



The Local Media Revolution With Guest Ted Leonsis

**Welcome to today's webinar — which includes a special
preview of ILM East, March 26-28, Boston**

For Audio: You may listen through your speakers or dial in:

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Live From the Verizon Center



Ted Leonsis

Groupon vice chair;
American Express
board member; owner,
Monumental Sports and
Entertainment

[@TedLeonsis](#)



Jed Williams

Analyst and PD
Social Local Media



It's All About 'Local'

Local has been seen as “the last frontier” for many years.



So, do you think local has arrived as a “killer app”?

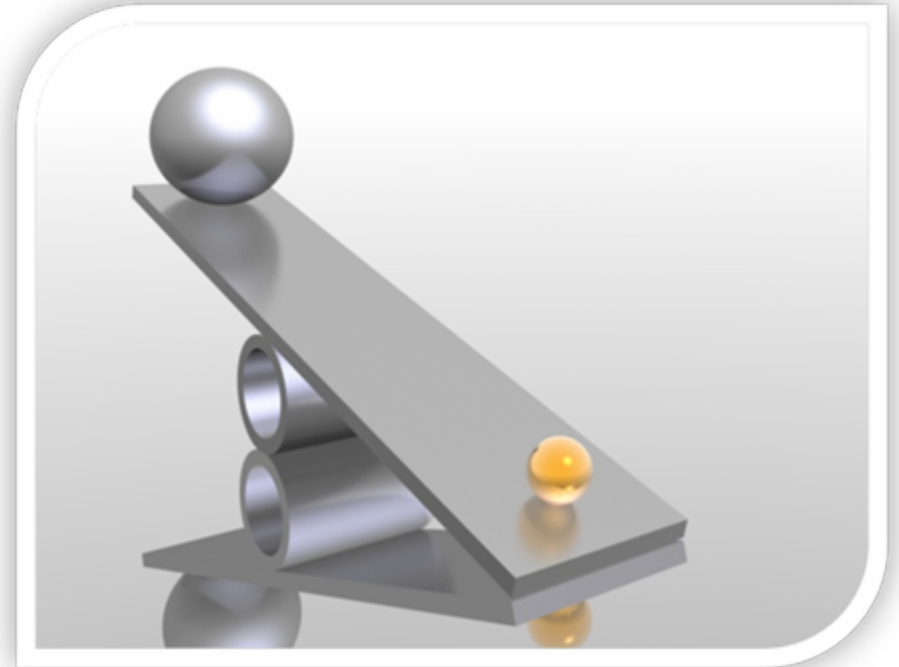
How must it continue to evolve?

AND NOW... 2012



Back to the Future: The AOL Days

At AOL in the 1990s, you were a local pioneer with Digital City, MapQuest and MovieFone. Before that, you started Redgate, a marketing agency that ran an online store.



In retrospect, how did they do?

How do you size up when the market is ready for innovation and disruptive change?

The 'TraDigital' Movement

There is skepticism about newspapers and their digital path. You worked with 100 of them at Digital City...



Can newspapers reclaim their advantage?

What are the lessons for all traditional media?



The New Interactive Marketing Game



As owner of the Washington Capitals and Wizards, you use a variety of interactive tools to market your enterprises (social, video). So does Mark Cuban.



What are the most powerful things you do online and on mobile that really connect your local brands to the fans?



Local Marketing on the Silver Screen

You are also making movies.



"Kicking It" — 2008

"Nanking" — 2007

"A Fighting Chance" — 2010



How integral is online and mobile marketing to promoting them?

Do you think about it similarly or differently?

Groupon: Local Champion

You are the vice chair of Groupon.

What advice have you given Groupon about pursuing a local strategy?

How is Groupon positioned to be a full-fledged local media hub beyond just deals?



Deals: It's Only 'Halftime'

Groupon has developed many vertical properties (i.e., travel, grocery, retail).



How should we shift our thinking about the daily deals market?

There have been many clones, but where are there opportunities for entrants in digital commerce and loyalty?

