

## Digital Media Law Forum - Content Monetization: What's Working?

**Presented by Sheppard, Mullin, Richter & Hampton and The Commonwealth Club Silicon Valley**

Computer History Museum, 1401 N Shoreline Blvd., Mountain View, CA 94043

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Digital content will continue to transform traditional media. How old and new media make money during and after this transformation, however, remains uncertain - even as more and more content comes online, from traditional sources, independent producers and users themselves. Which business models are working now and what will work in the future? How will emerging distribution models and new platforms affect the ways that new content is created? Join us as our panel of experts examine the new business models for content creation, distribution and monetization.

### **Speakers:**

- Hilary Schneider, EVP, Yahoo! Americas
- Mitch Galbraith, COO, Funny or Die
- Brent Weinstein, Head of Digital Media, United Talent Agency
- Evan Hansen, Editor-in-Chief, Wired.com
- Brian Pass, Partner, Sheppard, Mullin, Richter & Hampton LLP

### **Date:**

Thursday, May 13, 2010

6:00 p.m. - Reception/MCLE Check-In

7:00 - 8:00 p.m. - Program

**Questions?** Please contact Nena Castro, [ncastro@sheppardmullin.com](mailto:ncastro@sheppardmullin.com) or 415.774.3252.

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