

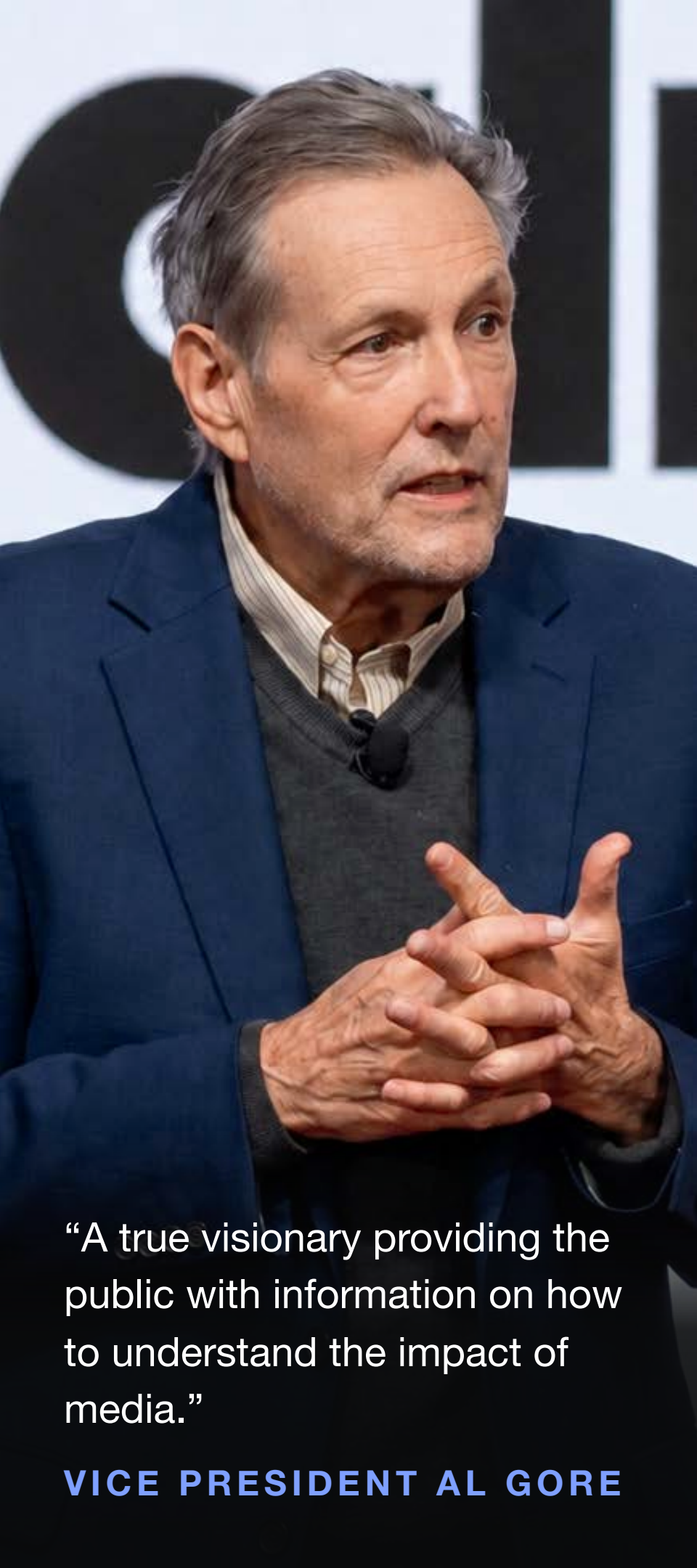
Jeffrey Cole

One of the world's leading voices on media, technology, and the digital future.

“For 25 years, Jeff Cole has been illuminating disruption into our lives... teaching me how to think about it; anticipate it; manage it for leverage.”

David Sable, Vice-Chairman, Stagwell Global





Jeffrey Cole has been at the forefront of media and communication technology in the United States and internationally for three decades. He advises governments and leading companies around the world as they craft digital strategies.

He founded the World Internet Project, a long-term longitudinal study of the effects of computer and internet technology now conducted in more than 35 countries. It remains the leading international study of how technology changes our lives.

Cole joined USC Annenberg in 2004 as Research Professor and founding director of the Center for the Digital Future. Under his leadership the Center has examined the entertainment, sports media, health, transportation and banking industries to identify where disruption lands next, working directly with all five major motion picture studios, the networks and streamers, sports leagues, automotive companies and banks.

