

# Entertainment Matters Brings Hollywood to the 2011 CES

The 2011 International CES announced the launch of Entertainment Matters at CES, a new program designed for Hollywood's film, television and digital communities. Entertainment Matters at the 2011 CES, sponsored by Variety and Cricket, will feature exhibits, events and conference programs designed specifically for entertainment professionals interested in the convergence of content and technology. The 2011 International CES, the world's largest consumer technology tradeshow, runs January 6-9 in Las Vegas, Nevada.

"The entertainment community is a vital part of the International CES as consumers enjoy entertainment across a variety of devices, within the home and on the go," said Karen Chupka, senior vice president of events and conferences for the International CES. "Entertainment Matters at CES is designed to customize the CES experience for the entertainment community so they can find the right exhibitors, attend targeted conference sessions and network with the crucial business partners. This robust program is a must-attend for the Hollywood community."

Core aspects of the Entertainment Matters program include:

- All Things D at CES
- Conference Sessions – including Media Money Makers
- Red Carpet Program
- Hollywood Assistants Program
- Special Events

All Things D at CES, hosted by Walt Mossberg and Kara Swisher of the Wall Street Journal, will feature high-level interviews with technology luminaries onsite at the 2011 International CES. This special CES version of the popular All Things D conference is scheduled for 3:30-5:30 p.m. on Friday, January 7, 2011 at The Venetian. A reception will follow from 6-8 p.m.

A compelling series of conference sessions are a key part of Entertainment Matters at CES. Conference tracks include Media Money Makers, sponsored by Nielsen, which brings together industry experts to explore business models for monetizing content across the most promising platforms, with speakers including Joanne Burns, Fox Television; Melissa D'Arabian, Food Network; Blake Irving, Yahoo!; Michael Kassan, MediaLink LLC; Shelley Palmer, Advanced Media Ventures Group LLC; Vivian Schiller, NPR; Michael Smith, Cooking Channel and Vivi Zigler, NBC Universal. Other tracks include Digital Hollywood, with influential names in entertainment discussing innovative collaborations, unexpected opportunities and lucrative revenue streams and the CES Cable Conference, which will take attendees inside the unstoppable world of connected entertainment and the exciting technologies that are fueling it.

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Entertainment Matters' Red Carpet Program is designed to customize the CES experience for Hollywood VIPs. It features showfloor tours of the top entertainment trends and technologies, targeted conference sessions, special events and networking opportunities to bring this influential audience together with the top people and companies they need to see to make their CES experience productive and rewarding.

More, Entertainment Matters will feature an innovative Hollywood Assistants Program to provide the next generation of Hollywood leaders an opportunity to experience the 2011 CES in a customized and beneficial way. This program will feature tours, special events and networking opportunities developed specifically for Hollywood assistants.

The 2011 International CES will feature 2,500 global technology companies unveiling the latest consumer technology products and services across 15 major product categories including the latest in audio, automotive electronics, connected home technologies, digital imaging, electronic gaming, entertainment/content and more.

For more information on Entertainment Matters at CES, visit [www.EMatCES.com](http://www.EMatCES.com). For more information on the 2011 International CES, visit [www.CESweb.org](http://www.CESweb.org)

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