

I. Agenda

- A. Wisconsin and Hawaii Primaries and up coming TX and OH
- B. John McCain – NY Times Article Feb 21
- C. Vice Presidential Choices
- D. HD-DVD versus Blu-Ray
- E. Growth of digital music sales

II. Wisconsin and Hawaii Primaries

- A. It is over for Hillary Clinton
- B. She can come back in Texas and Ohio, but is very unlikely
- C. The party has been sending her a message via endorsements to Barack Obama and it appears Senator Clinton is listening.
- D. Expect Hillary to step down after TX and OH. Remember, it is in the best interest of the party to choose a candidate prior to convention and avoid all legal action.
- E. How and when to step down
 - 1. Take the Romney approach – suspend your campaign
 - a) Keep your delegates
 - b) Negotiate in preparation for the convention
 - (1) Finish negotiations prior to the convention
 - 2. Suspend your campaign after the TX and OH primaries
 - 3. Convention speech
 - a) This is your golden moment – use it well
 - b) Be elegant, well spoken
 - c) Be kind, yet strong without appearing aggressive
 - 4. Be the best senator you can be and continue to be a force in Congress
 - 5. Boston Radio talk show host believes Hillary cannot run again. I disagree.
 - 6. Future – V.P. for the next democratic candidate in 2012/2016
 - a) Provides your transition to the Presidency
 - b) Ends label of “Co-presidency”
 - (1) VP Spotlight takes attention off of Bill Clinton
 - (2) You are now your own person.
 - (3) The success or failure of the administration during your vice presidency will help define the success of your next run for President.

III. John McCain – New York Times Article

- A. Article Contents
 - 1. Front page article – the Long Run
 - 2. Article quote
- B. Bob Bennett
 - 1. NYT released story because someone else was going to release the story.
 - 2. NYT has been working on this story prior to the new Hampshire Primary
 - 3. NYT has endorsed John McCain

C. Conclusion

1. McCain explicitly denied the allegation.
2. It has quickly been dropped by the media having a life of about 2 days.
3. This article gives the appearance the NYT of simply trying not to be scooped. Tabloid like behavior

IV. John McCain – Additional VP Options

- A. Condi Rice - An absolute winner. One problem - Condi has never been interested in running.
- B. Colin Powell - Another winner. His well-balanced personality and foreign policy experience brings additional strength to the ticket.
- C. Both candidates are household names, black and have far more experience federal and international experience than Barack Obama.
- D. Obama's greatest weakness – lack of experience – He became a senator on Jan 4, 2005. He began his run for the presidency in 2007 so he has just over two years federal experience.
- E. Foreign Policy – Both candidates have outstanding foreign policy experience. Both were Secretary of State, Colin Powell Chairman of the Joint Chiefs of Staff
- F. Condi Rice – 54 years of years, Colin Powell is 71.
- G. Both are Dream V.P. Candidates
- H. Prediction – Condi Rice will be offered the VP slot but will not accept.
- I. For the first time in a very long time the VP candidate will have a significant impact on both parties and could be the deciding factor in the election.

V. Blu-ray wins

A. Background

1. Comes from Glenn Fleishman at tidbits – tidbits.com
2. High density DVD formats - HD-DVD by Toshiba and Blu-Ray by Sony
3. Both prototyped in 2002 but didn't reach market until 2006.
4. DRM – digital-rights-management
5. Support 1080p – 1920 by 1080 pixels – most movies are released in this format.
6. Laser uses a blue light – shorter wavelength and can handle the higher density
7. Blu-ray 25 GB one side/50GB two sides, HD-DVD 15GB/30GB

B. When happened

1. The ultimate deciding factor is the media consumer
2. Recently Blu-ray titles outsold HD-DVD. From launch through Nov 07 Blu-Ray 4 million, HD-DVD 2.5 million
3. Studios
 - a) Warner Bros. hybrid disc
 - b) Universal – HD-DVD
 - c) Paramount – HD-DVD
 - d) DreamWorks – HD-DVD
4. Momentum
 - a) Warner Bros drops HD-DVD in late 2007
 - b) Netflix only support Blu-ray

c) Best Buy and Walmart – Stop selling HD-DVD

- C. Thanks to tidbits
- VI. Digital music sales will surpass CD sales in 2012
 - A. Report by Forrester Research
 - B. Half of all music sold in US will be digital in 2011
 - C. Surveyed 5,000 consumers
 - D. Factors
 - 1. Average MP3 player 57% full
 - 2. majority of buyers households that already own one
 - 3. DRM free music – Four labels committed to eliminating digital rights.
 - 4. Amazon is pioneer – 2 million songs
 - 5. Apple – iTunes –
 - 6. Social networks – MySpace and Facebook allow sharing
 - 7. Easy to find, easy to buy and easy to listen to
 - E. Personal opinion
 - 1. It will happen much faster
 - 2. Music - CD stores are closing
 - 3. Everyone already has an iPod
 - 4. I find it hard to believe that most people under-utilize the device. My 15GB iPod has been full for over a year.
 - 5. It would be great if DRM succeeds. Easier to move music around.