



InteractiveTV Today
itvt.com

THIRD ANNUAL TV OF TOMORROW SHOW SET FOR MARCH 10-11, 2009 IN SAN FRANCISCO

BitGravity, Canaan Partners, Canoe Ventures, Ensequence, DISH Network, Fox Broadcasting, NDS, Softel Group, Sun Microsystems, Time Warner Cable, Verizon FIOS TV, Watercooler, and Vidiom Systems Scheduled to Present

San Francisco, CA – December 2, 2008 – The TV of Tomorrow Show, (www.tvot09.com), the leading global conference for the interactive television (iTV) industry, will be held March 10-11, 2009 in San Francisco at Yerba Buena Center for the Arts. Now in its third year, the conference, produced by InteractiveTV Today [itvt], will bring the latest iTV technology and content issues to the forefront in dynamic panel discussions, keynotes and a technology showcase.

The TV of Tomorrow Show attracts representatives from all corners of the iTV industry, including senior executives, producers, creators, technologists, and venture capitalists from across the broadcast, studio, operator, Web TV, network/programmer, advertising, and Web 2.0 communities. Over 20 conference sessions and keynotes will focus on such topics as:

- Emerging interactive business models
- iTV standards (tru2way/OCAP, MHP, ETV/EBIF, Blu-ray, and MHEG)
- Multiplatform interactive, addressable advertising strategies
- Television across Web 2.0 and social networking platforms
- Multiplatform VOD strategies
- Multiplatform interactive gaming
- Convergence of the iTV and IPTV industries

"The TV of Tomorrow Show is the first and only global forum where all influencers from across the interactive television spectrum can engage in dialogue and directly

participate in the evolution of this medium," said Tracy Swedlow, CEO, editor-in-chief and founder of Interactive TV Today, the show's producer. "With a multitude of platforms driving more and more ways for viewers to interact with television content, the iTV landscape is growing broader in its scope and ability to engage viewers. "

Registration Discounts Available

Registration is now open for a discounted rate of \$775 through December 21, 2008. The following rate schedule applies afterwards: December 22, 2008 through January 21, 2009, tickets are \$875; January 22, 2009 through February 21, 2009, tickets are \$975; February 22, 2009 through March 10, 2009, tickets are \$1,275. Visit <http://tvoftomorrowshow.eventbrite.com> to register today and save.

Sponsorships and Exhibitor Opportunities

A variety of sponsorship and exhibitor opportunities are available for the 2009 TV of Tomorrow Show. Current sponsors include the Softel Group, Vidiom Systems, NDS, Integra5, Zodiac Interactive, and Method. For more information, email swedlow@itvt.com. Please note: There is limited space for exhibitors, which is available on a first come, first serve basis.

Call for Speakers

Industry leaders with expertise in related iTV topics ([see list](#)) should submit a resume and areas of expertise to speakers@itvt.com for consideration. Confirmed speakers so far include BitGravity, CableLabs, Cablevision, Canaan Partners, Canoe Ventures, Comcast Media Center, DISH Network, Ensequence, Fox Broadcasting, HSN, iWidgets, Lauder Partners, Move Networks, MySpace TV, NDS, Overlay.TV, Schematic, Softel Group, Sun Microsystems, Time Warner Cable, Verizon FiOS TV, Visible World, and Watercooler.

Media/Analyst Credentials

Members of traditional media and iTV industry blog writers should submit their contact information, their publication's Web site address, and links to published articles since November 1, 2008 to press@itvt.com for consideration. Please note: There is a limited number of press credentials available. Media will be notified of their credential status starting February 1, 2009. (Credentials will not be available onsite.) Industry analysts are welcome to submit their information, including an article/byline sample, to qualify for a special 20% discount off their final rate.

About The TV of Tomorrow Show

The TV of Tomorrow Show, produced by [Interactive TVToday](http://www.itvt.com) [itvt], is the leading global conference for the interactive television (iTV) industry. Attended by C-levels and 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 annual Awards for Leadership in Interactive and Multiplatform Television are announced at the conference. An exclusive group of innovative iTV-related products are also showcased. Speakers and/or sponsors have included NBC Universal, CBS, Verizon FiOS, Panasonic, HSN, Microsoft, Macrovision, Siemens, Brightcove, OpenTV, SeaChange, Ensequence, Softel Group and Vidiom Systems. For more information, visit <http://www.tvot09.com>.

About Interactive TV Today

InteractiveTV Today [itvt] (<http://www.itvt.com>) is the most widely read and trusted news and information source on the rapidly emerging medium of multiplatform interactive television (iTV). Now in its tenth year, [itvt] provides concise, original coverage of industry developments, technologies, content projects, and the people building the business, through a free email newsletter, radio interview programs, a social networking Web site, and a new Industry Intelligence Program;, it also produces the annual TV of Tomorrow Show, the leading global conference for the interactive television industry. [itvt]'s audience is made up of executives, technologists and creatives across 150 countries.

Press Contact

Press Relations for this event are being handled by Matt Meeks of Bender/Helper Impact.

Please contact Matt at 310-694-3135 or via email at matt_meeks@bhimpact.com.