



a carbon-neutral event

Green Media Summit

SAVING THE PLANET ONE DISC AT A TIME...

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Welcome to the Green Media Summit

SAVING THE PLANET ONE DISC AT A TIME...



BY **Devendra Mishra**

Never before have I seen such consensus that we, as an industry, are embarking on one of our largest collaborative initiatives ever – one with a reach well beyond the usual scope of home entertainment.

As Professor Dan Esty will explain in this morning's keynote, great companies generate lasting value – cutting costs, reducing risk, driving new revenues, and creating strong brands – by building environmental thinking into the very core of their business strategies.

In typical Hollywood fashion, however, we're even thinking bigger. We need to change our businesses, of course; we need to walk the walk. And, as such, we have much to learn. But with the millions of people who we influence, the millions of households we enter and attitudes we can shape, we have an even more auspicious obligation – to also change the world.

The sheer turnout here today attests to the unique commitment of our industry to such a bold and noble effort. Every studio is here and every division is represented. From management, to sales and marketing, to creative services, to operations and IT, it's going to take a team to truly pull this off. And the corporate support is here – from the highest levels.

No doubt, each and every one of us will walk out at the end of the day a great deal smarter about how we can

individually create a greener business environment. Hopefully, we will share these insights with our peers back at the office. What we learn today will be updated and shared across an even wider audience when we meet again June 17-18, 2008 at the InterContinental Hotel for our Third Annual Entertainment Supply Chain Academy.

But the work has only just begun. Ongoing task forces addressing opportunities in manufacturing, energy management, packaging, point of sale and consumer awareness will be the natural offshoots of this program and will demand your ongoing commitment, participation and support.

Striving for the greater good will transform the corporate mindset, establish new benchmarks for success, and create an inseparable bond between content creators, suppliers, vendors, retailers and the home entertainment consumer.

It will be the quest for the shortest, fastest and greatest results throughout the supply chain that will usher in a healthier industry and a greener planet. Let us collaborate for the benefit of our individual companies, the betterment of our industry, as well as for the greater good of mankind.

From this day forward, let us share a unilateral goal...to save the planet one disc at a time.

Devendra Mishra is Special Adviser, DEG & Conference Chairman, ESCA.



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Keynote



Daniel C. Esty

Author, "GREEN TO GOLD"

Formerly a senior official at the U.S. Environmental Protection Agency, Dan Esty is one of the world's leading experts on corporate environmental strategy. He has advised CEOs and top executives from Honeywell, Kerr-McGee, Limited Brands, Northeast Utilities, Shell, and more than a dozen other companies in the United States, Europe, and Asia. He helped establish and continues to serve on Environmental Advisory Boards at Coca-Cola and Unilever.

Esty is Hillhouse Professor of Environmental Law and Policy at Yale University with faculty appointments in both Yale's Environment and Law Schools. He is Director of both the Center for Business and Environment at Yale and the Yale Center for Environmental Law and Policy. The author or editor of nine books and dozens of articles on environmental strategy, policy, governance, and regulation, Esty comments frequently on environmental issues on television and radio, as well as in such publications as *The Wall Street Journal*, *Financial Times*, *The New York Times*, *The Economist*, *Forbes*, and *Fortune*.

In government, Esty helped to craft air and water pollution regulations and shaped government policies affecting waste, food safety, and other issues. He negotiated the 1992 framework convention on climate change on behalf of the U.S. Environmental Protection Agency, and he was the principal architect of the environmental provisions for the North American Free Trade Agreement. He has testified before Congress on environmental issues numerous times.

His latest book, "Green to Gold", explores what every executive must know to manage the environmental challenges facing business and society. Based on the authors' years of experience and hundreds of interviews with corporate leaders around the world, "Green to Gold" shows how companies generate lasting value – cutting costs, reducing risk, driving new revenues, and creating strong brands – by building environmental thinking into their core business strategies.

Esty and his co-author Andrew S. Winston provide clear how-to advice and concrete examples from companies like BP, GE, IKEA, Nike and Toyota that are achieving both environmental and business success. The authors show how these cutting-edge companies are establishing an "Eco-Advantage" in the marketplace as traditional elements of competitive differentiation fade in importance. Esty and Winston not only highlight successful strategies but also make plain what does not work, spelling out why environmental initiatives sometimes fail despite the best intentions.

"Green to Gold" is the new template for global CEOs and managers who want to be good stewards of the Earth – and deliver bottom line results.

Dan Esty holds a B.A. from Harvard, a masters degree from Oxford, where he was a Rhodes Scholar, and a law degree from Yale. He lives in Cheshire, CT with his wife and three children.





