

THE PRODUCERS GUILD OF AMERICA
IN ASSOCIATION WITH VARIETY

PRESENT THE



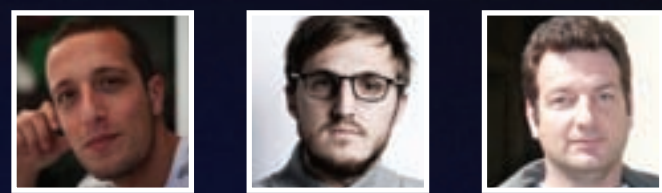
DIGITAL 25 VARIETY

2010 LEADERS IN EMERGING ENTERTAINMENT

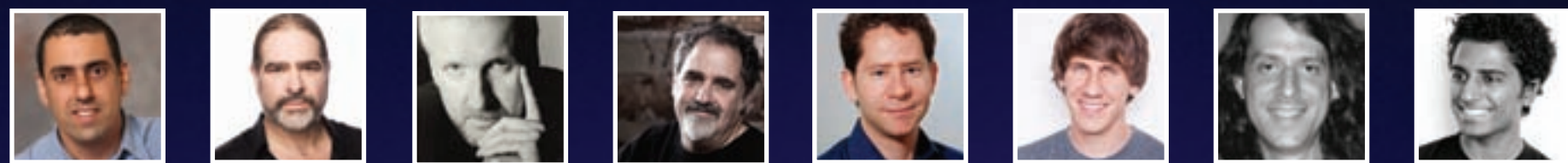
HONORING VISIONARIES, INNOVATORS AND PRODUCERS WHO HAVE MADE THE
GREATEST IMPACT ON DIGITAL ENTERTAINMENT AND STORYTELLING



Justin Day, Dina Kaplan, Jared Klett, Charles Hope, Mike Hudack
blip.tv



Idan Cohen, Zach Klein, Avner Ronen
Boxee

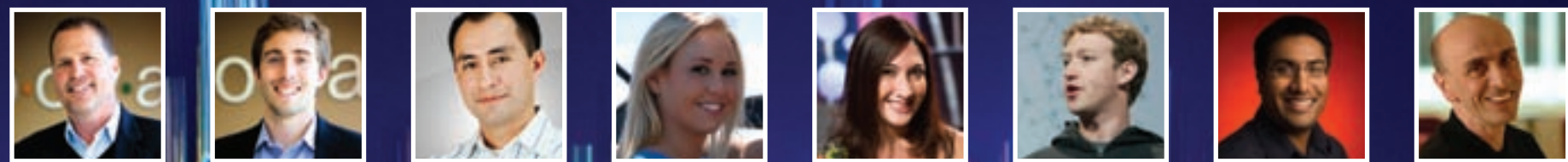


Avichai Cohen
LiveU

Brett Leonard
*Fragfilms of the
Popfictionlife*

James Cameron, Jon Landau
Avatar

Evan Cohen, Dennis Crowley, Harry Heymann, Naveen Selvadurai
Foursquare



Jay Fulcher, Sean Knapp, Bismarck Lepe
Ooyala

Erin Kanaley, Randi Zuckerberg, Mark Zuckerberg
Facebook Stories / The Social Graph / Facebook LIVE

Rishi Chandra, Vincent Dureau
Google TV



Peter Anton, Rick Engdahl, Evan Greene, Paul Madeira
The Recording Academy: Grammy.com, Grammy 365, Grammy Live

Robert Bowman
MLB Advanced Media

Ron Yekutiel
Kaltura

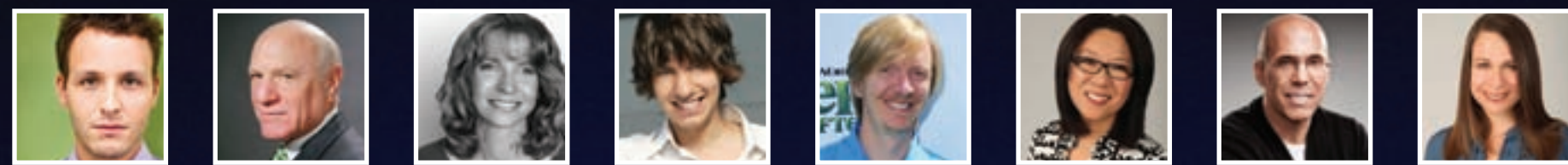
Mark Pincus, Richard Rosenblatt
Zynga Demand Media

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Alison Savitch
Mariana Damilovic
Joe Goodman

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CEO Webby Awards and Internet Week
Will Wright
Creator The Sims, CEO Stupid Fun Club



Josh Abramson, Barry Diller, Dae Mellencamp, Ricky Van Veen
IAC / Connected Ventures & Vimeo

Andrew Adamson, Teresa Cheng, Jeffrey Katzenberg, Gina Shay
Dreamworks: Shrek 3D



Kelly DiGregorio, Salar Kamangar, Chris Maxcy, Kevin Yen
Youtube : Partner Grants

Dan Konopka, Damien Kulash, Tim Nordwind, Andy Ross
OK Go



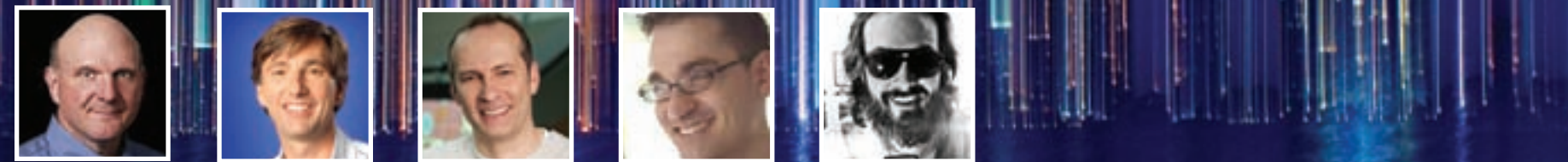
Reed Hastings
Netflix

Max Haot
Livestream

John Ham, Brad Hunstable
Ustream

Kevin Macdonald, Ridley Scott
Life in a Day

Erin McPherson, James Pitaro
Yahoo / The Upshot



Steve Ballmer, Don Mattrick, Todd Holmdahl, Alex Kipman, Kudo Tsunoda
Microsoft: Kinect

Eddy Cue, Jonathan Ive, Steve Jobs
Apple: iPad (Not Pictured)



Hosted By:
Kevin Pollak

The Digital 25 recipients will be honored
at an invite-only VIP dinner on October
18th at the Loews Hotel in Santa Monica.

For sponsorship and congratulatory inquiries please contact:
Linda Buckley: Linda.buckley@variety.com | 323-617-9429

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