



THE FOURTH ANNUAL TV OF TOMORROW SHOW IS SET FOR MARCH 3-4, 2010 IN SAN FRANCISCO

Confirmed Speakers Include Executives From Acrossair, Boxee, Cablevision, Canoe Ventures, CBS, Comcast Interactive Capital, DISH Network, Experian, Google, Leap Media, Liberty Global, NBC, NCC, Oxygen, Revision3, Schematic, Sezmi, Showtime Networks, Sun Microsystems, Time Warner Cable, Verizon FiOS TV, and YouTube

San Francisco, CA – December 15, 2009 – The TV of Tomorrow Show, (<http://www.tvot2010.com>), the leading global conference for the interactive television (iTV) industry, will be held March 3-4, 2010 in San Francisco at Yerba Buena Center for the Arts. Now in its fourth year, the conference, produced by InteractiveTV Today [itvt], will bring the latest in multiplatform technology and content issues to the forefront in dynamic panel discussions, keynotes, debates and a technology showcase.

The TV of Tomorrow Show attracts professionals from all corners of the iTV industry, including senior executives, producers, content creators, developers, and venture capitalists from across the broadcast, consumer electronics, studio, network operator, advertiser, and Web 2.0 communities. Over 20 conference sessions and keynotes will focus on such topics as:

- The emerging interactive TV widget space.
- The impact of new interactive broadband video applications (hotspotting, overlays, image tracking, etc.) on the interactive TV space.
- The re-emergence of tcommerce/vcommerce as a content-monetization strategy.
- Recent and pending developments in interactive TV standards and initiatives, such as tru2way/OCAP, ETV/EBIF, Canoe, MHP, Canvas, HbbTV, OIPF and MHEG.
- Reports from the field: How ETV and tru2way are fairing in the real world.
- New technologies and initiatives for interactive and on-demand cross-platform, targeted advertising.
- IP-based alternatives to tru2way for smaller operators.
- Over-the-top TV/"cutting the cord": the emergence of CE manufacturers as content providers and distributors, and how this impacts traditional pay-TV.
- TV Everywhere and the prospects for re-establishing paid content models in an age of free online content.
- The significance of the iPhone and other smartphones for the interactive TV space, both as a means of interacting with content on the TV and as a platform in their own right.
- Augmented reality, tablet devices, cloud-based computing and other newly emerging technologies with the potential to impact the interactive TV space.

"The TV of Tomorrow Show 2010 is taking place at a very exciting time for the interactive TV industry and for the television industry as a whole," said Tracy Swedlow, editor in chief of InteractiveTV Today [itvt]. "The US cable

industry is now broadly deploying EBIF and the interactive TV services it enables; retailers are regularly using hotspotting, overlays and other interactive video technologies to engage consumers and drive sales; broadcasters are using Facebook, Twitter and broadband video to transform primetime TV into an interactive, social and 24/7 experience; and the consumer electronics industry is seizing the opportunity presented by IP and widget technology to deliver a wealth of content over-the-top. The TV of tomorrow is here today, and it's multiplatform, on-demand, social, personalized and--above all--interactive. And the TV of Tomorrow Show is the one conference that's designed to enable attendees to understand the full breadth of the changes impacting the television industry--as well as to meet the visionaries and innovators who are responsible for those changes, and to make the deals and alliances they will need in order to survive and thrive in this rapidly developing space."

Registration Discounts Available

Registration for the TVOT conference is now open. A special Winter Discount rate of \$775 is available through December 21st. For more information and to purchase tickets visit <http://tvoftomorrow-widget.eventbrite.com/> today and save.

Conference Sponsorships and Exhibitor Opportunities

A variety of sponsorship and exhibitor opportunities are available. Current sponsors include Softel Group, ActiveVideo Networks, NDS, Canoe Ventures, Alticast, HSN, MediaFriends, Seamless.TV, transpond, and the Academy of Television Arts & Sciences (Emmys). For more information on how to sponsor or secure an exhibition booth, please email Tracy Swedlow at swedlow@itvt.com. Please note: There is limited exhibitor space, which is available on a first come, first serve basis.

Call for Speakers

Industry leaders with expertise in related iTV and online video topics should submit a resume and areas of expertise to speakers@itvt.com for consideration by January 15, 2010.

Media Credentials

Interested media are invited to submit their contact information, publication's Web site address, and links to published articles since October 2010 to press@itvt.com for consideration. Please note: There is a limited number of press credentials available. (Credentials will not be available onsite.)

About The TV of Tomorrow Show

The TV of Tomorrow Show (<http://www.thetvoftomorrowshow.com>), produced by Interactive TV Today [itvt], is the leading global conference for the multiplatform 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, Wachovia, McKinsey, Starcom MediaVest, MediaStorm, NDS, Siemens, Brightcove, OpenTV, SeaChange, Ensequence, Softel Group and Vidiom Systems.

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 11th year, [itvt] provides concise, original coverage of industry developments, technologies, content projects, and the people building the

business. [itvt] also offers industry consulting services and produces the annual TV of Tomorrow Show, the leading global conference for the interactive television industry. [itvt]'s audience is executives, technologists and creatives across 150 countries.

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