Lauren Zalaznick

Chairman, NBC Universal Green Council and
President, Bravo Media and Oxygen Media

Keynote

Lauren Zalaznick is the President of Bravo Media and Oxygen Media. She was named President of Oxygen Media after its acquisition by NBC Universal in November of 2007, at which time she was also named chairman of the NBC Universal Green Council, which was responsible for last year's weeklong programming commitment to environmental themes as well as the company's ongoing green initiatives.

In May 2007, NBC Universal launched its "Green is Universal" campaign, dedicated to educating viewers about environmental responsibility and greening NBCU's operations. In a very competitive business, Green is one area we can all collaborate on. As President of Bravo Media and Oxygen Media and Head of NBCU's Green Council, Lauren Zalaznick will share her experience in applying successful business practices to the company's environmental initiative, and will highlight what she believes to be the ABCs of going Green.

Oxygen is a program service of NBC Universal Cable Entertainment and is currently available in over 73 million homes. One of the nation's leading female-focused cable television networks, Oxygen airs unconventional and original programming including "The Janice Dickinson Modeling Agency," "The Bad Girls Club" and "Tori & Dean: Inn Love."

Zalaznick was named president of Bravo in May 2004 and expanded her oversight in May 2007 when the network announced the formation of Bravo Media, a new multimedia global content company. Bravo Media, formerly The Bravo Company, expands beyond the current core television and digital content offerings to include every consumer touchpoint, including publishing, merchandising, a

talent management alliance, Bravo To Go (wireless), Bravo Experience, radio, and international markets.

Under the watch of Zalaznick, Bravo has achieved numerous records and unprecedented "firsts" for Bravo, including the network's highest rated day, week, quarter and year ever in 2006; the most watched program in network history with the season three finale of "Project Runway"; and, Bravo has become the No. 1 ranked network for upscale viewers across all cable entertainment networks.

Zalaznick also oversaw the launch of Bravo's suite of broadband services, including BravoTV.com, OUTzoneTV.com, BrilliantButCancelled.com and getTRIO.com, resulting in record-breaking traffic for unique visitors, page views, and video streams in 2006. Zalaznick led Bravo in making the network's first-ever media acquisition, TelevisionWithoutPity.com, a premiere internet destination for the discerning television "junkie." And, Bravo has become a leader in providing original content for the wireless platform, with hugely popular WAP sites, cellular content, program-driven SMS text messaging and interactive voting through cable set-top boxes, plus the successful launch of the Bravo store on iTunes.

During her tenure, Bravo has garnered exceptional critical acclaim and awards including nine Emmy nominations for Bravo's outstanding shows, such as "Project Runway," "Kathy Griffin: My Life On the D-List," "Inside the Actors Studio," and an Emmy win for "Queer Eye for the Straight Guy" in 2004. Zalaznick has developed and launched pop culture buzz-generating shows like "The Real Housewives of Orange County," "Work Out," and "Top Chef," currently the network's highest rated show and the No. 1 food show in cable entertainment.



Conference Program*

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Walt Disney Studios Home Entertainment

**Tony Korkunis**

Senior Vice President,
Retail Operations and Category Management
20th Century Fox Home Entertainment

**Tom Emrey**

Executive Vice President and
Chief Operating Officer
Universal Studios Home Entertainment

9 – 9:15 a.m.**Welcome**

Amy Jo Smith, Executive Director, DEG: The Digital Entertainment Group

Introduction

Bob Chapek, President, Walt Disney Studios Home Entertainment and Chairman, DEG

9:15 – 10:15 a.m.**Opening Keynote**

Green to Gold: How Smart Companies use Environmental Strategy to Innovate, Create Value, and Build Competitive Advantage

Dan Esty, Hillhouse Professor of Environmental Law and Policy, Yale University

What every executive must know to manage the environmental challenges facing business and society in order to generate lasting value - cutting costs, reducing risk, driving new revenues, and creating strong brands - by building environmental thinking into their core business strategies. With a clear focus on execution, Esty will provide a road map for home entertainment industry leaders to establish their unique "Eco-Advantage."

10:15 – 10:35 a.m.**Networking Break – Exhibits Open****10:35 – 10:55 a.m.**

The Carbon Disclosure Project – Climate Change and Shareholder Value Zoe Riddell, Vice President, Carbon Disclosure Project USA

The Carbon Disclosure Project (CDP) is an independent, not-for-profit organization, acting as a secretariat for over 38 of the world's largest institutional investors, with over \$57 trillion in assets under their management. Each year, CDP requests disclosure of greenhouse gas emissions from corporations on behalf of their investors. CDP participants include leading corporations including Fox-parent News Corp. and Wal-Mart. Riddell will discuss why investors are looking for disclosure of climate-related risks and opportunities. Furthermore, she will demonstrate why it is relevant to the media industry which has power to influence millions of people as to the importance of this kind of accounting.



