



entertainment
MATTERS

International
CES

Entertainment Matters Overview

Entertainment Matters (EM) connects the entertainment and consumer electronics industries at the world's largest technology event, the International CES®. Through programs that highlight content, conference sessions, special events, networking opportunities and VIP tours, CES will guide entertainment executives through the most influential technology show in the world.

Entertainment Matters allows entertainment executives to experience the products and technologies that deliver entertainment to the consumer, offers conference sessions and events focused on the emerging business models resulting from new technologies, and defines new ways for consumers to experience their entertainment. Entertainment Matters brings together entertainment thought leaders — who are at the forefront of developing digital content creation —with other executives who are charged with creating the devices that will land on every consumer's wish list.

Entertainment Matters premiered at the 2011 International CES, and expanded in 2012 attracting more than 32,000 entertainment industry professionals, including influencers from the Back Lot to the Boardroom. As a sponsor for Entertainment Matters, you'll have an opportunity to deliver your brand message to this highly coveted group of tastemakers through the events, sessions and exhibits —and all of the marketing and promotional activity — that will be a part of an even more robust Entertainment Matters at the 2013 CES.

Entertainment Matters Events

From showdowns to awards to private parties, Entertainment Matters has events for everyone in the content and entertainment community.

2012 Entertainment Matters Events Included:

- Official CEA/MediaLink CES Kick-Off Party
- ESPN 3D BCS Championship Game
- Spike TV's All Access VIP Party, hosted by Eliza Dushku
- ESPN 3D *SportsNation*
- MashBash
- LAVO: The Official Entertainment Matters Party
- YouTube's Entertainment Matters Keynote
- ESPN 3D CES Edition of *Friday Night Fights*
- IAWTV Awards
- Technology & Engineering Emmy® Awards

Sample Attendees

Attendees from the 2012 CES included executives from:

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|--------------------|---------------------------|
| • 20th Century Fox | • Universal Studios |
| • AOL | • UTA |
| • ESPN | • Viacom |
| • ICM | • WGA |
| • Miramax | • William Morris Endeavor |
| • MTV | • Yahoo |
| • Paramount | • YouTube |
| • SAG | |



IF IT MATTERS IN HOLLYWOOD, IT MATTERS HERE.

Entertainment Matters Ambassador

In 2012, CES unveiled its inaugural Ambassador Program, featuring Eliza Dushku. Eliza – best known for her impressive film and television career, in addition to her numerous digital projects – toured the show floor to meet exhibitors, hosted official Entertainment Matters events, appeared on national television on behalf of CES, and promoted the conference and various exhibitors through her substantial social media outlets (including over one million Twitter followers). The program will return in 2013.

Red Carpet Program

At the 2012 CES, the Red Carpet Program brought hundreds of the most senior and influential executives from the entertainment industry to CES, many for the first time. Returning for 2013, the Red Carpet program offers participants access to hotel room blocks, priority admission to keynote addresses, access to an exclusive Red Carpet Lounge and events, access to custom and private Red Carpet Tours of the CES show floor, as well as a concierge to aid in registration and planning. Participants have included C-level executives from studios, networks, game companies, brand advertisers and agencies, as well as a number of established actors, writers, directors and producers. CES will be adding even more benefits to the program for 2013.

Next Generation Program

Each year CES hosts over 100 young professionals, hand selected as being on the “fast track” in the traditional and new media industries, including many of the young entrepreneurs shaping the landscape of digital programming. Not only the next generation of Entertainment Industry leaders, they are also the next generation of influencers who will have a meaningful role in shaping both

popular culture and trends, and they are also the early adopters of many of the products on display at CES. The NextGen program offers this select group private tours of the show floor, evening networking events, and access to blocks of rooms at the hippest hotels in Vegas. Just as CES wants to capture these young tastemakers, sponsors have a fantastic opportunity to reach them with highly targeted promotions.

Conference Programs

Entertainment Matters includes a series of conference programs collectively offering more than 70 sessions over the course of four days, focusing on the intersection of entertainment, consumer electronics and advertising. Topics from the 2012 CES included: monetizing original content, advertising to the anytime anywhere consumer, over-the-top tv and its impact on entertainment, the 3D sweet spot and more. The conference programs will also include sessions produced by various entertainment guilds to ensure that writers, actors, producers and directors all have an opportunity to learn about new technologies that can aid in their craft.

Executives and thought leaders participating in 2012

Entertainment Matters sessions included:

- David Christopher, AT&T
- Beth Comstock, GE
- Allen DeBevoise, Machinima.com
- Carolyn Everson, Facebook
- Michael Kassan, MediaLink LLC
- Robert Kyncl, YouTube
- Stephen Quinn, Walmart
- Bruce Rosenblum, Warner Bros. Television
- Ryan Steelberg, Brand Affinity Technologies
- Steve Shannon, Hyundai
- Hans Vestberg, Ericsson
- Keith Weed, Unilever



Photos compiled from previous International CES® Shows.

2012 CES Entertainment Matters Conference

Sessions Included:

- Cable Conference
- Content in the Cloud
- Digital Hollywood
- Games Summit at CES
- IAWTV: Awards and Beyond
- The Reinvention of an Industry: Entertainment Everywhere
- Smartphone & Tablet Conference
- The Tweet House Presents: Social Media Success Stories
- *Variety's* Entertainment Summit at CES

Entertainment Matters Mobile App

In 2012, CES introduced an official Entertainment Matters App for smartphones and tablets. Returning in 2013, the App will be custom built to help Entertainment Matters attendees plan and navigate their CES experience with customized maps of the show floor, updated information on relevant conference programs and sessions, answers to commonly asked questions, location services and more. The App will also have opt-ins for push notifications, allowing CES and sponsors to interact with these attendees year round.

Entertainment Matters Daily, produced by *Variety*

Variety, the leading entertainment trade magazine, produces the *Entertainment Matters Daily* at CES. This publication is dedicated to Entertainment Matters programming, news, events, announcements, and special features for Hollywood professionals. The most influential leaders in the industry have turned to *Variety* for timely, credible and straight-forward news and analysis vital to their professions. Now CES attendees have first-hand access to the most important news and announcements impacting the entertainment industry at CES.



Contact us today at **EM@CE.org** or **703-907-5245**
to become part of Entertainment Matters.