



Electronic Retailing Association

Leaders in Direct-to-Consumer Commerce

ISSUE BRIEF

Executive Media Dialog 2010: The Future of Paid Programming

Industry Experts: Hank Cohen - KSL Media, Doug Frankel - Broadcast Communications Media Inc.

Briefing: Join leading media experts and industry executives for this provocative open-forum discussion on the shifting media landscape and its implications for long-form DRTV.

Challenges: Is traditional DRTV living on borrowed time? Where has the viewership gone? Will DRTV continue to adapt—and how—or will it go the way of the newspaper industry?

Objective: To provide attendees with a platform to voice their concerns and ask probing questions of the panel of experts, as well as gain perspective from those closest to the issues.