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Reports, Discussion and Idea Exchange

AGENDA for Thursday, May 19, 2011

I. Introductions/Announcements

**"Privacy From the Other Side:
Implications for the Online User Experience."**

TWITTER: #MFNDC

II. Overview of Policy and Advocacy

Justin Brookman (Director, Consumer Privacy Project, *Center for Democracy & Technology*)

III. Industry View and Self-Regulation

Bryan Gernert (CEO, *Resonate Networks*)

Kate Kaye (Senior Editor, *ClickZ*)

Mike Zaneis (Senior VP of Public Policy & General Counsel, *Interactive Advertising Bureau*)

IV. Q&A

Thank you to Alex Treadway and the Daily Caller for hosting our May event. We welcome participation and ideas from all members and guests. Thank you all for joining us today.

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Media Future Now is ...

Alex Treadway, *The Daily Caller*, www.dailycaller.com

Andrew Mirsky, *Mirsky & Company, PLLC*, www.mirskylegal.com

Nick Yaeger, *Y Business Development*, www.YBizDev.com

Peter Cherukuri, *The Huffington Post*, www.huffingtonpost.com

Shana Glickfield, *Beekeeper Group, LLC*, www.beekeepergroup.com

Troy Schneider, *The New America Foundation*, www.newamerica.net

Thomas Yarnell, *Mirsky & Company, PLLC*, www.mirskylegal.com

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... Should the Tweeting urge overcome you ...



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OUR GUEST SPEAKERS TODAY

JUSTIN BROOKMAN (Director, Project on Consumer Privacy, Center for Democracy & Technology). Justin is Director for CDT's Project on Consumer Privacy. Prior to joining CDT in January 2010, Justin was Chief of the Internet Bureau of the New York Attorney General's office. Under his leadership, the Internet Bureau was one of the most active and aggressive law enforcement groups working on internet issues, and Justin brought several groundbreaking cases to protect the rights of online consumers. He brought the first regulatory actions against spyware and adware companies, as well as against the advertisers who funded those companies. He also brought several privacy cases against companies who misused or misappropriated consumers' personal information, including the first enforcement of Gramm-Leach-Bliley's restrictions on the use of consumer financial data. In 2009, Justin brought the first case against a company for "astroturfing" – or seeding internet message boards and blogs with fake positive reviews. He also brought important actions to preserve free speech online and to preserve network neutrality. Follow Justin on Twitter at @JustinBrookman.

BRYAN GERNERT (CEO, Resonate Networks). A proven business leader, Bryan has led businesses through periods of significant transformation and growth. He has applied his management expertise to businesses in several industries, with emphasis on information technology and services. Before joining Resonate Networks, Bryan served as Senior Vice President and General Manager of the Americas for Cybertrust. In the 5-year period leading up to the sale of Cybertrust to Verizon for approximately \$500 million, Bryan's region more than doubled its annual revenues from \$36 million to \$80 million. He was an instrumental player on the executive team that orchestrated, negotiated, and completed the transaction with Verizon. Previously, at Digex, Incorporated, a global web hosting and managed services provider, Bryan grew a start-up company into a business with an annual revenue run rate of \$240 million. During his tenure at Digex, Bryan helped Digex raise over \$1.3 billion through an IPO and secondary offering and was part of the team that sold Digex to WorldCom in a \$5.7 billion transaction. Bryan has also held management positions with Evergreen Information Technologies and RCI.

KATE KAYE (Senior Editor, ClickZ). Kate is a Senior Editor at ClickZ News. As a daily reporter and editor for the original news source, she covers beats including digital political campaigns and government regulation of the online ad industry. Kate is author of *Campaign '08: A Turning Point for Digital Media*, the only book focused on the paid digital media efforts of the 2008 presidential campaigns. Kate created ClickZ's Politics & Advocacy section, and is the primary contributor to the one-of-a-kind section. She began reporting on the interactive ad industry in 1999 and has spoken at several events and in interviews for television, radio, print, and digital media outlets. You can follow Kate on Twitter at @LowbrowKate.

MIKE ZANEIS (General Counsel & SVP of Public Policy, Interactive Advertising Bureau). Mike has been General Counsel and Senior Vice President of Public Policy at Interactive Advertising Bureau Inc. since December 2010, and previously served as Vice President of Public Policy at IAB Inc. Mike achieved significant progress in creating a public policy presence for the industry in the nation's capital and in overseeing successful efforts to bring industry self-regulation to fruition. In his position at IAB, Mike continues to lead the IAB's public policy office and guide the strategy of the self-regulatory privacy program. Additionally, he will oversee outside counsel and coordinate all IAB legal resources in industry relations, public policy and other critical initiatives. Prior to joining the IAB, Mike worked with the U.S. Chamber of Commerce in Washington, where he served as Executive Director of Technology and E-Commerce. As chief technology and telecommunications lobbyist, Mike oversaw issues affecting the business community pertaining to e-commerce, online and consumer privacy, data security, telecommunications and intellectual property.