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BBC WORLD NEWS — Global citizens demand a global TV channel, and BBC World News provides a comprehensive mix of news, documentaries, current affairs and entertainment to viewers in more than 200 countries and territories around the world. Alongside BBC.com, the channel's global perspective offers an impartial, unbiased view of the stories that count. Audiences looking to discover not just what is happening, but why, seek out the BBC's coverage for an informed view. BBC World News is distributed 24-hours a day to around 6 million homes in the US, through Cablevision, Verizon, Cox and other affiliates, as well as 90 million more homes via PBS.

CORE BRAND— For 30 years, CoreBrand has been in business to build brands. We help teach our clients to construct and leverage their corporate brands — what we call a CoreBrand — to improve image, reputation and performance. We're the only branding firm that can point to bottom line results. Our pioneering research led to the discovery that real, dramatic, measurable correlations do exist between brand recognition and stock value — that branding the company, not just the product, really does pay off. Headquartered in New York, and with offices in Los Angeles and Minneapolis, CoreBrand, an independent firm, helps organizations improve brand performance, reputation and image by measuring, defining and leveraging their brands. Building solid marketing strategies driven by constituency insight is integral to everything we do. It's through well-conceived and executed research that we gain this knowledge.

OUT THERE MEDIA — Out There Media is the international leader in mobile advertising; we currently reach approximately 500 million mobile subscribers across the globe. The company is headquartered in Vienna and has subsidiaries in Dusseldorf, Singapore, New York, Moscow, Kiev, Athens and Sofia. Mobile Advertising is our core business: we are experts in Mobile Advertising and have a solid experience in creating, serving, selling and running Mobile Advertising. Our technical expertise and creative approach has already been rewarded with winning partners and clients such as Vodafone, mobilkom Austria Group, Kievstar, Ogilvy, Lowe, Initiative, Universal Mc Cann, Sony Ericsson, Coca-Cola.

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BLOOMBERG — Across all media platforms, Bloomberg is the trusted provider of unparalleled news and analysis for the world's largest, most powerful network of global business executives. Our 2,300 news and multimedia professionals in 152 bureaus across 72 countries cover the world, delivering award-winning intelligence, as it happens, from where it happens. Leveraging the innovation and scale of Bloomberg technology, analytics, data, news, and distribution, the Bloomberg media portfolio spans a full range of channels, including Bloomberg.com, Bloomberg Businessweek, Bloomberg TV, Bloomberg Radio, Bloomberg Mobile, and Bloomberg Markets.

EURONEWS — Euronews is the pan-European multilingual news television channel available in 326 million households worldwide reaching viewers in 153 countries. Beyond cable and satellite, Euronews broadcasts live to 203 million households on 46 national, over-the-air channels in 30 countries. The channel reaches 5.8mm viewers per day through cable, satellite and terrestrial broadcast, according to People Meters data. It is also the leading channel for reaching the affluent Europeans. Its website, www.euronews.net, has over 1.8 million unique visitors every month with outstanding user interaction: typically more than 3.9 millions videos viewed per month.

FINANCIAL TIMES — The Financial Times is one of the world's leading business news and information organizations, recognized for authority, integrity and accuracy. We provide a broad range of essential services to the growing audience of internationally minded business people. The FT worldwide has a total unduplicated reach of 12.3 million, while FT.com serves 11.4 million unique users. In the US, The FT's unduplicated reach is 5.2 million and FT.com has 4.9 million unique users.

PARTICIPATING SPONSORS

DENTSU NETWORK WEST-- Dentsu Network West is a dynamic, collaborative collective of Dentsu-owned companies in North America, Latin America and Europe comprising 34 offices in 10 countries. Its operating companies include Dentsu-branded agencies as well as the industry's most lauded names, such as ATTIK, 360i (on *Advertising Age's* 2010 A-List), and mcgarrybowen (also on *Advertising Age's* 2010 A-List, as well as their 2009 Agency of the Year) and Firstborn (on *Advertising Age's* 2009 A-List). Dentsu Network West's mission is to connect all of the future-obsessed, client-centric, entrepreneurial talent of the Network in service of its clients' businesses. Dentsu Network West is headquartered in New York, with regional hubs in London and São Paulo.