He worked with the White House during the Clinton, George W. Bush, Obama and Biden administrations, and presents to the FCC, Congress, the Department of Defense, HHS and heads of government worldwide. In the 1990s he secured a federal antitrust waiver allowing ABC, CBS, NBC and Fox to work together for the first time on television violence.

His book *Disrupters at the Gate*, written with Harlan J. Lebo, is published by Ideapress in September 2026 and distributed by Simon & Schuster. He has keynoted more than 1,000 conferences worldwide.

“A true visionary providing the public with information on how to understand the impact of media.”

VICE PRESIDENT AL GORE

Everyone else forecasts.

Jeffrey anticipates the future and shows how to be ready for it.

“

It is impossible to make strategic decisions without first rate insight into what is happening within the world, your industry and your company. That vision comes from rigorous data and context looking at the present and the future. Without quality information and analysis, disruption becomes far more likely and lethal.

Our objective extends beyond merely disseminating information; **we actively collaborate with corporate and government leaders to anticipate disruptions and proactively prepare for them.**

We have worked closely with some of the leading companies in the world to craft a battle plan to invigorate existing business and build new ones. There was not a company or industry that was not affected by the internet and most were transformed. Getting ready for that change was our job for 25 years. All that experience and knowledge now comes into play to help understand the massive change, both good and bad, that AI brings.

”

The instruments

LONGITUDINAL STUDIES

The World Internet Project

More than 35 countries. Longitudinal, following the same populations year after year.

The COVID Reset Project

28,000 people surveyed per year across seven sectors: work, health and well-being, shopping and banking, communities, travel, entertainment and learning.

The Digital Future Project

The U.S. arm, published as *Surveying the Digital Future*.

28k

people surveyed per year in the COVID Reset Project

35+

countries in the World Internet Project

1998

the year the first wave was fielded

SECTOR STUDIES

Entertainment & Sports Media

With all five major studios, the networks, the streamers and the leagues.

The Future of Transportation

Ownership, transit, autonomy and distracted driving.

The Future of Money & Banking

Conducted directly with banks.

Published reports

worldinternetproject.com



Reuters Newsmaker, 2017

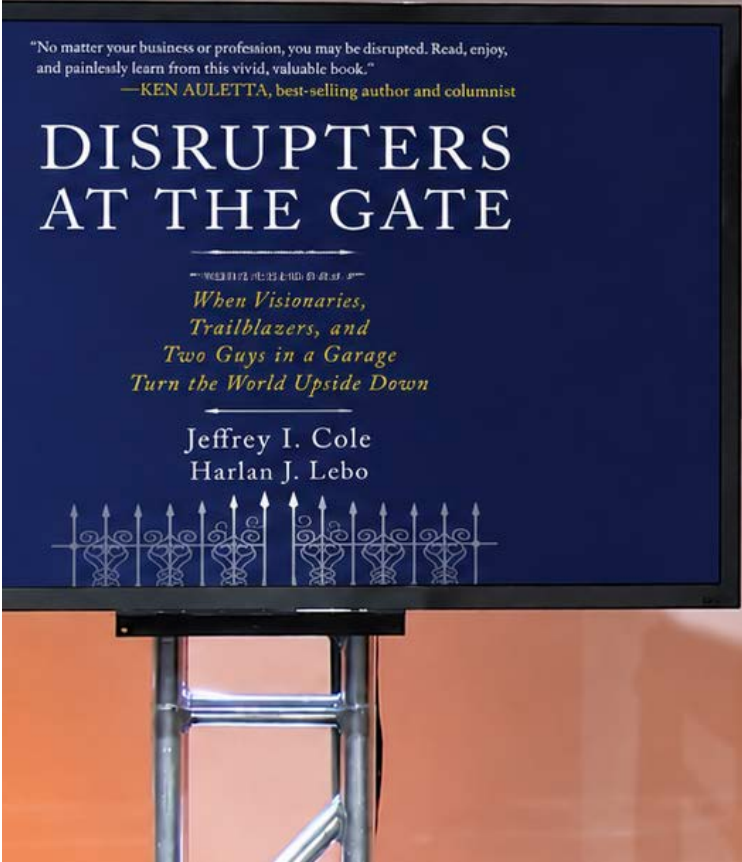
01 Disrupters at the Gate

Recognizing the outsiders who will rewrite your business, while there is still time to respond.

