

FOR IMMEDIATE RELEASE

April 9, 2014

Motion Picture Association of America (MPAA), Microsoft and ABC News Present 2nd Annual Creativity Conference Featuring Leaders from Politics, Entertainment, Business and Technology

Vice President Joe Biden and House Judiciary Chairman Bob Goodlatte to deliver remarks; experts from across sectors examine local and global influence of creativity, confluence of entertainment and technology, and their power as an economic engine and driver of innovation

WASHINGTON, D.C. – At the second annual Creativity Conference on May 2nd, leaders from the worlds of entertainment, technology, media, business, and politics will engage in a direct dialogue on the critical and growing role creativity plays in our global economy today and looking forward.

On the eve of the White House Correspondents' Dinner, the Creativity Conference, presented by the Motion Picture Association of America (MPAA) in partnership with Microsoft and ABC News, addresses how creativity strengthens and shapes the U.S. and global economy, and how policymakers, educators, business leaders, entrepreneurs and artists can support and expand the creative community to continue the economic growth fostered by business sectors devoted to innovation. This year's conference will be held at the Newseum in Washington, DC.

"Our industry's success is predicated on compelling storytelling, transporting audiences into an alternative universe and creating an experience unique to our entertainment products," said Senator Chris Dodd, Chairman and CEO of the Motion Picture Association of America. "But the industry itself has its own compelling story to tell, which is one of significant economic, cultural and technological achievement. I look forward to our second Creativity Conference where thought leaders from across industries will engage on the important role of creativity and innovative thinking as we look toward the future."

Topic will include a discussion on how entertainment and technology companies are bridging the gap between technology, innovation, and creativity to maximize the audience experience. From seamless access to entertainment to binge watching and live-tweeting—new technology has given the audience more power than ever before, and the industry the opportunity to consistently meet and beat their needs. Further discussion will address and celebrate the changes that increase creativity's impact on U.S. and global markets including new partnerships, advancements in technology and reduced barriers to entry. Featured panelists will come from creative industries – from software to film – to discuss how the modern workforce is evolving and the resulting global economic growth. The event also features a keynote address from Vice President Joe Biden.

“Creativity and innovation are the driving forces behind our country’s economic growth and momentum,” says Microsoft Vice President of Government Affairs Fred Humphries. “According to experts, more than 80 percent of real U.S. output per person over the 20th century was a product of innovation and technological progress. As a leading technology company and researcher, we are committed to addressing how to increase and foster this innovation today.”

Additional information on the event can be found on <http://www.thecreativityconference.com/> or on Twitter at @Creativity_Con and #CreativityCon. Additional media logistics are forthcoming.

###

About the MPAA

The Motion Picture Association of America, Inc. (MPAA) serves as the voice and advocate of the American motion picture, home video and television industries from its offices in Los Angeles and Washington, D.C. Its members are: Walt Disney Studios Motion Pictures; Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLC; and Warner Bros. Entertainment Inc.

About Microsoft

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

About ABC News

ABC News delivers a big picture understanding of the world to empower and inspire viewers to make confident decisions for themselves and their families. More people get their news from ABC News than from any other source. ABC News is responsible for all of the ABC Television Network’s news programming on a variety of platforms: television, radio, and the Internet. With an average television and radio audience of 180 million people in a given month, ABC News surpasses the competition. More than 2,400 affiliate stations broadcast ABC News Radio’s global news coverage. In addition, ABC News NOW is a 24-hour news and information network currently available to 44 million users across cable, broadband, and mobile platforms. NewsOne, the affiliate news service of ABC News, provides live and packaged news, sports, and weather reports, as well as footage of news events, to 200 ABC affiliates and more than 30 domestic and international clients.

Media Contacts

Khalid El Khatib
(646) 493-1254
kelkhatib@groupsjr.com

Anna Soellner
(202) 293-1966
Anna_Soellner@mpaa.org

Christina Pearson
(202) 263-5911

Christina.Pearson@microsoft.com

Jeffrey Schneider

(212) 456-3587

Jeffrey.W.Schneider@abc.com