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Ed Desser 2014 Curriculum Vitae (CV): Education, Professional Experience, and Subject Matter Expertise

1. Present Position/Education. I am the President of Desser Sports Media, Inc. ("DSM"), a California-based consultancy serving the strategic media business needs of the sports television industry. I have a Bachelor of Arts in Economics from the University of California at Los Angeles and a Masters of Business Administration in Marketing from the University of Southern California. I have more than 37 years of continuous experience and notable successes working in the sports media industry, negotiating major media deals in the local, national and international TV marketplaces, and serving a diverse group of sports and media ownership and management clients.

2. Vocational History. I spent 23 years through 2005 in the Commissioner's Office of the National Basketball Association, ultimately serving as President of NBA Television and New Media Ventures, L.L.C., and Executive Vice President, Strategic Planning and Business Development, where I was the chief negotiator for all NBA national media agreements, including those with CBS Sports, NBC Sports, ABC Sports, ESPN, Turner Sports (TBS and TNT), USA Network, Fox, Comcast, and unaffiliated Regional Sports Networks ("RSNs"). I also spearheaded the launch of NBA TV, the first league-owned national cable sports network. In addition, I designed and launched nba.com; created NBA League Pass; established the league's broadcast regulatory framework (including rules pertaining to and fostering the development of RSNs) and assisted many NBA teams in connection with the negotiation of their respective regional media rights. I also served as NBA Director of Broadcasting/Executive Producer, handling administration and fulfillment of league media agreements; VP/International Television growing the NBA's media footprint to nearly 200 countries; and VP/General Manager of NBA Entertainment, Inc., the media production and licensing arm of the league. Prior to joining the NBA, I was the Director of Broadcasting and Executive Producer for the Los Angeles Lakers, Los Angeles Kings, and The Forum. I started my career in local broadcasting, serving in functions which included production, programming, promotion, on-air talent, live remote, news, engineering, business operations, and live sports broadcasts. I produced Monday Night Football and NASCAR race broadcasts, and during the 1977-78 NBA season I was the Executive Producer for the Lakers Radio Network.

3. Desser Sports Media, Inc. In 2005 I founded DSM, which specializes in strategic media planning, performing rights valuations and creating business plans for RSNs, conducting regional, national and international media rights negotiations, mergers & acquisitions support, providing litigation support, and generally assisting professional sports teams, leagues, programmers and distributors in maximizing the value of their media rights. Combined, we have advised on over \$25 billion in sports and media transactions to date.

4. Regional Sports Media Rights. I have negotiated more than 50 regional sports media deals. DSM has advised a substantial number of professional sports teams with respect to their media rights, including (i) negotiating or advising with respect to regional media agreements for the Detroit Pistons, Phoenix Suns, Miami Heat, Dallas Mavericks, San Antonio Spurs, Oklahoma City Thunder, Minnesota Timberwolves, Los Angeles Clippers, Los Angeles Kings, Los Angeles Galaxy, Chivas USA, Tampa Bay Lightning, Atlanta Hawks and Thrashers, and Milwaukee Bucks franchises with various Fox-owned RSNs in those teams' respective markets and (ii) advising the Houston Astros, Houston Rockets, Sacramento Kings, and Portland Trailblazers with respect to deals to launch new Comcast RSNs featuring those professional sports teams, and (iii) working with MLB clubs such as the Washington Nationals and a media-related analysis of local media rights for the Office of the Commissioner of Major League Baseball. I have also worked with the Tribune Company in connection with strategic planning with respect to future sports media opportunities, as well as preparing a media valuation and rebuttal relating to the Chicago Cubs media rights.

5. Testimony/Conflict Resolution. Other recent examples of my work include expert and fact witness services in arbitration, litigation, and mediation support of: (i) the New Jersey Nets and the YES Network, (ii) the Portland Trailblazers, (iii) a major MVPD and major regional sports programming networks, (iv) the Miami Heat vs. Clear Channel Communications, (v) in O'Bannon vs. NCAA, (vi) in a CRTC arbitration on behalf of TELUS, and (vii) in various LA Dodgers cases (see below). I also testified in US federal court in Chicago Bulls and WGN vs. NBA, as well as in NBA vs. Motorola and Stats Inc. I served as an expert witness in Copyright hearings at the Library of Congress on behalf of the Joint Sports Claimants, which includes the NFL, MLB, NBA, NHL, WNBA, and the NCAA.

6. Mergers & Acquisitions. DSM has also served a number of clients in connection with media property valuations and potential property acquisitions. These included the CFL's potential acquisition of a TV network; the Washington Nationals valuation of its ownership of MASN; the actual or potential purchases of the Houston Astros, Sacramento Kings, Chicago Cubs, Dallas Stars, and LA Dodgers (see below). We also worked with MLSE in connection with its recent acquisition by Bell Media and Rogers Communications.

7. Distribution. I negotiated programming rights and cable network distribution deals with major cable, telecommunications and satellite operators including Comcast, Time Warner Cable, Cox, Charter, Verizon, AT&T, DIRECTV, DISH, Bell, Rogers, Shaw, and Cablevision. In addition, I have provided sports media consulting services to DIRECTV, Time Warner Cable, TELUS, and Videotron.

8. Los Angeles Lakers/Time Warner Cable. I led the Los Angeles Lakers in connection with then the largest regional sports media rights deal in TV history and the country's most significant RSN transaction in nearly a decade. In connection with that transaction, I created a business plan for a new RSN, performed team rights valuations, executed market research related to the attractiveness of various teams in the market to subscribers of major cable and satellite operators, and negotiated or discussed a potential business relationships with Fox, Time Warner Cable, AT&T, Verizon, DIRECTV, Root Sports, CBS, and other potential team rights purchasers/backers including investment bankers and private equity funds. DSM also provided the Lakers with negotiation assistance on Spanish and English flagship radio, and radio network distribution agreements.

9. Los Angeles Dodgers. I participated in several ways on the recent LA Dodgers transaction. I was an expert witness for Major League Baseball in the first stage of the team's bankruptcy proceedings. Later, I was an expert witness for Fox Sports in connection with the second phase of the bankruptcy case. I then represented Joe Torre and Rick Caruso in connection with a bid to purchase the team. Later, wrote an article valuing the Dodgers media rights for the Hollywood Reporter (estimating a result very close to the amount ultimately negotiated), and finally represented Time Warner Cable in connection with its record-breaking Dodgers media rights transaction in 2013.

10. Other Major Engagements and Clients. I have also negotiated on behalf of, advised, or performed analysis for the California Interscholastic Federation, the PGA Tour, Major League Soccer, the Professional Rodeo Cowboys Association, The Jockey Club, the NFL Network, the Western Collegiate Hockey Association, and the Canadian Football League (for both Canadian and US media rights agreements). I have also worked on a variety of projects for Staples Center and professional sports team owner and developer Anschutz Entertainment Group (AEG), Kilmer Van Nostrand, Co., Ltd., McKinsey & Co., Qualcomm, Goldman Sachs, Maple Leaf Sports + Entertainment (Toronto Maple Leafs, Raptors, TFC, Leafs TV, NBA TV, GOL TV), the National Basketball Association, the US Pro Cycling Challenge, and the Ultimate Fighting Championships (UFC).