

CONTACT:

Amber Bagwell
NewTek
210.370.8405
abagwell@newtek.com

FOR IMMEDIATE RELEASE
April 08, 2013

**NAB Show and NewTek to Showcase Celebrity Internet Content
Creators with Broadcast Minds General Session**

Panel discussion on April 10 with Penn Jillette, Tom Green, Shira Lazar and Bruce Gersh is open to all registered NAB attendees and will be streamed live

LAS VEGAS – April 08, 2013 – [NewTek™](#) today announced that the [2013 NAB Show](#) will host Broadcast Minds™, a discussion with Internet TV content creators and producers about the on-going democratization of technology, television, and social media, and the changing face of traditional ‘broadcasting.’

The event, produced in partnership with NewTek – a leader in multi-camera video production and streaming solutions – will be moderated by Jim Louderback, CEO of Revision3 and feature the following participants:

- Penn Jillette, American illusionist, comedian, musician, and best-selling author;
- Tom Green, Canadian actor, rapper, writer, comedian and talk show host;
- Shira Lazar, Emmy Award nominee and Host of What’s Trending; and,
- Bruce Gersh, President and CEO of Fishbowl Worldwide Media.

“Today’s traditional broadcasters must have a multi-platform strategy since fans want and expect shows to be delivered to them on their own terms, whether that is on computers, tablets or smartphones,” said Carter Holland, EVP of worldwide marketing at NewTek. “In addition, creative individuals are finding that they can easily produce compelling content and use the Internet to share their ideas, and reach niche audiences through all available platforms. This year, the 2013 NAB Show brings this hot topic to the big stage, where Broadcast Minds participants will share their views on how this trend is reshaping our culture and society.”

The Broadcast Minds event at the 2013 NAB Show is open to all registered attendees. Those who are not attending can watch a live stream of the discussion at: <http://www.nabshow.com>.

Now in its fourth year, Broadcast Minds has emerged as a premier resource for the Internet television production community, providing valuable insights to anyone interested in professionally producing live television content. Former Broadcast Minds panel participants include Kevin Pollack, award-winning actor and comedian, host of Kevin Pollak’s Chat Show; Jeff Jacobs, MTV Music Group; Bill Chapman, Turner

Studios; Jeff Hawley, Yamaha Corporation of America; Leo Laporte, TWiT.TV; Adam Carolla, the Adam Carolla Show; Mark Fratto, St. John's University; Steve Hellmuth, NBA Entertainment; Peter Himmelman, GRAMMY-nominated musician; Sean Smith, NBA D-League; and Don Sperling, New York Giants.

About NewTek

NewTek is transforming the way people create network-style television content and share it with the world. From sporting events, Web-based talk shows, live entertainment, classrooms, and corporate communications—to virtually any venue where people want to capture and publish live video, we give our customers the power to grow their audiences, brands and businesses, faster than ever before.

Clients include: "The X Factor," ESPN X Games, New York Giants, NBA Development League, Fox News, BBC, NHL, Nickelodeon, CBS Radio, ESPN Radio, Fox Sports, MTV, TWiT.TV, USA TODAY, Department of Homeland Security (DHS), and National Aeronautics and Space Administration (NASA).

NewTek is privately owned and based in San Antonio, Texas. For more information on NewTek please visit: www.newtek.com, [Twitter](#), [YouTube](#), [Flickr](#) or connect with us on [Facebook](#).

###

- NewTek, TriCaster, 3Play and Broadcast Minds are trademarks of NewTek.
- All other products or brand names mentioned are trademarks or registered trademarks of their respective holders.