# DCIA Announces P2P MEDIA SUMMIT Speakers
## Trade Group Sets Agenda for First Annual Conference & Exposition

**Arlington, VA – May 26, 2006** – The Distributed Computing Industry Association (www.DCIA.info), a trade organization with seventy-five (75) Members representing peer-to-peer (P2P) software providers, content rights holders, and service-and-support companies, announced today the speakers and agenda for its upcoming P2P MEDIA SUMMIT. This first annual DCIA Conference & Exposition is scheduled for June 22nd-23rd in McLean, VA.

"For both observers and participants in our emerging high-growth industry, the P2P MEDIA SUMMIT is a must-attend event that promises to be of enormous value to delegates," said DCIA CEO Marty Lafferty in making the announcement.

The June 22nd Conference will feature keynotes from top P2P software distributors, panels of industry leaders, and valuable workshops. There will be a continental breakfast, luncheon, and networking cocktail reception with live entertainment.

The June 23rd Exposition is being held in conjunction with the Digital Media Conference, and registration for the full DCIA Conference & Exposition includes that event as well.

Keynote speakers for the June 22nd DCIA Conference will be eDonkey's Sam Yagan, GNAB's Jan Marc Külper, and MyPeer's Les Ottolenghi.

As a result of market-share shifts among the current generation of open peer-to-peer (P2P) software programs, which have demonstrated steady usage growth for more than three years, MetaMachine's eDonkey now ranks number one on a global basis, ahead of second-ranked BitTorrent.

With the recent launch of its white-label P2P platform branded as In2Movies with partner Warner Bros., GNAB, a service of the Bertelsmann Group's arvato mobile, exemplifies the industry's closest collaboration of the entertainment and technology sectors.

And as a result of INTENT MediaWorks unprecedented development and integration work to leverage multiple file-sharing platforms and UI configurations, as well as web-based distribution, MyPeer represents the most advanced implementation of P2P in the marketplace today.

The Conference Luncheon Speaker will be EMI Music's Senior Vice President of Digital Distribution & Development Ted Cohen, introduced by Digimarc Corporation's Director of Licensing and Market Development Nate Alvord. Under Ted Cohen's guidance, EMI has led the industry with its initiatives in new technologies and new business models. His approach has provided EMI's artists and labels a substantial advantage in the digital music arena.

The Policy Track features Butera & Andrews' Phil Corwin, Dreier LLP's Josh Wattles, the Motion Picture Association of America's (MPAA) Fritz Attaway, and StreamCast Networks' Mike Weiss (Morpheus), and will address MGM v. Grokster – one year later. As we approach the first anniversary of the US Supreme Court decision, what changes in the regulatory environment affecting P2P technologies have been brought about by this landmark judgment? What important issues are yet to be determined? What else has to happen from a legal and policy standpoint to foster robust commercial development of P2P?

The Technology Track features CacheLogic's David Ferguson, Digital Containers' Chip Venters, Friend Media Technology Systems' (FMTS) Jonathan Friend, and Telcordia's Corey Clinger, and will address P2P file sharing – the evolving distribution chain. What is the current landscape for web-based content distribution and what role do file-sharing technologies play? What trends are emerging in P2P implementation by participants in

the distribution chain and in consumer usage? What impact do advances in digital rights management (DRM), data compression, caching, content acceleration, swarming, and other P2P-related technologies have?

The Marketing Track features Global Media Intertainment's (GMI) Jakob Schwerdt, P2P.com's Albe Angel, Serling, Rooks & Ferrara's Ted Weis (the Jun Group), and Ultramercial's Dana Jones, and will address P2P business models – what's working and what's not. Has any alternative business model – paid-download, subscription, or advertising-supported – yet proven to be more promising than adware that first predominated in P2P? Is file sharing more of a promotional tool than a direct sales channel? Have any more innovative approaches been attempted and what has been the learning? How can users navigate among entertainment industry sanctioned P2P service offerings?

The Content Distribution panel features Fun Little Movies' Frank Chindamo, MediaPass Networks' Daniel Harris, MusicDish Network's Eric DeFontenay,  and the Internet's "First Rock Star," Scooter Scudieri, and will address the perspective of artists and rights holders – P2P for content creators. What has been the experience to date of content creators who have embraced P2P? What changes do they need to more effectively harness file-sharing and related technologies? Are there innovative art forms in development for the P2P distribution channel?

The Solutions Development panel features CacheLogic's Andrew Parker, Mediaguide's Paul Wright, RawFlow's Ian Franklyn, and RazorPop's Marc Freedman, and will address advancement – creating the commercial P2P ecosystem. What architectural and other technological solutions are now in development that will optimize P2P deployment for the benefit of all participants in the distribution chain. Which of these have been tested and what have been the results to date? Can P2P streaming technology help broadcasters and content providers overcome the limitations of live streaming?

The Support Services panel features BitPass' Denis Concordel, Clickshare's Rick Lerner, Javien's Leslie Poole, and P2P Cash's Tom Meredith, and will address accountability – tracking transactions and paying the players. What are the latest developments in tracking content and advertising delivery, user interaction, and direct response in the P2P distribution channel? What innovative payment processing solutions are becoming available for the file-sharing environment? Have P2P technologies themselves been adopted for e-commerce and related purposes?

Alston & Bird's Aydin Caginalp & Renee Brissette will conduct a special session on corporate value optimization for firms in this emerging high-growth industry.

Live showcase entertainers for the post-conference networking cocktail reception include Kirsten DeHaan, Drew Gonzalves, and the Internet's "First Rock Star," Scooter Scudieri.

Exhibits and demonstrations for the June 23rd DCIA Exposition, held in conjunction with the Digital Media Conference, feature industry-leading products and services.

Registration can be done online at www.dcia.info/Summit2006/register.html or by calling 888-864-3242. For sponsor packages and speaker information, please contact Karen Kaplowitz, DCIA Member Services, at 888-890-4240 or karen@dcia.info.

**About the DCIA:**

The Distributed Computing Industry Association (DCIA) is a non-profit trade organization focused on commercial development of peer-to-peer (P2P) file sharing and related distributed computing technologies.

DCIA Membership is organized into three Groups: Content, Operations, and Platform. The DCIA conducts working groups and special projects, such as the Consumer Disclosures Working Group (CDWG), P2P Digital Watermark Working Group (PDWG), P2P PATROL, and the P2P Revenue Engine (P2PRE). It also publishes the weekly online newsletter DCINFO.

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