



International  
Council

London  
2000

Berlin  
1996

Paris  
1999

Vienna  
2001

Madrid  
1998

Rome  
1995

Istanbul  
2006

Beijing  
2002

New Delhi  
Bangalore  
2008

Cape Town  
2004

*Be on the leading edge  
of change in the global  
media landscape*

# Penetrating Insights. Stimulating Debate With Fellow Leaders. A Sense of the Possible.



*"In this era of dramatic change and technological advancement in the media, entertainment, and communications industries, the International Council creates a forum to exchange ideas and to hold frank, thought-provoking discussions about critical issues that impact all of us. These meetings have a way of stimulating new thinking, opening up our minds to possible new approaches for expanding markets, and enlarging our sense of the possible. You can't ask for much more than that."*

—**Ivan Seidenberg**,  
Chairman and CEO, Verizon

*"Councils often stifle speculation—but not this one. The International Council shines a penetrating light into the darker corners of new media—and greatly helps us prepare for what's coming."*

—**Sir Martin Sorrell**,  
Group CEO, WPP



*"The International Council is an outstanding forum for thought-provoking and challenging ideas that reaffirm for me the pure notion that change in our industry also means tremendous opportunity."*

—**Kenneth W. Lowe**,  
President and CEO,  
The E. W. Scripps Company

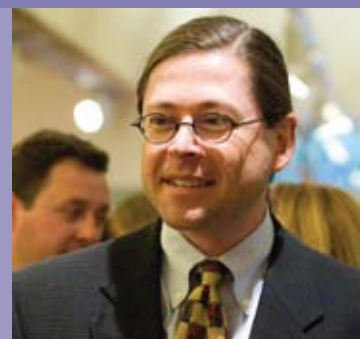
*"International Council meetings are a great way to catch up with brand-new ideas and trends, to widen one's scope, to meet new, exciting people—in short, a marvelous tool to take you across the choppy waters in which the media is sailing today."*

—**Arzuhan Doğan Yalçındağ**,  
CEO, Doğan TV & Radio



*"The Internet is the greatest social utility the world has ever seen—defining business and culture, and driving economic and social progress. The Paley Center brings together leaders from media, technology, NGOs, and more to discuss these important issues and how they'll shape our society. Provocative positions, challenging debate, and slews of insightful ideas made participation in IC2007 a privilege."*

—**Jonathan Schwartz**,  
President and CEO, Sun Microsystems



## An Exclusive Invitation to Join Your Executive Peers and Global Policymakers in Shaping the Future of Media

Since 1975, The Paley Center for Media has been the media industry's foremost forum for thought leadership. Based in New York and Los Angeles, the Paley Center documents the industry's rich history and helps shape its future.

More than a decade ago, with the future firmly in mind, the Paley Center founded its International Council—the original and still unique forum where the most insightful minds and powerful executives gather to explore new ideas and discuss urgent challenges in an intimate atmosphere.

### A Unique Mission—and Unique Benefits

The Paley Center International Council (IC) stands apart from other media gatherings. Our invitation-only meetings are far more than quick, deal-making events. Yes, deals get done, but top-level thinkers and executives have the opportunity to meet with peers, fortify their connections, and explore the issues over the course of three to four days.

- ★ International Council attendance is limited to approximately 100 of the industry's top executives.
- ★ We hold our meetings where headlines are made. In 2007, with convergence on everyone's mind, we met in Silicon Valley. In 2008, we will meet in India—one of today's most vibrant media markets and the back office for media companies all over the world.
- ★ Wherever we meet, our delegates are hosted by the country's top government leaders—an advantage for those wishing to enter new markets.
- ★ International Council members are also full members in the Paley Center's Media Council and have access to all Media Council events and proprietary Paley Center content.

*Focusing top-level attention on emerging issues; challenging assumptions and encouraging debate; bringing industry and government leaders together in an atmosphere conducive to understanding; and, in the words of Ivan Seidenberg, CEO of US telecom Verizon, "enlarging our sense of the possible"—The Paley Center for Media's International Council is the one forum where the future of the media industry truly takes shape.*



# International Council Meetings: Tackling the Tough Issues in Global Media

## The Most Critical and Newsworthy Topics

Executives and experts from the world's preeminent media and technology companies dissect and illuminate issues of broad and pressing concern to Council members. In 2008, we will convene in New Delhi and Bangalore, India, to focus on *Globalization: What It Means for Media Companies*.

