

# THE BMO CAPITAL MARKETS 18TH ANNUAL DIGITAL ENTERTAINMENT CONFERENCE

Thursday, November 11, 2010 Grand Hyatt, New York City

## Company Presentations Agenda\*



TIME	Company Presentations BALLROOM II
7:30 AM	CONFERENCE REGISTRATION AND CONTINENTAL BREAKFAST
8:15	OPENING REMARKS & INTRODUCTION Edward Williams, Managing Director & Sr. Research Analyst, BMO Capital Markets Ballroom II
8:30	Nintendo of America (NTDOY)
9:00	Activision Blizzard (ATVI)
9:30	THQ (THQI)
10:00	Mood Media (MM-T)
10:30	BREAK & NETWORKING
11:00	Take-Two Interactive Software (TTWO)
11:30	WMS Industries (WMS)
12:00 PM	Microsoft (MSFT)
12:30	Sonic Solutions (SNIC)
1:00	International Game Technology (IGT)
1:30	THEMATIC PANEL Everyone Plays: Ways to Make Games Ubiquitous - Every Platform, Every Geography, Everyone Oberon Media (Private), SPIL GAMES (Private)
2:00	GameStop (GME)
2:30	Sony Computer Entertainment America (SNE)
3:00	Gameloft (GLFT.PA, GFT FP)
3:30	OnLive (Private)
4:00	COCKTAILS Ballroom III & IV

\*Agenda is current as of 11-10-2010 and is subject to change.

Continued on next page

1on1 meetings will run concurrently with the company presentation agenda  
AOL (AOL) and Electronic Arts (ERTS) will be hosting 1on1 meetings throughout the day

Lunch will be available from 11:45 a.m. to 1:15 p.m. in the Ballroom Foyer

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## Thematic Panels Agenda\*



TIME	Thematic Panels BALLROOM V
7:30 AM	CONFERENCE REGISTRATION AND CONTINENTAL BREAKFAST
8:15	<b>OPENING REMARKS &amp; INTRODUCTION</b> Edward Williams, Managing Director & Sr. Research Analyst, BMO Capital Markets Ballroom II
8:30	<b>eVolving the Paid-content Model: High-value Audience Relationships that Pay</b> Journalism Online (Private), F+W Media (Private), Bertelsmann (Private)
9:15	<b>eVideo Services: Managing and Monetizing Premium Content</b> Brightcove (Private), magnify.net (Private), Panvideo (Private)
10:00	<b>Over-the-Top: Catering to Viewers with New Video Services and Devices</b> TiVo (TIVO), Hillcrest Laboratories (Private), Roku (Private), Boxee (Private)
10:45	<b>eMerging Audio Services and eNabling Mobile IP</b> Triton Media Group (Private), Jelli (Private), MuseAmi (Private), Ecast (Private)
11:30	<b>Monetizing the Moment: Enabling the Payment Opportunities in the Emerging Media Marketplace</b> Boku (Private), PlaySpan (Private), Adknowledge (Private), Live Gamer (Private)
12:30 PM	<b>Game Changers: How Game Developers and Publishers Find Profitability in a Dynamic Market</b> Trion Worlds (Private), Epic Games (Private), 4mm Games (Private), Virgin Gaming (Private)
1:15	<b>Presentation</b> appMobi (Private)
1:45	END OF PANELS
4:00	<b>COCKTAILS</b> Ballroom III & IV

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