



2005 AFI Digital Content Festival Presenters

Dr. Phillip Alvelda, Chief Executive Officer, Idetic, Inc. (MobiTV)

Dr. Phillip Alvelda is the CEO, Chairman, and co-founder of Idetic, Inc., a leading developer of wireless media delivery services and technologies. Idetic's wireless infrastructure technologies improve the performance of today's wireless data infrastructure, and lay the foundation for next-generation services that support the richer media viewable on tomorrow's handsets. Idetic leveraged its new technology platforms to develop MobiTV, a global network and ASP service that delivers live TV broadcasts to mobile phones. Previously, Dr. Alvelda founded the MicroDisplay Corporation, a manufacturer of ultra-high resolution miniature displays for portable systems and low cost HDTVs, where he served as CEO and Chief Technology Officer. Prior to MicroDisplay, Dr. Alvelda was a developer of spacecraft hardware and software systems for image processing and data compression at NASA's Jet Propulsion Laboratory. Dr. Alvelda holds a Bachelor's degree in Physics from Cornell University and received his Masters and PhD degrees in Computer Science and Electrical Engineering from the Massachusetts Institute of Technology.

Jon Avnet, Producer/Director, Chair AFI Board of Directors, American Film Institute

Jon Avnet has directed and produced more than 50 motion pictures and television movies over the last 25 years, from box office hits like RISKY BUSINESS and FRIED GREEN TOMATOES to the critically acclaimed UPRISING, THE BURNING BED and HEATWAVE for television. His work has either won or been nominated for multiple Oscars, Emmys, Golden Globes, Directors Guild of America awards, as well as Writers Guild of America awards, the Peabody, the Humanitas and CableACE awards. Avnet most recently produced and co-financed with Aurelio DeLaurentiis SKY CAPTAIN AND THE WORLD OF TOMORROW starring Jude Law, Gwyneth Paltrow, Angelina Jolie, Giovanni Ribisi and Bai Ling. Next, he will direct Morgan Freeman and Hillary Swank in a screenplay he co-wrote. Last year Mr. Avnet executive produced with Graham Yost and directed the award-winning BOOMTOWN on NBC.

Mugs Buckley, Interactive Sales Manager, Comcast Spotlight

Mugs Buckley is an Interactive Sales Manager for Comcast Spotlight based in San Francisco, CA, Mugs works with advertisers and agencies on interactive campaigns for addressable on-air advertising, Comcast.net and Video On Demand. Mugs has worked in the interactive television space for many years including her role as Director of PopTV for Liberate and Vice President of Business Development for RespondTV. Mugs started with ZDTV (now G4) in its inception and served as Director of Special Programming and Director of Business Development. Prior to ZDTV, she was Executive Producer/Director of Production for Discovery Channel Multimedia. Mugs holds a Masters in Technology in Education from the Harvard Graduate School of Education and a Bachelor of Arts degree from Tufts University.

Robert Chua, Founder/Chairman, TIC (The Interactive Channel)

Robert Chua's 41 years of television experience spans from Australia, Singapore, Hong Kong and China. Born in Singapore, Robert studied and worked in the television industry in Australia before making Hong Kong his home in 1967 where he launched TVB and created the longest running live variety show, EYT. In 1979, his company became the first Media Company in the world to enter the Chinese TV market. The satellite channel CETV that he founded in 1994 secured AOL-Time Warner as his partner. In late 2003 he sold his entire CETV stake to Time



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Warner to concentrate on pioneering the world's first cross-media 24/7 interactive channel TIC (The Interactive Channel), which was launched Dec 2004. Robert is a committee member of the Advisory Board of Rose d'Or Festival, Banff TV Festival, Monte Carlo TV Festival, a Steering Committee member of FRAPA and a member of the Board of NATPE. For more information: www.robertchua.com.

Nick DeMartino, Senior Vice President, Media and Technology, American Film Institute

Nick DeMartino is Senior Vice President of Media and Technology for the American Film Institute. His work focuses on strategies and programs that harness the power of the digital revolution. In his 15 years at the Institute he has created a wide range of programs and operating units, including three which currently report to him: the AFI Digital Content Lab, AFI K-12 Screen Education Center and AFI's Internet Communications group. He also manages many new business alliances for the institute. The Los Angeles Business Journal has twice named DeMartino a leader in the technology industry. He has been an author, journalist documentary filmmaker, advertising and marketing executive and public interest media advocate.

