorial
Steven Anastasi - Media Archives, Warner Bros.	Digital Intermediate and Film Archive
Clay Speicher - Senior Systems Manager, Warner Bros. Motion Imaging	Data Management
Wendy Aylsworth - SVP Technology, Warner Brios./EVP-SMPTE	Digital Cinema and Distribution
Chris Henderson - Lead Digital Media Specialist, Global Digital Media Exchange	DVD/Blu-Ray Authoring
TBA	Mobile Digital Platforms
TBA	Content Protection Technology
1:00 - 1:30 p.m.	Wrap-up

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WOODBURY UNIVERSITY

Founded in 1884, Woodbury University is committed to providing the highest level of professional and liberal arts education. The integrated nature of our educational environment cultivates successful students with a strong and enduring sense of personal and social responsibility.

Woodbury's mix of students mirrors the remarkable diversity of Southern California. This combination of cultures, languages and outlooks on life makes for an energetic, exciting campus.



The 22-acre residential campus in Burbank, California is situated in the heart of an entertainment rich neighborhood that includes The Walt Disney Company, NBC-Universal, Warner Bros., ABC, Clear Channel, DreamWorks Animation, Technicolor, Deluxe Laboratories, Entertainment Partners, My Eye Media and Roundabout Entertainment to name a few.

The Society of Motion Picture and Television Engineers (SMPTE), is the leading technical society for the motion imaging industry.



SMPTE was founded in 1916 to advance theory and development in the motion imaging field. Today, SMPTE publishes ANSI-approved Standards, Recommended Practices, and Engineering Guidelines, along with the highly regarded SMPTE Journal and its peer-reviewed technical papers. SMPTE holds conferences and local Section meetings to bring people and ideas together, allowing for useful interaction and information exchange.

SMPTE members are spread throughout 64 countries worldwide. Over 200 Sustaining (Corporate) Members belong to SMPTE, allowing networking and contacts to occur on a larger scale. Touching on every discipline, our members include engineers, technical directors, cameramen, editors, technicians, manufacturers, designers, educators, consultants and field users in networking, compression, encryption and more.

SMPTE strives toward its goal through:

- Developing industry standards
- Enhancing education through seminars, exhibitions, and conferences
- Communicating the latest developments in technology
- Promoting networking and interaction



Von Johnson & Associates, Inc. (VJA) is an independent consulting services company focused on the media and entertainment industries. Headquartered near Hollywood and with access to a world-class and globally connected talent pool, VJA offers our clients deep domain and technology expertise coupled with professional and complimentary relationships across the industry. Practically all of the firm's expertise derives from senior executive experience at major Hollywood studios, broadcasters and post-production companies. VJA is a resource for clients who seek:

- Strategic market entry and commercial guidance for technology products or services in an increasingly volatile entertainment distribution environment
- Media asset management, risk analysis and valuations
- Executive consultation and project management services in advanced post production, technical services and language localization



The Business of Entertainment LLC (BOE) is an educational courseware production company focused on the media and entertainment industry. With headquarters near Hollywood in Burbank, California, BOE produces lecture and networking events where media students and career-minded adults meet and learn from senior-level studio executives, producers, post production and production practitioners who conduct the business of show business.

We capture these events in multi-camera high-definition and distill the presentations into the unique Courseware offering you'll find at www.boe.mindbites.com.

The Business of Entertainment encircles the volatile and rapidly changing landscape of mass media. We examine the effects of new technologies and evolving consumer habits on Hollywood's business model. The Business of Entertainment seeks to help students and career-minded executives understand and frame the issues that will define and shape our industry for the next three to five years.

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