PUBLICITAS NORTH AMERICA-- Publicitas North America is your international media expert in the USA and is the exclusive US representative of the world's leading print and online media. We streamline international media planning and buying to make it an efficient and effective process. Through our extensive network and expertise, Publicitas assists US advertisers and agencies to plan, negotiate and place international advertising campaigns.

SCAN INTERNATIONAL-- Our mission is to help multinational companies around the world to identify the best global or regional marketing resources. With the technological possibilities available today, we do that by offering the most sophisticated marketing/agency search platform yet, based on many years of experience and insights gained by listening to both clients and agencies. Surprisingly, a solution for the multinational market did not exist, but now it's here: www.scanexplorer.com.

SONY PICTURES TELEVISION- Sony Pictures Television is one of the television industry's leading content providers. It produces and distributes programming in every genre, including series, telefilms, theatrical releases and family entertainment around the world and for every platform: broadcast and cable television, first-run and off-network syndication and digital distribution. In addition to one of the industry's largest libraries of feature films and television shows, SPT boasts a current program slate that includes the top-rated daytime dramas and game shows, landmark off-network series, original animated series and critically acclaimed primetime dramas, comedies and telefilms. Internationally, SPT is a leader in local language productions around the world, some of which are co-produced with local partners, and sells SPE-owned formats in approximately 70 countries. SPT maintains offices throughout the world, including Argentina, Australia, Brazil, Canada, France, Germany, Hong Kong, Hungary, India, Italy, Japan, Korea, Mexico, the Netherlands, the People's Republic of China, Russia, Singapore, Spain, Venezuela and the United Kingdom. SPT's worldwide television networks portfolio is a key strategy in SPE's long-range commitment to the global marketplace, with 132 channel feeds, which are available in more than 142 countries reaching more than 500 million households worldwide.

THE WALL STREET JOURNAL-- *The Wall Street Journal* is the world's leading business publication, earning 33 Pulitzer Prizes for outstanding journalism. With more than two million subscribers, it is the largest U.S. newspaper by total paid circulation. *The Wall Street Journal* franchise, with a global audience of 3.6 million, also comprises *The Wall Street Journal Asia*, *The Wall Street Journal Europe* and *The Wall Street Journal Online* at WSJ.com - the leading provider of business and financial news and analysis on the Web with more than one million subscribers and 25 million visitors per month. WSJ.com is the flagship site of The Wall Street Journal Digital Network, which also includes MarketWatch.com, Barrons.com, AllThingsD.com and SmartMoney.com. The Wall Street Journal Radio Network services news and information to more than 400 radio stations in the U.S.

WORLD MEDIA-- World Media is a leading US international media representation firm. Over our 20+ years in business, World Media has created one of the most developed print and digital networks for coverage of Europe, Asia, Australia and Latin America. Our exclusive publisher relationships have grown to include more than one hundred of the world's most important business, news, opinion leader, IT, in-flight, travel, and general interest magazine and newspaper brands. Our experienced team provides keen insight into in-country, pan-regional and global media solutions across this media spectrum. And the team is widely regarded for its professionalism: prompt responses, superlative production and traffic support, and accurate and timely billing. World Media is a leader in all aspects of international media representation.

THE YOMIURI SHIMBUN-- Established in November 1874, *The Yomiuri Shimbun* has been a major force behind Japan's print media development. With high quality journalism and an established nationwide home delivery system, *The Yomiuri Shimbun* has achieved a daily circulation of 10million (morning edition), the largest of any newspaper in the world. In the Tokyo metropolitan area, the most influential market in Japan, *The Yomiuri Shimbun* dominates the market. It reaches all socioeconomic groups in Japan, so advertisers are sure to reach their target readers. With more than 300 million page views per month, the *YOMIURI ONLINE* is one of the Japan's largest online news site.

PARTNER:

CMO COUNCIL — The Chief Marketing Officer (CMO) Council is dedicated to high-level knowledge exchange, thought leadership and personal relationship building among senior corporate marketing leaders and brand decision-makers across a wide range of global industries. The CMO Council's 6,000 members control more than \$200 billion in aggregated annual marketing expenditures and run complex, distributed marketing and sales operations worldwide. In total, the CMO Council and its strategic interest communities include over 12,000 global executives across 100 countries in multiple industries, segments and markets. Regional chapters and advisory boards are active in the Americas, Europe, Asia Pacific, Middle East and Africa.