Every industry that has been upended saw it coming from the wrong direction. Incumbents watch each other; the threat comes from visionaries, trailblazers and two people in a garage nobody had heard of. Drawing on the case studies in his September 2026 book, from BlackBerry's collapse to the digital music revolution to Ozempic's shake-up of pharmaceuticals, Cole traces what the incumbents saw, when they saw it, and why they still acted too late.

AUDIENCES WILL LEARN TO

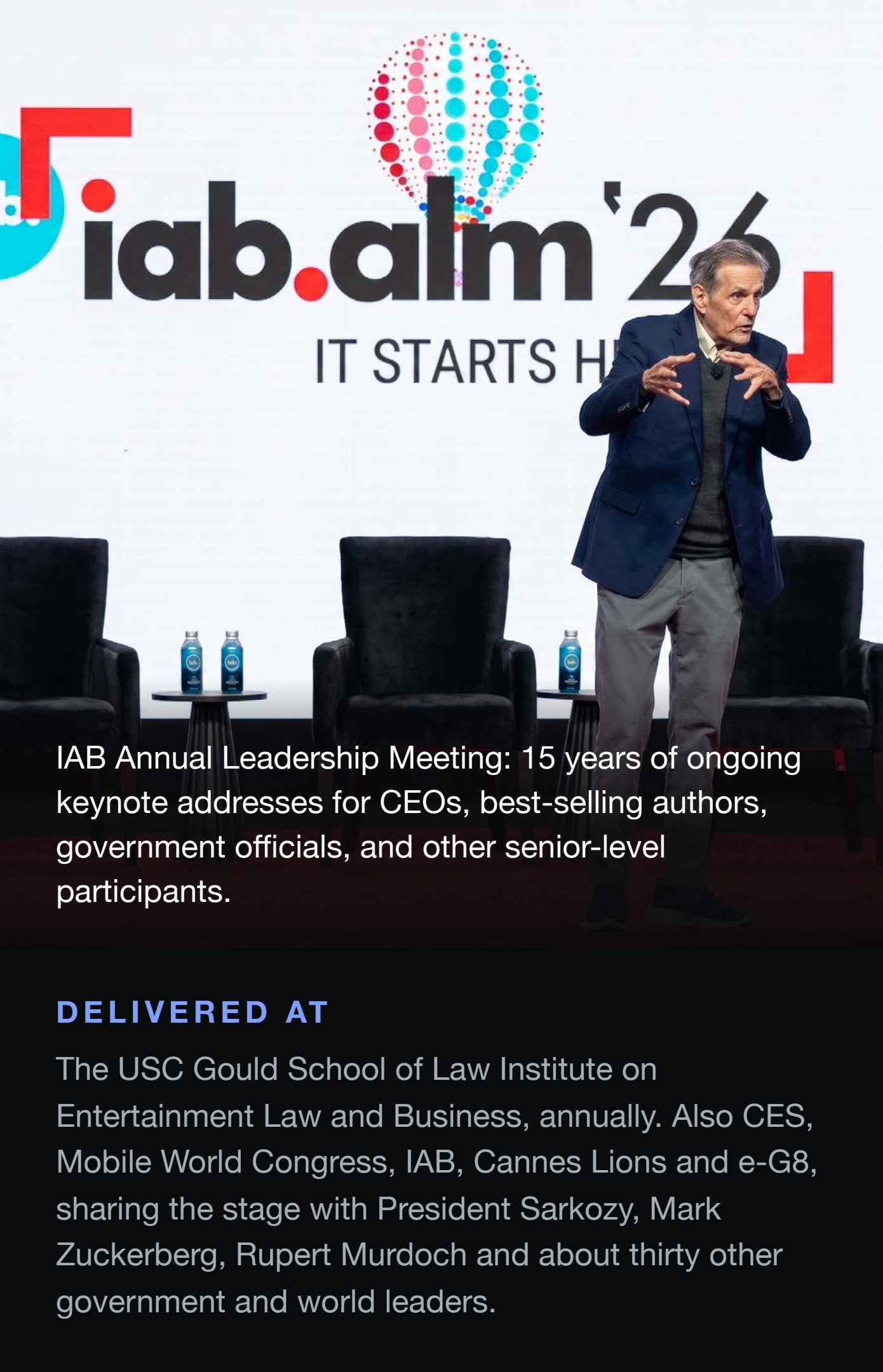
- 01 Stop the process of denial and accept the threat when disruption arrives
- 02 Recognize the shape of a disruptive threat before it has revenue
- 03 Tell the difference between a competitor and a disrupter, and why confusing them is fatal
- 04 Identify which of their own assets will stop being assets
- 05 Build a disruption action plan rather than a monitoring exercise



“Essential reading for anyone steering into the future. He shows how disruption topples industries, rewrites culture, and ignites the next waves of invention.”