Jean Picker Firstenberg, Director and Chief Executive Officer, American Film Institute

Jean Picker Firstenberg is in her 25th year as Director and CEO of the American Film Institute. Her tenure has marked AFI as one of America's greatest national, cultural and educational resources. In addition, AFI's role in celebrating and recognizing excellence in America's film, television and digital media has been acknowledged worldwide. Firstenberg's impact on AFI began in 1980 when the institute acquired an eight-acre campus in Los Angeles. Since then, she has led AFI through many other significant advancements that continue to earn AFI great respect and acclaim.

Before AFI, Firstenberg spent four years at the John and Mary R. Markle Foundation in New York City. She also served as Director of Princeton University's Publications Office. Firstenberg is a summa cum laude graduate of Boston University's College of Communications. She was a trustee of Boston University for 12 years and former Chair of the Board of Advisors for the George Foster Peabody Awards in Broadcasting at the University of Georgia. She was the recipient of the prestigious Women in Film Crystal Award and, in 2001, the respected Women of Vision Award from Women in Film and Video in Washington, DC. In 2002, Firstenberg was appointed to the US Postal Service Citizens' Stamp Advisory Committee. In 2005, Firstenberg received an Honorary Degree in Humane Letters from Emerson College.

Michael Goldstein, Project Manager, Interactive Programming, DISH Network (Echostar Satellite L.L.C)

Michael has worked at DISH Network for 6 years. He worked in the Pay-Per-View department for 4 years as the PPV Operations Manager. He managed the day-to-day scheduling of all of DISH Networks Sports and Events. He also was responsible for all PPV CSG billing inquiries. Michael then moved over to the Interactive Programming department at DISH, where he helped in the development of the industries first picture-in-picture mosaic for the 2004 Summer Olympics and 2004 Presidential Elections, which included customer polling via SMS, another a first in the television industry. Michael continues to work in the interactive TV world at DISH developing mosaics, shopping, games, news, entertainment and customer support applications



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for DISH Network.

Jason Hirschhorn, EVP, Digital Media, MTV Networks

Hirschhorn is responsible for managing the online, digital, wireless and broadband operations for MTV, MTV2, VH1, CMT, mtvU, Logo and Comedy Central. In this capacity, he oversees the overall growth and strategy of digital music and media operations for the networks, as well as seeking new opportunities to extend each of the brands into new platforms.

Hirschhorn joined the company in March 2000 when MTV Networks bought Mischief New Media, a leading web site design and content development firm that he founded to serve the music industry. Hirschhorn subsequently founded several successful music entertainment destinations including RockOnTV.com, MusicStation.com, ShowbizWire.com and MusicNewswire.com. Hirschhorn has a B.S. in International Business and Marketing from New York University's Stern School of Business. He is also on the board of Computers for Youth, which improves the educational, social and economic prospects for low-income students and their families by providing them with home computers and the skills to use them.

Lucy Hood, President Fox Mobile Entertainment, Twentieth Century Fox Television and Senior Vice President, Content and Marketing, News Corporation

Lucy Hood currently oversees wireless strategy and licensing for Fox Entertainment worldwide, structuring partnerships with Vodafone, Cingular, Sprint, T-Mobile, Verizon and Nokia. Hood guides Fox's creative, digital and marketing councils, and has built international alliances for divisions including 20th Century Fox Film and Fox Television. Lucy Hood has held leadership positions across Fox companies in television channels and distribution, new media and publishing.

Lucy Hood has overseen a number of new media industry firsts, including the successful ATTWS-Fox partnership for American Idol that introduced text messaging widely in the US. Setting an industry record in May, the program generated over 40 million SMS messages. Most recently, Hood invented the program format of video mobisodes, short-form 3G mobile content, which have rolled out on wireless carriers worldwide in 2005. The Fox Mobile unit has four mobisode series playing, including 24: CONSPIRACY based on the hit TV series, THE SIMPLE LIFE, SUNSET HOTEL and LOVE AND HATE.

