

Media Future Now (Digital Media Lunch Group) Reports, Discussion and Idea Exchange

AGENDA for Tuesday, December 4, 2007

- I. Introductions/announcements**
- II. Reports on recent developments**

Jeffrey Litvack, Associated Press' Global Director of New Media, is based in New York. The AP (like C-SPAN, as we heard from Rob Kennedy last month) is exploring ideas to manage distribution of content by managing technology's EFFECT on content, in many ways similar to the music industry's moves toward liberalizing rights restrictions on music downloads. We are delighted that Jeff can join us.

Jeff's loose formulation will be "Widgets: Friend or Foe to the AP?" Jeff will discuss how RSS Feeds and Widgets are changing the very nature of AP's underlying business, the syndication of AP's news and being the essential global news network. He will highlight how licensing rights are being blurred and how the "anywhere, anytime" mentality of a 2.0 world has significant consequences for a business-to-business publisher.

Contact Jeff: jlitvack@ap.org, www.ap.org.

Peter Greenberger, Google's Director of Elections & Issue Advocacy, heads up Google's political advertising team and is based here in Washington. Peter will discuss "The Search for the President: Google and the 2008 Elections" – how the changing media landscape mandates that campaigns seek non-traditional mediums to reach and engage voters, and some of Google's activities in this area. Peter will highlight search and display advertising on Google's content network and the ability to micro-target by demographics and geo-target by location. He will also share some examples of Adwords from the 2008 presidential campaign.

Peter and Google were recently featured in a Newsweek story on political advertising, which described the 2008 election as "really the beginning of the Google era of campaigning, where the battleground is the region of pixels alongside search results. Businesses already drop \$7 billion a year in search ads, and politicians are finally figuring out that this vehicle is an ideal way to reach potential voters – and especially donors." We began this topic in September with a great dialogue by Erin Byrne of Burson-Marsteller and Michael Bassik of MSHC Partners. We are delighted that Peter can join us.

Contact Peter: pgreenberger@google.com, www.google.com.

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- III. Our next meeting will be Tuesday January 15th, 12:15pm to 1:45pm, New America Foundation, 1630 Connecticut Avenue, NW, 7th Floor conference room. Please save the date.**

Special thanks to Terry Ross and Gibson Dunn for hosting our monthly lunch. We welcome participation and ideas from all members and guests. Thank you all for joining us today.

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