TOM BERNARD · CO-CEO, SONY PICTURES CLASSICS

By Jeffrey I. Cole and Harlan J. Lebo. Ideapress, distributed by Simon & Schuster, September 2026. Bulk and signed copies available for events.



IAB Annual Leadership Meeting: 15 years of ongoing keynote addresses for CEOs, best-selling authors, government officials, and other senior-level participants.

DELIVERED AT

The USC Gould School of Law Institute on Entertainment Law and Business, annually. Also CES, Mobile World Congress, IAB, Cannes Lions and e-G8, sharing the stage with President Sarkozy, Mark Zuckerberg, Rupert Murdoch and about thirty other government and world leaders.

02 Trends, Fads and Transformation

Which of this is real, and which will look ridiculous in three years?

Updated every year, this talk has served as a benchmark for the technology, music, film, television and sports industries. Boards are being asked to commit serious capital to AI on the strength of very little evidence, and the useful question is not whether the technology matters but which parts are durable. Because he has been asking the same questions for a quarter of a century, the record is checkable.

AUDIENCES WILL LEARN TO

- 01 Apply a repeatable test for distinguishing durable change from noise
- 02 Understand which technology predictions of the last decade held, and why the rest did not
- 03 Prioritize investment against change that will still matter in ten years
- 04 Ask better questions of the vendors in their inbox

03 What the Data Says About How We Actually Changed

Nearly thirty years of tracking the same people in 35 countries, and what it says about where we go next.

The World Internet Project has followed the same populations across more than 35 countries for nearly thirty years, asking the same questions year after year. The result is a record of what actually happened to retail, music, media, work, privacy and human relationships, as opposed to what everyone confidently predicted would happen. Some of those predictions are still waiting.

AUDIENCES WILL LEARN TO

- 01 See which behavioral shifts proved permanent and which reverted
- 02 Understand how trust in online information has moved, and what that means for institutions
- 03 Recognize the pattern by which resistance to a technology collapses
- 04 Apply findings from one industry's disruption to their own





Beverly Hills Bar-USC Law School Entertainment Law Symposium: opening keynote for 16 (and counting) editions, attended by leading entertainment executives and attorneys from across the industry.

04 The Future of Entertainment and Sports

Inside the forces reshaping studios, streamers, and the last great live audience.

Cole's Center works with all five major motion picture studios, the broadcast networks, the streamers, and sports networks and leagues. This session covers what that vantage point shows: where theatrical still wins, why the streaming model is under strain, how sports rights became the most contested asset in media, and what happens to attention when there is no longer a shared schedule.

AUDIENCES WILL LEARN TO

- 01 Understand how the sports business is being rebuilt
- 02 See the real economics behind the streaming consolidation
- 03 Judge why live sports commands the premiums it does, and how long that lasts
- 04 Anticipate where audience attention fragments next

WHO THIS IS BUILT FOR

Studios, networks, streamers, sports leagues and rights holders, agencies, and the advertisers who buy against them.

05

Where Your Industry Gets Disrupted Next

Curating the right story and content for your organization and event.

A briefing built from the Center's own sector research and shaped around the room you are putting Cole in front of. He can tell a bank what is coming by showing it what already happened to the music business, which lands harder than any industry-internal benchmark.

SECTORS THE CENTER RESEARCHES DIRECTLY

Entertainment & Sports Studios, networks, streamers, leagues	Health How the next generation seeks medical answers
Money & Banking Customer behavior and competitive disruption	Transportation Ownership, transit, autonomy, distracted driving
Work What stuck after the pandemic reset	Retail Twenty-five years of shift from store to screen
Travel Booking, trust and the collapse of the intermediary	Learning Education, attention and the arrival of the AI tutor

MAIN STAGE

Conference keynote, 45 to 60 minutes, broad audience, flavored to the sector in the room.

EXECUTIVE SESSION

In-company briefing for the leadership team, with a data cut specific to their sector and competitive position.

WORKING SESSION

Smaller group, moderated, built around the organization's own disruption question and its own numbers.

“No one has a clearer view of the future than Jeff.”