Philip Jay, Executive Producer New Services, BBC New Media (UK)

Philip Jay has worked in television and new media in the UK for nearly ten years. He has worked for broadcasters, distributors and agencies. He has been a senior member of the BBC Interactive team for the last four years. At BBC Interactive, he has been responsible for deploying countless Interactive TV services across all the UK digital TV platforms. He managed all the BBC's interactive TV output on digital cable. He led the team that delivered the first multi-streaming enhanced TV services on Cable and won the Cable TV Award for Best Interactive Service. He now leads the BBC Core Video-on-Demand Group, heading up work to develop new services on emerging VOD platforms and PVRs.



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Roma Khanna, Senior Vice President, Content, CHUM Television (Canada)

Roma Khanna is responsible for developing and implementing CHUM Television's content strategies and guiding all of CHUM Television's content creation, program acquisition and distribution efforts. Roma oversees the Programming, Independent Production, In-House Production, International Distribution, Interactive and Creative Services units. Previously, Roma Khanna was responsible for the strategic development and day-to-day operation of all new media initiatives for CHUM Limited. In addition to leveraging the company's well-known television brands and content across various new media platforms including interactive television, wireless services and exclusive Internet properties, Roma was responsible for creating new interactive initiatives that were integral to CHUM's original television and radio content.

Prior to joining CHUM, Roma was Executive Vice President at Snap Media, Canada's leading producer of interactive content and communities related to television, where she was involved in the production/creation of interactive projects for television programs including DEGRASSI: THE NEXT GENERATION (www.Degrassi.tv.com). Over the years, Roma has also been involved in producing various film and television projects including music videos, television commercials and an independent feature film.

Christopher Lucas, Vice President/Executive Producer, Digital Media, Showtime Networks

Christopher Lucas oversees the production of Showtime Network's online, interactive television and wireless initiatives and develops business strategies that leverage emerging technologies and our changing media landscape. During his tenure, Showtime New Media has received numerous awards, including two Emmy® Awards in 2004 for the network's virtual channel on Dish Network. Under Chris' direction, Showtime's New Media department produced the network's first live multi-camera broadband Pay-Per-View event in the fall of 1999 and continues to develop breakthrough entertainment experiences that challenge the current paradigms. Prior to joining Showtime in 1998, Chris was Executive Technical Director at US Interactive where he led the agency's Technology Solutions department in servicing its roster of blue-chip clients. Previously, he spent seven years at Comedy Central as Director of Online Services. Chris holds degrees from the University of Hartford and Yale University.

Paul Marcum, Vice President, Interactive Media Group, Sesame Workshop

Paul Marcum serves as Vice President and General Manager for the Interactive Media Group of Sesame Workshop; the nonprofit educational organization behind Sesame Street. In this role he is responsible for driving strategy, developing partnerships and producing content for all interactive and digital platforms including mobile, video on demand, online, console, interactive TV and CD-ROM. In the past few years his group has built relationships with a wide variety of partners including Microsoft, Stanford University, Cablevision, Time Warner Cable, InDemand, V Tech, JAKKS Pacific, Verizon Wireless and Mindscape France SAS. In addition to bringing Sesame Workshop's properties to children using digital media, his group has long been a leading researcher into the educational uses of interactive technology. It has recently received grants from the Texaco Foundation, Stanford University's MediaX program and the Markle Foundation.

Fred McIntyre, Vice President, AOL Video, America Online, Inc



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Fred McIntyre manages operations for AOL Video. The AOL Video Team leads AOL's comprehensive strategy for Video and has operational oversight for video initiatives across the AOL Network in addition to developing new video opportunities on behalf of AOL's Audience business. Fred has been with AOL since 1999 and has worked in a variety of capacities including, most recently, Vice President of Programming & Media Networks, AOL for Broadband. Fred also spent several years as Vice President, Business Development for AOL Entertainment where his responsibilities included mapping and implementing the strategy that established AOL as a premier online destination and industry partner for Games, Movies, Music, Radio, Television and Ticketing. Prior to AOL, Fred held senior management positions at Spinner.com, VIBE Magazine and SPIN Magazine.

