



John Rood of D.C. Entertainment To Keynote On The Convergence of Sports and Entertainment At PromaxBDA Sports Marketing Summit in New York on November 13

Rood, one of the most respected marketers in entertainment, to give a rare look into how the biggest characters, stories and brands are created, marketed and monetized across platforms and technologies and what that means for both sports and entertainment going forward.

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PromaxBDA, the global association for marketing professionals announced today that John Rood, EVP, Sales, Marketing & Business Development, DC Entertainment will lead a discussion entitled "Redefining Opportunity on the Superfan Continuum," as part of the 2012 Sports Media Marketing Summit held at Capitale in New York on November 13. This latest addition presentation will be a groundbreaking and eye opening look at how DC has used and will use the sports and entertainment business to launch new properties and franchises across all media, and how the sports industry can learn from and integrate into the best practices that DC has implemented with some of the greatest success stories in the last few years.

"We are in an era where the 'superfan' is becoming more and more of a major factor as an influencer in sports and entertainment, yet so few entities have been able to come up with the right formula to engage those fans effectively," said Jonathan Block-Verk President & CEO of PromaxBDA. "We are very excited that John Rood, one of the few who has effectively negotiated the path to the 'superfan,' and has one of the greatest track records in engaging both sports and entertainment audiences with highly integrated programs, will be giving us his thoughts, trends, topics and plans for integration for both sports and entertainment in this very special panel."

The discussion will look at emerging opportunities at the intersection of sports and entertainment, and provide unprecedented insight into how the biggest characters, stories and brands are created, marketed and monetized across platforms and technologies. Rood's division, DC Entertainment, is the creative division charged with strategically driving its characters (which include Superman, Batman, Wonder Woman, Green Lantern, Flash, Sandman, MAD Magazine, and Watchmen) across all Warner Bros. and Time Warner entities.

Rood is the Executive Vice President of Sales, Marketing & Business Development for DC Entertainment at Warner Bros., a position he has held since 2010. DC Entertainment works with several WB divisions to unleash its Publishing content across all media - film, television, consumer products, home video, interactive games, etc. DC Comics publishes thousands of comic books, graphic novels, collected edition books, and magazines each year.

John helped launch DCE into digital publishing through deals with Amazon, Apple, Barnes & Noble, etc., and oversaw the acclaimed "The New 52" campaign – a 2011 line-wide renumbering of superhero comic books, coupled with same-day digital sale, which has set industry sales records. From 2000-2010, John worked at The Walt Disney Company in the Disney/ABC Television Group. His last position there was Senior Vice President, head of marketing for ABC Family. He also worked on multidivisional projects such as Disney Channel's on-air synergy support for studio priorities and with ABC News on Diane Sawyer's transition from Good Morning America to World News Tonight, and on multinational projects such as Disney Channel's global re-branding. Prior to Disney, John worked for six years at Warner Bros. Consumer Products, negotiating promotional deals with national advertisers using WB properties.

This year's summit will include headline topics from the business over the last year and will welcome innovative thought-leaders in the global media marketing industry, all with a look to the future of one of the world's fastest growing industries. Discussions will explore the issues, trends and emerging opportunities affecting success in sports media marketing. The wide-ranging topics will look at everything from the effects of franchise relocation to best practices in brand integration and social media to understanding the fan of the future. Highlights for this year will also include a discussion on crisis management, as well as a comprehensive look back at the strategies and successes for London 2012 and what lies ahead for the Olympic program with Sochi 2014 on the horizon.

It all will culminate by honoring the creative, excellence and innovation in sports media marketing and promotion at the third annual PromaxBDA Sports Media Marketing Awards. Former Chairman of NBC Sports Group Dick Ebersol will be honored with the Lifetime Innovator Award, and current United States Olympic Committee CMO Lisa Baird will be honored with the Game Changer Award, a special honor recognizing a cultural innovator, who through the development of new technologies, applications, business models and/or industries has had significant impact on the overall business of sports media and sports media marketing.

For the most up-to-date information on the awards and summit, visit www.sportsmediamarketing.com