BOB BOOKMAN · LITERARY AGENT AND MOTION PICTURE EXECUTIVE

PRAISE · 10

“For 25 years, Jeff Cole has been illuminating disruption into our lives... teaching me how to think about it; anticipate it; manage it for leverage, and most importantly how to catalyze it and own it.”

David Sable

Vice-Chairman, Stagwell Global; former CEO, Young & Rubicam

“Jeff Cole's superpower is storytelling, and in *Disrupters at the Gate* he so elegantly takes us back so we can look forward.”

David A. Katz

Founder, 1 for 1 Ventures; former head of Fox Sports Digital and CBS Digital

“No matter your business or profession, you may be disrupted. Read, enjoy, and painlessly learn from this vivid, valuable book.”

Ken Auletta

Best-selling author and columnist

“Jeff's session was a huge hit. The highlight of the conference.”

SONIA APLIN · VP, HEAD OF STRATEGY, MARKETING & COMMS, ERICSSON SEA, OCEANIA & INDIA

“You were brilliant today. Fabulous, informative, engrossing, entertaining.”

BRUCE RAMER · CHAIR OF THE USC INSTITUTE ON ENTERTAINMENT LAW AND BUSINESS

More than 1,000 conferences worldwide.

CORPORATE

Microsoft · Sony · Disney · Time Warner · AT&T · Coca-Cola · Unilever · Hewlett-Packard · Verizon · GroupM · Ericsson · Telstra · Wesfarmers · AARP

BROADCAST AND PUBLIC MEDIA

ABC · CBS · NBC · Fox · PBS · CPB

GOVERNMENT AND INSTITUTIONS

The White House · FCC · U.S. Congress · Department of Defense · HHS · National Science Foundation · Governments of Australia, India, China, Colombia, Singapore, New Zealand, Canada and Taiwan



Opening keynote speaker at the first Google Zeitgeist event in Mountain View, which also featured Malcolm Gladwell, Chris Anderson, Reed Hastings, Ray Kurzweil, Sergey Brin, Larry Page and more.

CREDENTIALS

The record

Three decades of research, counsel and policy work, with the organizations that were being disrupted at the time.

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- 01 **Collaborative research** with AOL Time Warner, Coca-Cola, Hewlett-Packard, Verizon, the National Science Foundation and the U.S. Department of Defense
 - 02 **Creator and director of the World Internet Project**, a multi-decade international longitudinal study mapping the social, economic and political impacts of digital technology across more than 35 countries
 - 03 **Led the Network Television Violence Monitoring Project** for Congress, ending in widespread policy change and a joint press conference with President Bill Clinton
 - 04 **Counsel to senior leadership** at Microsoft, Sony, Disney, AT&T, Unilever, Time Warner and Coca-Cola, and to the FCC, the White House and international government bodies
 - 05 **Keynotes at CES, Mobile World Congress, IAB, Cannes Lions and e-G8** on AI adoption, digital disruption, streaming and future consumer trends

- 06

Ellis Island Medal of Honor, 2023
- 07

Co-creator of the Superhighway Summit, UCLA, January 1994, the first public conference on digital technology, keynoted by Vice President Al Gore
- 08

Founding governor, Academy of Television Arts & Sciences Interactive Media Peer Group
- 09

Partner, V42 Films, and Executive Producer of *The Life and Deaths of Wilson Shedd*
- 10

B.A., M.A. and Ph.D., UCLA; 35,000+ students taught at UCLA; UCLA Distinguished Teaching Award



HONOR · 2023

Ellis Island Medal of Honor

Awarded to distinguished Americans, among them U.S. presidents, Nobel laureates and Supreme Court justices, for a life dedicated to their community and the world at large.

Copy you can lift as it is.

SHORT BIO · EVENT WEBSITES

Jeffrey Cole has spent three decades at the front edge of media and technology. He founded the World Internet Project and directs it still, tracking how digital technology changes behavior across more than 35 countries. As Director of the Center for the Digital Future at USC Annenberg, he advises governments and leading companies, among them Microsoft, Sony, AT&T and Unilever, and has worked with the White House across four administrations.

ONE LINE · INTRODUCTIONS

Jeffrey Cole founded and directs the World Internet Project, the longest-running study of how digital technology changes the way we live.

