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## Digital Hollywood 2009 in Santa Monica

Contributed by James Thompson

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Digital Hollywood returned to the Loews in Santa Monica for another informative four days of conferences and seminars that addressed Hollywood's future. For the first time, the West Coast event included a full-day Entertainment and Technology Summit that was co-sponsored by Variety.

For the entire four days, Digital Hollywood offered various sessions that included up to four different tracks operating at the same time. Attendees could move from track to track; most tracks attracted a full room of attendees, and the speaker line-up was impressive.

The hot topic always seemed to turn to distribution via the Internet. In one session titled "Branded Media Marketing - Across Platforms," the focus was for content providers to raise awareness to consumers, who are being battered by a host of great technologies. Brian Murphy from Branded Entertainment advised content providers to begin "...engaging in a conversation with the end user." Simon Kelly from Story Worldwide said content creators need to create useful experiences. "This is the age of creative entertainment and useful experiences for the consumers," said Kelly. "Shift away from traditional media to digital. What we're finding is: it works," Kelly added.

The discussions also suggested that content creators move audiences between platforms and integrate the technology. Keep it really simple for consumers.