



## **DCIA Announces P2P MEDIA SUMMIT LA Speakers** **Trade Group Sets Agenda for First-Ever Los Angeles Conference & Exposition**

**Washington, DC – October 11, 2006** – The Distributed Computing Industry Association ([www.DCIA.info](http://www.DCIA.info)), a trade organization with more than eighty (80) 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 LA. This first-ever Los Angeles DCIA Conference & Exposition is scheduled for October 23rd-26th in Santa Monica, CA.

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

The October 23rd Conference will feature keynotes from top P2P software distributors, panels of industry leaders, and a workshop on IPv6. There will be a continental breakfast, luncheon, and networking cocktail reception with live entertainment.

The October 24th-26th Exposition is being held in conjunction with the Digital Hollywood Fall conference, and registration for the full DCIA Conference & Exposition includes that event as well.

Keynote speakers for the October 23rd DCIA Conference will be Kontiki’s Todd Johnson, QTRAX’s Allan Klepfisz, and MyPeer’s Les Ottolenghi.

Conference luncheon speakers will be Digimarc’s EVP Reed Stager, who was recently named Chairman of the new Digital Watermarking Alliance, and Sony Picture Entertainment’s EVP, Digital Policy Group, Mitch Singer.

The Policy Track features Dreier LLP’s Josh Wattles, Leading Ventures’ John Rodenrys, the Motion Picture Association of America’s (MPAA) Fritz Attaway, RazorPop’s Marc Freedman, and TAG Strategic’s Ted Cohen, and will address the post MGM v. Grokster world – new rules for P2P.

The Technology Track features Abacast’s Michael King, Beyond Media’s John Kupice, CacheLogic’s Andrew Parker, and Digital Containers’ Chip Venters, and will address P2P file sharing – the evolving distribution chain.

The Marketing Track features FTI Consulting’s Bruce Benson, HackBack Media’s Bob Way, P2P.com’s Albe Angel, and Ultramercial’s Dana Jones, and will address P2P business models – what’s working and what’s not.

The Content Distribution panel features EZTV’s Michael Masucci, Indie911’s Justin Goldberg, MediaPass Networks’ Daniel Harris, and Nettwerk Music Group’s Brent Muhle, and will address the perspective of artists and rights holders – P2P for content creators.

The Solutions Development panel features Altnet’s Anthony Rose, Digimarc’s Nate Alvord, PeerApp’s Frank Childs, and RawFlow’s Mikkel Dissing, and will address advancement – creating the commercial P2P ecosystem.

The Support Services panel features BitPass’ Matt Graves, Javien’s Leslie Poole, P2P Cash’s Tom Meredith, and Rustic Canyons’ Nate Redmond, and will address accountability – tracking transactions and paying the players.

Command Information's Yurie Rich, Keystone Tech Group's Limor Schafman, and Seamless P2P's Luke Rippy will conduct a special session on the impact of Internet Protocol Version 6 (IPv6) on this emerging high-growth industry.

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

Exhibits and demonstrations for the October 24th-26th DCIA Exposition, held in conjunction with the Digital Hollywood Fall Conference, feature industry-leading products and services.

Registration can be done online at [www.dcia.info/P2PMSLA/register.html](http://www.dcia.info/P2PMSLA/register.html) or by calling 410-476-7965. Special pre-registration discount rates expire October 16th. For sponsor packages and speaker information, please contact Karen Kaplowitz, DCIA Member Services, at 888-890-4240 or [karen@dcia.info](mailto: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.

**Media Contact:**

Kelly Larabee  
410-476-7965  
[kelly@dcia.info](mailto:kelly@dcia.info)