SPEAKING TOPICS

How Companies and Organizations Can Best Anticipate and Respond to Disruption · The Future of Entertainment and Sports · Health · Transportation · Banking

Bring Jeffrey to your stage

jeffrey-cole.com

SPEAKING INQUIRIES

Renee Strom

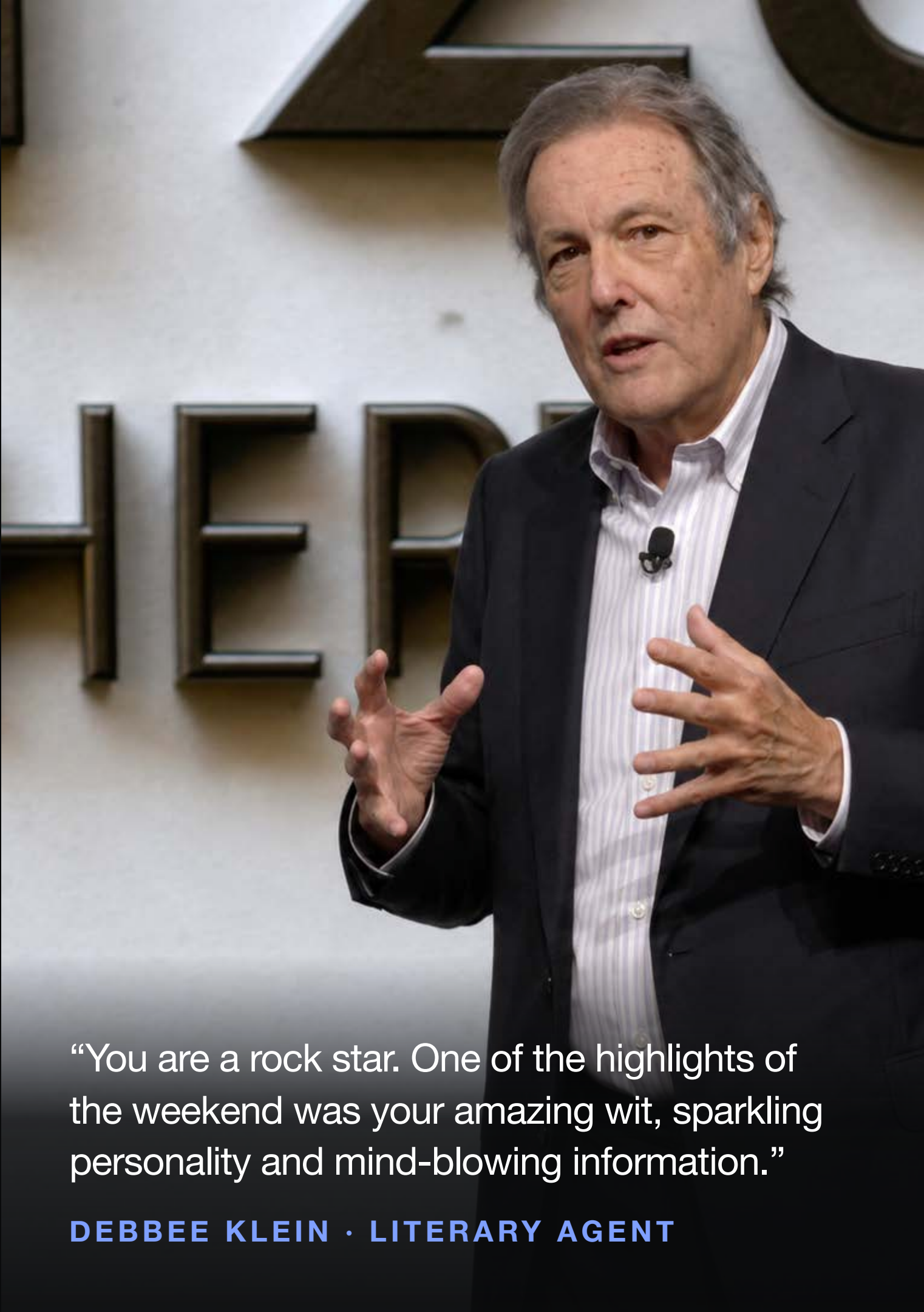
Ideapress Speakers

renee@ideapress-speakers.com

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FORMATS

- | | |
|------------|--------------------|
| Keynote | Executive briefing |
| Consulting | Board meeting |
| Virtual | |



“You are a rock star. One of the highlights of the weekend was your amazing wit, sparkling personality and mind-blowing information.”

DEBBEE KLEIN · LITERARY AGENT