

SUMMARY OF SPRING PROGRAMS

Stanley Bing—the columnist from Fortune magazine, aka **Gil Schwartz**, EVP and Chief Communications Officer at CBS, entertained students during a February luncheon talk on his latest book—*Bingsop's Fables* which turns the tables on Aesop to write about people who are really animals.

Is Big Media Bad Media? On Tuesday, March 27, students from the business and law school joined alumni for a luncheon panel featuring **Jonathan Knee**, adjunct professor Columbia Business School, Director of The Media Program and Senior Managing Director of Evercore Partners; **Eli Noam**, Paul



Garrett Professor of Public Policy and Business Responsibility Columbia Business School and Director of Columbia Institute for

Tele-Information; **James Stewart**, Bloomberg Professor of Business Journalism at Columbia's Journalism School and author of the "Common Sense" column for The New York Times; and **Timothy Wu**, professor Columbia Law School and Senior Advisor, Competition & Consumer Protection at the U.S. Federal Trade Commission. The lively debate provided an interdisciplinary examination of the question "Are media companies really getting bigger and, when they are, is that necessarily bad?"

The Film and Business Schools held a "New Media" Panel and Mixer in April where panelists shared their perspective on the confluence and impact of technology on content creators and the media business. **Ira Deutchman**, Chair for Columbia University's Film Program, moderated the panel of **Sharad Devarajan**, Adjunct Professor at Columbia Business School; **J.J. Adler**, TV and Film Director and Producer of the Onion News Network; and **Lance Weiler**, Adjunct Professor of the New Media course in the film department.

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SUMMER 2012

Special points of interest:

- * Media Visiting Professor Profile
- * New MMA Officers
- * List of Fall 2012 Media Electives

LATEST NYC MEDIA STUDY

The NYC Mayor's Office of Media and Entertainment released the results of an economic study conducted by the Boston Consulting Group that details the growth and economic impact of New York City's Media and Entertainment industries. The study confirms that NYC has successfully reestablished its position as the creative hub of the film, television and digital media

industries. Some of the highlights:

- * Overall NYC Media employs 275k people and generates more than \$80bn in revenues
- * Media sector jobs average \$111k in annual salary, exceeding NYC average by 42%
- * Since 2002, NYC has created 40k media sector jobs, while US has shed 40k jobs

- * Filmed production accounts for \$7.1b in spend and employs 130k people in NYC
- * Since 2004, 30k jobs were created in NYC filmed production and sector spend grew by 70%
- * NYC's share of national media and entertainment venture capital investment has gone from 10% in 2002 to over 26% in 2011, funneling \$500m to local media startups.

THE MBA MEDIA AND ENTERTAINMENT CONFERENCE



Reed Hastings

Reed Hastings, CEO of Netflix, and Peter Liguori, former COO Discovery Networks, headlined a day of exciting panels on the future of media at the MBA Media and Entertainment Conference held at the NYU Skirball Center on Friday, February 4, 2012. Students from Columbia Business School, MIT Sloan, Duke Fuqua School of Business, NYU Stern, Wharton, and more came together to learn, try to predict the future, and network.

It was clear that the theme of the day was the amount of opportunity available due to technology. Reed Hastings opened his keynote by asking how many of the students in attendance knew how to take care of a horse. After predictably few raised their hands Mr. Hastings made his point: just as few people today know how to care for horses because we all drive cars, so too has the way we consume media completely redefined our lives. Speaking of specific opportunities, Mr. Hastings was particularly excited about the deployment of fiber optic networks across the globe and new “Smart TVs”. As the Internet becomes more and more important, he sees cable providers shifting to become data providers and satellite companies being the big losers.

From his time at Netflix he offered MBAs advice about competing in mature markets: when you cannot see growth beyond five years, it’s time to start looking for the next thing. Where to look for that next thing? You should go after the smallest market with the largest growth potential, not just the largest market. This was how Netflix chose to move to streaming after building a base in the DVD-by-mail market.

Peter Liguori – clad in distinctive red socks - used his afternoon keynote to talk about how you build a brand at a network. He started by discussing how he built brand when he was CEO of FX. He told the audience that “anyone can do edgy”, but what he really built the brand around is authenticity. It was necessary to have this strong central brand because it brought the best creative pitches. It was with this conceit that FX was able to go after HBO with shows like “The Shield”. Next he talked about brand as it relates to the Internet and Hulu. Mr. Liguori surprised some audience members by being against the creation of Hulu because he doesn’t believe in giving something away for “25 cents on the dollar”. He believes the challenge networks face is to figure out a way to deliver content without destroying this value.

Mr. Liguori also had great management advice. Praising his employees, he told the audience, “if they work for you, you work for them”. He also advised that you should “go to a company where creative work will be the outcome”. Talking about his career path, Mr. Liguori nonchalantly delivered the best advice of the whole conference: “Don’t go to law school”.