Introduction: Mark Horak, President, North America, Warner Home Video

10:55 – 11:10 a.m.**Green Packaging Briefing****11:10 – 11:40 a.m.****DVD Supply Chain Carbon Footprint Analysis**

Larry Wilk, Vice President, Worldwide Operations
Walt Disney Studios Home Entertainment

What is the impact of DVDs on the environment? This session will share the industry's approach to measurement, the benchmark results, and highlight improvements to date and future potential for further reduction. This baseline will provide the background to evaluate alternatives presented during the afternoon sessions. The methodology used is provided by the Carbon Disclosure Project, with help from Clear Carbon Consulting.

11:40 – 11:50 a.m.**Green Packaging Briefing****11:50 a.m. – 12:20 p.m.****Summit Keynote**

Green is Universal – Implementing the Sustainability Agenda
Lauren Zalaznick, Chairman, NBC Universal Green Council/
President, Bravo & Oxygen Media

In May 2007, NBC Universal launched its "Green is Universal" campaign, dedicated to educating viewers about environmental responsibility and greening NBCU's operations. In a very competitive business, Green is one area we can all collaborate, Zalaznick will explain. As President of Bravo Media and Oxygen Media and Head of NBCU's Green Council, Zalaznick will share her experience in applying successful business practices to the company's environmental initiative, and will highlight what she believes to be the "ABCs of Going Green."

Introduction: Linda Buckley Bruno,

Publisher, Video Business/Content Agenda and Director,
Home Entertainment, Variety

12:20 – 12:30 p.m.**Green Packaging Briefing**

*Time and speakers subject to change

Conference Program*

12:30 – 1:30 p.m.

Networking Luncheon & Exhibit Demonstrations

1:30 – 2:30 p.m.

Designing Packaging with the Environment in Mind

Maria Harris, Project Analyst, Corporate Partnerships Program, Environmental Defense Fund

The Environmental Defense Fund has been working with companies to reduce the environmental impact of packaging since partnering with McDonald's in 1990 to eliminate polystyrene clamshells. This session will arm participants looking to shift to more sustainable packaging with strategies and lessons learned from the companies who pioneered greener packaging design. Results will be shared of the research and analysis conducted by the Environmental Defense Fund in California and with Wal-Mart on a range of sustainability issues pertaining to the development of Wal-Mart's packaging scorecard tool.

Session I: Pursuit of Green Packaging

Packaging is the defining intersection between consumers and suppliers and, as a result, it has a real impact on business efficiency and environmental stewardship. Even small changes to packaging have a significant ripple effect on the environment. Improved packaging means less waste, fewer materials used, and savings on transportation, manufacturing, shipping and storage. Suppliers will present solutions for sustainable packaging.

2:30 - 3:30 p.m.

Session II: Searching for Sustainability in Replication & Distribution

Replication, Information technology and facility service experts and providers will present environmental considerations and identify opportunities for enhanced sustainability.

Moderator: Kyle Tanger, President, Clear Carbon Project

Special Presentations

David Mochella, Global Research Director,
Computer Sciences Company

Lance Williams, Executive Director, US Green Building Corporation, LA Chapter

3:30 – 3:45 p.m.

Networking Break

3:45 – 4:15 p.m.

Session III: Creating a Demand for More Sustainable Transportation

Buddy Polovick, US Environmental Protection Agency, Office of Transportation and Air Quality, SmartWay Transport Partnership

Broader awareness of climate change concerns and higher energy costs have given business and government leaders new perspectives on national security and economic vitality. The SmartWay Transport Partnership aims to address these concerns with an innovative public/private initiative focused on improving the fuel efficiency of goods movement throughout the supply chain. SmartWay helps business leaders to ensure more sustainable transportation while providing recognition for industry-leading best practices.

Transportation service providers will present energy economics of product delivery and returns to and from retail.

4:15 – 5 p.m.

Panel: How Content and Marketing Are Embracing Eco-friendly Practices

Studio panelists discuss how content holders are working to inspire consumers to embrace a greener world filled with environmental friendly packaged media. What's new? And how are consumers reacting?

Panel: Bill Sondheim, President, Entertainment & Worldwide Distribution, Gaia; Steve Feldstein, Senior Vice President, Corporate & Marketing Communications, Twentieth Century Fox Home Entertainment; Gordon Ho, Executive Vice President, Worldwide Marketing, Walt Disney Studios Home Entertainment.

Moderator: Marcy Magiera, Editor-in-Chief, Video Business

Introduction: Mike Dunn, President,
Twentieth Century Fox Home Entertainment

5 – 5:15 p.m.

Home Entertainment Industry's Environmental Agenda for Sustainability: Where Do We Go From Here?

We will close the summit with a presentation on how the DEG will embrace eco-friendly practices and leverage the combined ability of the DEG membership to drive change throughout the industry.

5:15 – 7 p.m.

Awards, Reception and Gift-bag distribution

A select group of products will be honored that embrace sustainability and eco-friendly practices.

*Time and speakers subject to change

