

For Immediate Release

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Executives from NBC & Other News Organizations to Address Economics of Digital Content at SIIA Information Industry Summit

Keynotes from NBC, BNA and Strategic News Service will Address Top Tech Predictions for 2012, Investment Strategies & BNA's Acquisition by Bloomberg

WASHINGTON, D.C. (January 17, 2012) The Software & Information Industry Association (SIIA), the principal trade association for the software and digital content industries, today announced keynotes for the eleventh annual [Information Industry Summit](#)

, which kicks off January 24 in New York City. The two-day annual event is one of the most important gatherings for executives involved in the creation and distribution of digital content.

Heated competition and market consolidation are two big realities facing the digital content industry in 2012. These two issues will be in focus at this year's Information Industry Summit. The following keynote presenters will help senior B2B information executives navigate these and other emerging market trends.

- **Mark Anderson, CEO, Strategic News Service**
"Top Tech Predictions for 2012"

Anderson is known for accurately forecasting important shifts in the economic landscape and technology markets. With the theme "Integrate Everything," he will be making his top technology calls for 2012. Is your company ready?

- **Michael Chen, Fmr President, NBC News' Strategic Initiatives Group, & Founder, Peacock Equity Fund**
"Inside Secrets of a Media Investor"

Want to understand how to position your company based on what the market is looking for, and how to talk to VCs, bankers or even strategic investors? Michael Chen will offer his unique perspective based on 20 years of providing financing to companies in need of growth capital.

- **Paul Wojcik, Chairman, BNA**
"Transformation Amidst Market Consolidation"

BNA, which was just acquired by Bloomberg in September 2011, was one of the oldest and largest independent professional information companies in the legal, tax, and regulatory space. Wojcik will discuss how BNA navigated change and transformation, made the hard strategic decisions they needed to, and ultimately decided to join forces with Bloomberg in a move he says "makes perfect strategic sense to change the industry's competitive landscape."

On the second day of the Information Industry Summit, SIIA will hold the "[Buyer/Supplier Forum](#)," a new

program connecting digital content suppliers with information professionals who have content buying responsibility. Other highlights of the Summit include the

[Content CODiE Awards Dinner](#)

, which honors the year's best products, and the Previews program, which introduces emerging content and content-technology companies set to revolutionize the industry.

For more information or to register for the conference, members of the media should contact Beth Dozier at bethdozier@rational360.com. Online registration is available at: <http://www.siiia.net/iis/2012/press.asp>

WHO: Software & Information Industry Association (SIIA)

WHAT: Information Industry Summit

WHEN: 24-25 January 2011

WHERE: Pier Sixty (Chelsea Piers Sports and Entertainment Complex), New York City

For the complete Summit schedule, visit www.siiia.net/iis

About SIIA

The Software & Information Industry Association (SIIA) is the principal trade association for the software and digital content industry. SIIA provides global services in government relations, business development, corporate education and intellectual property protection for more than 500 leading software and information companies. For further information, visit www.siiia.net

About SIIA's Content Division

SIIA's Content Division provides a forum for companies that publish and distribute online content, or offer technologies and services that facilitate the licensing, presentation, and distribution of digital information products. The division works with its members to develop effective approaches to emerging issues and to produce deliverables of special interest to the membership.

About the CODiE™ Awards

The CODiE™ Awards, originally called the Excellence in Software Awards, were established in 1986 by the Software Publishers Association (SPA), now the Software & Information Industry Association (SIIA), so that pioneers of the then-nascent software industry could evaluate and honor each other's work. Since then, the CODiE Awards program has carried out the same purpose - to showcase the software and information industry's finest products and services and to honor excellence in corporate achievement.