Peter Liguori

MICHAEL SMITH & THE CABLE CENTER

Michael Smith, General Manager of the Cooking Channel, came to campus this past spring to speak about his career in the cable industry, including his involvement in one of the largest new channel launches in TV history, and announced an upcoming event being sponsored by The Cable Center. The Cable Center, the nonprofit educational arm of the cable industry, is a leading resource for information, education and expertise on cable telecommunications. The Cable Center unites the cable community by preserving and celebrating cable’s enduring contributions to society; building bridges

between cable and higher education; and bringing together industry participants to share ways to better serve its customers.

Smith joined Cooking Channel from Scripps-owned Food Network where for 10 years he was SVP Marketing, Creative and Brand Strategy . Prior to Food Network, he worked for Disney/ABC



Cable Networks for 8 years in a variety of sales, marketing and programming roles both domestically and in Asia.

The Cable Mavericks Masters Forum will be held October 26 at The Paley Center for Media in NYC. The program is free for enrolled undergraduate and graduate students. Highlights will include panels focusing on research, programming, marketing social media/PR, technology and production, the “parade of professions”, and a case study on Portlandia. At the end of the forum, there will be mock interview sessions with representatives from cable industry organizations. Registration, which opens in August, is required. More information at www.cablemavericks.org.

8TH ANNUAL MEDIA FORUM EVENT

On May 3rd nearly fifty guests came together in Feldman Hall for the 8th Annual Media Forum Meeting. Columbia Business School Dean and former Chairman of the Council of Economic Advisors **R. Glenn Hubbard** kicked off the program with his thoughts on the economic outlook. Then **Todd Jick**, Senior Lecturer in Discipline in Business Management at Columbia Business School, addressed the group on "Implementing Change". He was followed by a panel of media industry executives discussing "Managing Change in Established Media Leaders". The panel included **Will Ethridge**, Chief Executive North American Education, Pearson; **Eric Kessler**, Co-President, Home Box Office; and **Steven Swartz**, Chief Operating Officer, Hearst.



Todd Jick



Will Ethridge



Eric Kessler



Steven Swartz

Next up was **Rita G. McGrath**, Associate Professor of Management at Columbia Business School, discussing "How the Growth Outliers Do It?" where she shared her research on best practices among companies that consistently grow through innovation. She then conducted a "Fireside Chat" with **William V. Campbell**. Bill, chairman of Intuit, has held leadership positions within Go Corporation, Claris Corporation, Apple, Kodak, and J. Walter Thomson. He has now become the "go-to coach" for entrepreneurs and tech executives, advising top executives at Amazon, Apple and Google, and start-ups tied to venture capitalists. Bill started his career as the head football coach for 6 seasons at Columbia, his alma mater, and is now Chairman of the University's Board of Trustees. Unless you are from Silicon Valley, you may not know Bill and he prefers to keep his mentoring off-record. But for our Forum attendees, he imparted his words of wisdom on innovation best practices, management and leadership styles, and hiring talent that matches the company's stage of growth.



Rita McGrath



William Campbell

INTRODUCING 2013 MMA CO-PRESIDENTS

We love everything about media! One of us is an Israeli TV junky and the other is a video game addict who religiously plays FIFA until 4 am (can you guess who?).

One of us worked in advertising and the other worked in finance (a



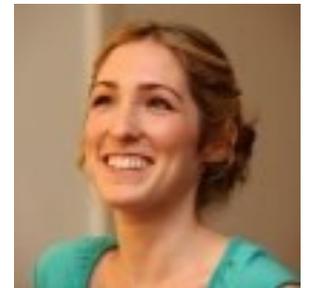
Jonathan Taylor

perfect combination of left + right brain). But we both always dreamed about showbiz. We joined the MMA to help us and others work in the best industry in the WORLD!

Over the past year, we were the AVP of Career & Education and the AVP of Social Media. We were involved in organizing the Media Spring Internship Program, Alumni Student Networking Event, Company Visits, and MMA's Social Media Strategy.

We are honored to serve as Co-Presidents for 2012-2013 and look forward to a great year filled with

exciting networking and learning opportunities for media business students, alumni, and students in other schools at Columbia interested in media related topics. We hope these opportunities will provide career opportunities for our aspiring media professionals.