Additional landmark discussions at past IC meetings include:

- ★ **Convergence: What's Next?**—Silicon Valley 2007
- ★ **Media as an Agent of (Mis)understanding**  
(Between the Muslim and non-Muslim World)—Istanbul 2006
- ★ **Preparing for the "Anytime, Anywhere" Consumer and the Shifting Distribution Landscape**—Montréal 2005
- ★ **Technology and Consumer Behavior: Consequences for the Entertainment Industry**—Cape Town 2004
- ★ **Today's Radically Changing Media World: How to Navigate through the Storm**—Beijing 2002
- ★ **Intellectual Property in a Digital Age**—Vienna 2001
- ★ **The Advertising Dollar: How Will It Be Spent Among Today's Media Choices?**—London 2000

## The Most Influential and Knowledgeable Discussion Leaders

IC discussion leaders have included:

- ★ **Subhash Chandra**, Essel Group
- ★ **Peter Chernin**, News Corp.
- ★ **Gustavo Cisneros**, Cisneros Group
- ★ **Mel Karmazin**, Sirius Satellite Radio and Viacom
- ★ **Henry A. Kissinger**, former US Secretary of State
- ★ **Craig Mundie**, Microsoft Corp.
- ★ **James Murdoch**, News Corp. and BSkyB
- ★ **Sir Martin Sorrell**, WPP
- ★ **David Stern**, NBA
- ★ **Sir Howard Stringer**, Sony Corp.
- ★ **Bruno Wu**, Sun Media Investment Holdings

# International Council: Where Global Industry Policymakers and Political Leaders Converge

*From the Forbidden City to Topkapi Palace to 10 Downing Street, International Council delegates have met and dined with prime ministers and presidents around the globe.*

Over the past two decades, the IC has convened in eleven different countries. The meetings always include gala dinners and lunches, usually held in historic locations that offer special insight into the host country and give attendees access to the highest levels of government.

Heads of state who have hosted International Council meetings include:

- ★ **Turkish Prime Minister Recep Tayyip Erdoğan**
- ★ **Canadian Prime Minister Paul Martin**
- ★ **South African President Thabo Mbeki**
- ★ **Chinese President Jiang Zemin**
- ★ **Austrian President Thomas Klestil and Chancellor Wolfgang Schüssel**
- ★ **UK Prime Minister Tony Blair**
- ★ **French President Jacques Chirac**
- ★ **His Majesty Juan Carlos I, King of Spain**
- ★ **German Chancellor Helmut Kohl**
- ★ **Italian President Oscar Scalfaro**



Jerry Yang, Yahoo!



Prannoy Roy, NDTV; and Kerry Stokes, Seven Network Ltd.



Eric Schmidt, Google; Terry Semel, Yahoo!; and Jonathan Schwartz, Sun Microsystems



Sheryl Sandberg, Google



Governor of California Arnold Schwarzenegger and the Honorable Warren Christopher

Former US Secretary of State Henry A. Kissinger and UK Prime Minister Tony Blair



The Honorable Henry A. Kissinger; Frank A. Bennack, Jr., The Paley Center for Media; and Chinese President Jiang Zemin

# IC Membership: Join the Dialogue, Engage Your Peers, and Help Shape Our Industry

## Become an International Council Corporate Member

Benefits Include:

- ★ **Admission for two** executives to attend the annual IC meeting
- ★ **Media Council membership** for one executive
- ★ **Networking opportunities** with media leaders and heads of state
- ★ **Briefing summaries** on critical media issues explored at meeting sessions
- ★ The quarterly **industry e-newsletter**, filled with important information on industry trends and research
- ★ Exclusive access to all **research and written reports** and edited **video excerpts of panels and CEO interviews** produced by the Paley Center
- ★ The opportunity to act as an **official host company** for future IC meetings

To inquire about IC corporate membership or sponsorship, contact:

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## About The Paley Center for Media

The Paley Center for Media, with locations in New York and Los Angeles, leads the discussion about the cultural, creative, and social significance of television, radio, and emerging platforms for the professional community and media-interested public. Drawing upon its curatorial expertise, an international collection, and close relationships with the leaders of the media community, the Paley Center examines the intersections between media and society. The general public can access the collection and participate in programs that explore and celebrate the creativity, the innovations, the personalities, and the leaders who are shaping media. Through the global programs of its Media Council and International Council, the Paley Center also serves as a neutral setting where media professionals can engage in discussion and debate about the evolving media landscape. Previously known as The Museum of Television & Radio, the Paley Center was founded in 1975 by William S. Paley, a pioneering innovator in the industry. For more information, please visit [www.paleycenter.org](http://www.paleycenter.org).

International Council Past Hosts and Board of Trustees

International Council Past Attendees

Highlights from Past Meetings IC2007: Silicon Valley

## IC2008: India

### IC2008 Preliminary Program

#### New Delhi and Bangalore

November 16-19

Hosted by **Subhash Chandra**, Chairman of the Essel Group of Companies (Zee TV) and **Azim Premji**, Chairman of Wipro Technologies

#### Theme

#### Globalization: What It Means for Media Companies

Mobility and connectivity now literally span the globe, which increases exponentially the possibilities and challenges for media companies. This conference will draw on the richness of India's communications industry and the unique role it has played in creating and nurturing the increasing pace of a global technological change. Topics will include:

- **Investing in India**—Where are the best opportunities in India for investment by media companies?

A stylized map of North America in shades of blue and teal. Two locations are marked with white stars and labeled: Silicon Valley (2007) on the West Coast and Montréal (2005) in the east. The map shows the outlines of the continents and major water bodies.

**Silicon Valley**  
2007

**Montréal**  
2005

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