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Technology Prompts Shifts in Media Law

Leading Industry Attorneys and Executives Discuss Digital “Revolution”

January 2, 2007, Los Angeles, California – The music business has moved from CDs to online. A significant share of theatrical revenues is now derived from the sale of DVDs. First run television series are increasingly available for viewing on portable digital devices. Individual participation in debate and discussion has taken on new meaning with the proliferation of the blogosphere. While the business implications of all this are staggering, so too are the legal challenges presented by the advent of the digital age. On January 25, these issues will be the subject of **Revolution: Legal Challenges of Integrating Traditional Media and Entertainment into a Digital Environment** at Southwestern Law School.

This timely event on subjects that are indispensable to any media or entertainment lawyer’s practice is the fourth annual conference presented by both **Southwestern Law School’s Donald E. Biederman Entertainment and Media Law Institute** and the **Media Law Resource Center (MLRC)**. **Revolution** will explore topics such as media distribution, intellectual property rights and the way the blogosphere democratizes information while raising questions about clearance and jurisdiction.

“Entertainment distribution devices also are beginning to undermine primary revenue source – advertising – as they also allow viewers to avoid most commercials. The availability of perfect digital copies and seamless distribution methods also enable pirates, threatening other revenue streams,” said David Kohler, Professor of Law at Southwestern and Director of the Biederman Institute. “On the other hand, new means of distribution also create new revenue opportunities. All of this brings with it legal challenges arising from copyright law and other doctrines that affect content.”

The distinguished list of presenters includes: Southwestern Professor Lon Sobel; Jonathan Barzilay, Senior Vice President, Entertainment, CBS Interactive Media; Mark Friedlander, Business Representative-Theatrical Contracts, Screen Actors Guild; Joshua S.

Wattles, Of Counsel, Dreier LLP; Schuyler M. Moore, Partner, Stroock & Stroock & Lavan LLP; Dean S. Marks, Senior Vice President, Intellectual Property, Corporate Business Development & Strategy, Warner Bros. Entertainment, Inc.; Fred Von Lohman, Senior Intellectual Property Attorney, Electronic Frontier Foundation; Ron Wheeler, Senior Vice President, Content Protection, Fox Group Legal Department; Timothy L. Alger, Partner, Quinn Emanuel Urquhart Oliver & Hedges LLP; Teri Cianciola, Corporate Attorney, Microsoft Corporation; Mickey Kaus, Slate.com; Roger R. Myers, Partner, Holme Roberts & Owen LLP; Matt Polesetsky, Vice President, Business and Legal Affairs, MySpace, Inc.; and Julie K. Xanders, General Counsel, Los Angeles Times Communications LLC.

Early registration for the event (before Jan. 15) is \$100; after that, it is \$125. Student registration is \$25. The conference brochure and registration form can be found online at <http://www.swlaw.edu/academics/pdfs/mlrcbrochure07.pdf>. Questions may be directed to Southwestern's Biederman Institute at 213.738.6602 or institute@swlaw.edu.

Southwestern Law School is located at 3050 Wilshire Blvd. in Los Angeles. Parking is available for \$6 and a map and directions may be found at www.swlaw.edu/directions/directions.

Southwestern Law School has had a long and intensive involvement with the entertainment and media industries particularly in the Los Angeles area. Located at the center of "The Entertainment Capital of the World" and the "Digital Coast," Southwestern has many outstanding entertainment and media law experts within the faculty. Southwestern graduates occupy important positions with a broad range of entertainment and media companies and with law firms specializing in the representation of entertainment clients. Recognizing the growing interest in this area around the country, Southwestern launched the Donald E. Biederman Entertainment and Media Law Institute in 2000 to provide a broad-based entertainment curriculum for law students as well as information and assistance to practitioners.

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