Leerone Anolik

VISITING PROFESSOR PROFILE—MIKLOS SARVARY

The Media Program is happy to announce that our program will be joined by a visiting professor, doing research on Media:

Previous Teaching Experience

INSEAD - Professor of Marketing since 2001 and Dean of Executive Education from 2009

Harvard Business School – faculty member (1999-2001)

Stanford University Graduate School of Business – faculty member (1996-1999)

Education

INSEAD - Ph.D. in Management, 1996

Ecole Nationale Supérieure des Mines de Paris - MS in Statistics, 1991

Eotvos Lorand University (Hungary) - BS in Physics, 1990

Previous Work Experience

IBM - selling integrated IT solutions to large financial institutions

Taught executive courses and consulted in various parts of the world for large corporations, including Degussa, Danisco, IBM, INTEL, Nokia, Alcatel, Samsung, Pearson, McKinsey & Co., Dun & Bradstreet, and PwC

Research and Published Works

Social networks and new media (including metaverses) and how these technologies transform society and marketing

Media competition and two-sided markets, Information marketing and media bias

Recent papers on: media competition, online advertising, the structure of the Internet and techniques related to 'community management'

Past papers on: dynamic R&D strategies, information marketing, the worldwide pricing of cellular telephone services, the global diffusion of telecommunications products



SPRING 2012 MENTORING BREAKFASTS

The Media Management Association and Professor Jonathan Knee organized a series of exceptional Mentoring Breakfasts this spring. Each breakfast focused on the speaker's professional trajectory, tips of the trade and future visions of the industry. There was also plenty of time for students to ask questions and seek advice.

The first speaker in the series was **Michael Hansen** Chief Executive Officer of Elsevier Health Sciences, a leading publisher. Prior to running Elsevier, Mr. Hansen



served as a partner of the global Media convergence practice at the Boston Consulting Group. During our breakfast, he walked students through the transition from consulting to industry and how he managed to focus on media work within the consulting realm.

The next speaker was **Anton J. Levy '03**, Managing Director at General Atlantic. Mr. Levy held a lively conversation with students on the role of media within the private equity realm and discussed the changing nature of digital distribution and acquisitions.



In March, students met with **Cheryl Chotrani '06** who currently oversees global branding and business development for Syfy at NBC Universal. In this role, Ms. Chotrani is responsible for planning and executing marketing initiatives to strengthen the Syfy brand globally and helps to execute Syfy venture projects around the globe. Students got to hear about Ms. Chotrani's earlier career in the media realm, which included powerful positions at MTV Networks and Tecom Investments.

Spring's final breakfast was with **William Bardeen**



'04, Vice President of Strategy and Corporate Development for the New York Times Company. In this role, Mr. Bardeen oversees all mergers and acquisitions, minority investing and corporate strategy functions at the New York Times Company. Prior to the Times, Mr. Bardeen worked as a senior consultant at Denali Consulting and focused extensively on early stage companies within the media industry.



MEDIA ELECTIVES ACROSS COLUMBIA UNIVERSITY

One of the benefits of Columbia's Media Program is the opportunity to take electives from the Film School, Law School, Journalism School, or SIPA. Bidding for Fall 2012 Classes starts July 13; check the Media website for final listings and cross-registration instructions. Last Fall, these electives included:

Law School:

Law in the Internet Society
Law & the Music Industry
Law & Sports
Comparative Mass Media Law

Journalism School:

Cost & Effect of Digital Media
Journalism
Digital Media Newsroom

Digital Newsrooms for Non-Concentrators

Film School:

The Role of the Producer

School of International and Public Affairs:

Media & Economic Development
New Media in Development
Communication

MEDIA JOBS AND INTERNSHIPS

With all the negative news about the lack of jobs, it's good to know that our new MMA alums will be utilizing their talents in varied roles at a number of exciting companies such as Deloitte Consulting, Amazon and Walt Disney Studios. In addition, the class of 2013, our second year students, have also secured internships this summer at another impressive list of companies including Time Warner Cable, Google, Trigger Media, Amazon, and Walt Disney Studios. If you work at one of these companies, please share your CBS pride in welcoming them.

Many thanks to all our loyal alumni for your help in these placements and your support of our club. For those alumni in hiring positions who would like to utilize our job-posting website or search our online database of student and alumni profiles (COIN), please contact our Career Management Center at 212-854-5471 or careermanagementcenter@gsb.columbia.edu.

2013 MMA OFFICERS

We are pleased to announce the Media Management Association Board Members for 2012-13:

Jonathan Taylor - *Co-President*

Leerone Anolik - *Co-President*

Courtney Ambrose - *VP of Alumni & External Relations*

Alexia Sadun - *VP of Careers & Education*

Russell Kummer - *VP of Conference*

Uzo Ometu - *VP of Conference*

Thomas Lundstedt - *VP of Conference*

Carmen Antoun - *VP of Corporate Visits - East Coast*

Shelby Larkin - *VP of Corporate Visits - West Coast*

Jillian Fischer - *VP of Corporate Visits - West Coast*

Roya Weiner - *VP of Social Events and Communication*

Elena Bonifacio - *VP of Speakers*

Emma Vaughn - *VP of Speakers*

Cidney Falk - *VP of Technology, Membership & Finance*

Alumni, current students and friends who are interested in participating with the MMA, please contact one of the above officers or email mma@columbia.edu.



For more information on the Media Program:

www.gsb.columbia.edu/media

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Join us on Columbia Business School's
Media Management Association

LinkedIn Group

and

Facebook Page