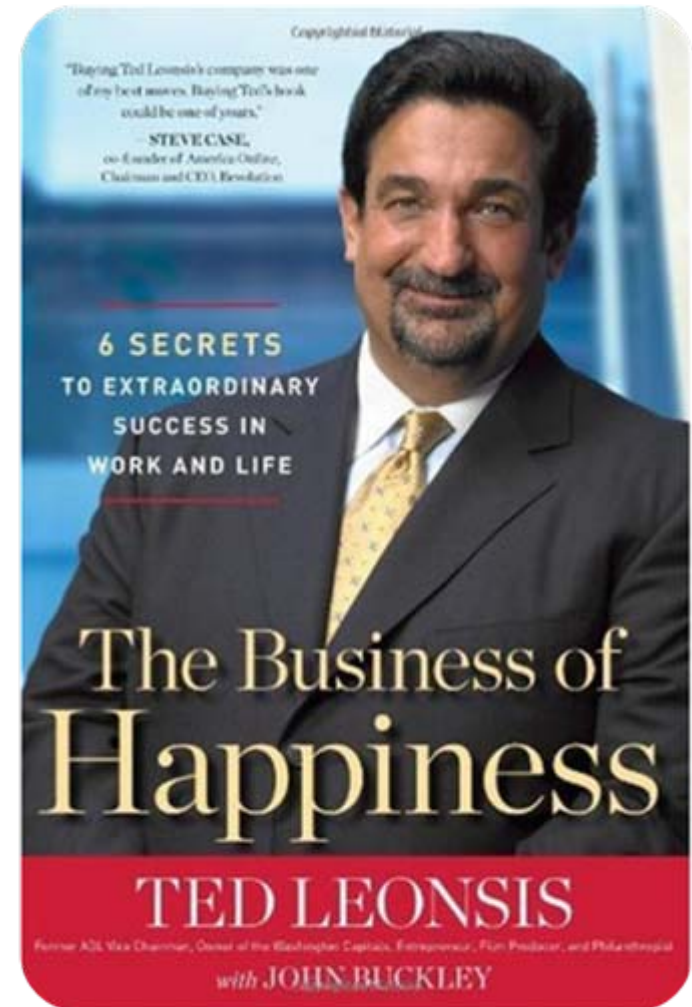


On the 'Must Read' List

Your book "***The Business of Happiness***" is about ultra-networking.

 ***Do you think there is enough cooperation and "friendship" between businesses?***

How is this changing?



Tech: The Valley vs. The Alley

You have teamed with your former AOL colleagues Steve Case and Donn Davis to invest \$450 million in the Revolution Growth fund, which will focus on East Coast technology start-ups.



How do you compare the East and West Coast tech cultures?

What models catch your eye?



Conversation Continues at ILM East

"I wanted to send you a big thank you for including Where in ILM East. The conference was fabulous — well organized, enjoyable, and very educational. Sarah, Kim, and myself didn't want to leave! We were so happy with the turn-out and the caliber of people we met. Thank you for answering all of our questions and supporting us throughout the whole thing. **We couldn't have asked for a better conference.**"

— Jennie White, Marketing Specialist, Where, Inc.

"ILM was an **amazingly productive conference**. As a solution provider to the industry, we developed some great business contacts and now have a deeper understanding of what our customers are looking for."

— Jimmy Hendricks, CEO, Deal Current

"The conference was **very informative** and I made a lot of great connections."

— Mark Watkins, CEO, Goby

"Thanks for putting on a great conference. The programming was great and the crowd was again excellent. We are so glad to leverage **ILM as a platform to build cool things for this industry!**"

— Howard Lerman, Chairman, Cofounder and CEO, Yext

"I've been to hundreds of conferences throughout my career — I have to say you guys put on a great conference. **The content was great, but the opportunity to interact with attendees was outstanding.** Not sure why the vibe at your conference was so much easier for making introductions — but it seemed like people came to that event expecting to meet."

— Annette Tonti, CEO, Mofuse

"BIA/Kelsey conferences have continued to get better and better and with each one, more and more essential for those in the local interactive space. Boston was the best yet. In an industry where next week's news is already too old, BIA/Kelsey conferences allow **a great perspective into the future of local online as well as the current landscape.**"

— David Haupt, Director, Local, Examiner.com

ILM

east

March 26 - 28, 2012 | Boston, MA
Boston Marriott Copley Place

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CHANNELS
COMMERCE
CONVERSION

Join us at

ILM

east

for 2-Plus Days of All Things 'Local.'

On the agenda:

- BIA/Kelsey by the Numbers: The Case for Local Online Advertising (and Commerce)
- **VCs: Follow the Local Money**
- Interactive Local Commerce: The Fast-Changing Deals Revolution
- **Cutting-Edge Demos**
- Mobile Local Targeting: Reaching Smartphone Users
- **The Boom in Local Social Media**
- Agencies Plug Into Interactive Local Media
- **Affiliate Marketing and Local Sites**
- The Revenue Opportunities in Hypervertical/Hyperlocal
- **CEO Panel: What to Focus on in Interactive Local Media 2012-2015**

Featured Speakers

Leslie Berland, Senior VP,
Digital Partnerships and
Development, AmEx

Merrill Brown, Principal,
MMB Media

Walt Doyle, CEO, Where

Jay Herratti, CEO, CityGrid
Media

Michael Silberman, GM,
Digital, New York Media

Michael Zimbalist, VP,
Research and Development
Operations, The New York
Times Co.

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