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INTERACTIVETV TODAY ANNOUNCES CALL FOR ENTRIES FOR THE SIXTH ANNUAL AWARDS FOR LEADERSHIP IN INTERACTIVE AND MULTIPLATFORM TELEVISION

Global Award Winners Will Be Announced at the Annual TV of Tomorrow Show, Being Held March 10-11, 2009 in San Francisco; Nomination Deadline is February 3, 2009

SAN FRANCISCO, CA – December 11, 2008 – InteractiveTV Today [itvt], the most widely read and trusted news source on interactive and multiplatform television, today issued a call for entries for the sixth annual Awards for Leadership in Interactive and Multiplatform Television. Winners will be announced at the 2009 TV of Tomorrow Show, taking place March 10-11, 2009 at the Yerba Buena Center for the Arts in San Francisco, CA.

The awards, which debuted in 2004, are the only awards dedicated to honoring multiplatform iTV influencers and the community they support. Last year's winners included the BBC, Bravo, Navic Networks, the Blu-ray Disc Association, Verizon FiOS TV, and Dalen Harrison, CEO of Ensequence. For a complete list of past winners, please visit the TV of Tomorrow Show Web site at <http://www.tvot09.com>.

- The 2008/9 award categories include, but are not limited to, the following:
- Most Significant Impact
- Most Significant Newcomer
- Most Significant Technology, Platform or Product
- Most Innovative Content
- Most Innovative Design or User Interface
- Individual Leadership
- The ITV All-Star Award

Awards Nomination Process

There are three ways to submit an award nomination application:

1. Online at <http://bit.ly/njXm>
2. Download the nomination application at <http://bit.ly/9mQf> and email it to swedlow@itvt.com;
3. Submit the nomination application with materials on a DVD and mail to:

InteractiveTV Today [itvt]
2959 Mission Street, Suite A
San Francisco, CA 94110.

Nominations can be made for both corporate and individual achievement. The submission deadline is Tuesday, February 3, 2009.

"The Awards for Leadership in Interactive and Multiplatform Television were created to showcase the most significant achievements in technology, design, and content taking place throughout the multiplatform interactive TV community," said Tracy Swedlow, CEO, editor-in-chief and founder of InteractiveTV Today, and producer of the TV of Tomorrow Show. "The individuals and organizations that we have honored in the past have consistently and significantly driven the future of ITV."

About The TV of Tomorrow Show

Founded in 2006, the TV of Tomorrow Show, produced by [Interactive TV Today \[itvt\]](#), is the leading global conference for multiplatform interactive television (ITV). Attended by C-levels and other senior executives from the broadcast, programming, network operator (cable, telco, satellite, wireless), Web 2.0/social networking, advertising, studio, and consumer electronics spaces, the conference emphasizes candid, dynamic and informative discussions about current topics that excite and concern industry decision makers. It is also the top venue for networking with ITV peers and identifying new strategic partnerships. Winners of the sixth annual Awards for Leadership in Interactive and Multiplatform Television will be announced at the conference, and selected, innovative ITV-related products will be showcased. Past TV of Tomorrow Show speakers and/or sponsors have included NBC Universal, CBS, Verizon FiOS, Qualcomm MediaFLO, HSN, Microsoft, Macrovision, Siemens, Brightcove, OpenTV, SeaChange, Ensequence, Softel Group and Vidiom Systems. For tickets, sponsorships and speaking opportunities for the next conference, taking

Press Contact

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