Jonathan F. Miller, Chairman & Chief Executive Officer, America Online, Inc.

Jonathan F. Miller, Chairman and Chief Executive Officer of America Online, Inc., is responsible for setting the strategy and overseeing the businesses and operations of the world's leading interactive services company. Miller came to AOL in 2002 with extensive management experience in interactive services, media, entertainment and associated enabling technologies. Before joining AOL, Miller was President and Chief Executive Officer of USA Information and Services (USAIS). The 15,000-employee unit he led earned \$3 billion in revenue and included businesses such as Ticketmaster and Ticketmaster.com, Citysearch and Match.com teleservices, USA Electronic Commerce Solutions, and the USA Travel Group comprising HRN, USA Travel Channel and Expedia.com.

Before assuming his role with USAIS in 2000, Miller served for a year as President and Chief Executive Officer of USA Electronic Commerce Solutions. Previously, he was President and Chief Executive Officer of USA Broadcasting, which he joined in 1997. Miller worked for Nickelodeon in the mid-1990s, joining as Chief Executive Officer/Managing Director of Nick UK in 1993 and rising to Managing Director of Nickelodeon International. Miller previously served as Chief Executive of Paramount's first branded international channel, launching the Paramount Comedy Channel in London.

Rob Tercek, (M)FORMA

An internationally recognized digital media and entertainment executive, Robert Tercek supervises (M)FORMA's content programming activity and manages global marketing alliances. Tercek, an 18-year veteran of the entertainment industry, has created hit titles for virtually every digital platform, including satellite and cable TV, dialup and broadband Internet, PC and game consoles and wireless networks. Tercek pioneered mobile multimedia programming at PacketVideo where he was responsible for the commercial launch of mobile video on NTT DoCoMo's 3G Network and more than 40 mobile networks worldwide. Tercek was Senior Vice President of Digital Media at Sony Pictures Entertainment, where he launched Sony's online game services and established Sony's interactive TV and mobile entertainment production units. Earlier, Tercek was a Senior Creative Executive at MTV: Music Television and was a co-founder of computer game publisher 7th Level. He is an adjunct professor at the USC School of Cinema-Television and is the chairman and founder of the Game Developer Conference's Mobile Symposium.



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Roger Vakharia, Director, Global Content Alliances, Digital Home Group, Intel Corporation

Roger Vakharia manages Intel's Digital Home content initiatives and key relationships with the Media and Entertainment industry. He is responsible for worldwide market development efforts around digital entertainment and Intel-based digital home platform for consumers. He drives business and marketing strategy with content industry leaders to help accelerate availability of exciting new digital entertainment experiences for consumers.

Roger joined Intel in 1995 and held several strategic relationship management positions to drive sales, marketing, demand creation and innovative initiatives mostly in the Digital Media & Entertainment industry. His efforts have helped develop solid awareness and dialogues between Intel and entertainment industry. Over the years, this has led to several successful global alliances, ventures and initiatives with Movie, Music and Gaming industry and helped generate exciting consumer experiences and demand for digital entertainment services in the U.S., Europe, Asia and Japan.

Marcia Zellers, Director, Digital Content Lab, American Film Institute

Marcia Zellers is the Director of the American Film Institute's Digital Content Lab (AFI DCL). Now in its eighth year, the AFI DCL has produced nearly 60 iTV and digital media prototypes. The AFI Digital Content Lab (AFI DCL) incubates new forms of entertainment programming on digital platforms from idea to audience. Placing the highest value on creative excellence, the AFI DCL pairs design and technology experts with professionals from TV, film, games and an array of programming initiators to adapt new and existing concepts to digital creation and distribution. AFI DCL is the gathering place for the American digital creative and technology communities and is renowned as the United States' premier digital R&D environment.

Zellers is the Co-Chair of the Emmy Awards Committee for the Academy of Television Arts and Sciences Interactive Media Peer Group. She is the Chair of the 2005 European Broadcasters Union Conference on Cross-Media Strategies on Marketing, and is a frequently invited speaker and panelist at both national and international industry events. Zellers sits on the Advisory Board of Moventum, a mobile marketing company that builds innovative technology solutions for advertising and content delivery to smart mobile devices.