



The TV of Tomorrow Show Returns to San Francisco to Examine Interactive TV Today and Tomorrow

Fifth Annual Conference Will Bring Together a Veritable “Who’s Who” of the Television Industry to Explore All Aspects of the TV of Tomorrow

SAN FRANCISCO – April 27, 2011 – [InteractiveTV Today](#), [itvt], the most widely read and trusted news source on multiplatform and interactive television, has announced its fifth annual [TV of Tomorrow Show \(TVOT\)](#), which will be held at the Yerba Buena Center for the Arts in San Francisco on May 17 and 18, 2011. This critically acclaimed event attracts a “Who’s Who” of the interactive TV industry - including broadcasters, programmers, operators, consumer electronics manufacturers, Connected TV specialists, advertising agencies, advertisers, interactive game developers, multiplatform storytellers, social networking companies, technologists, marketers, VCs and other industry players – for sessions, debates, fireside chats, in-depth workshops, exhibits and more. The conference provides an open, comfortable and stimulating environment for attendees to network and to learn and share information about the present and future of television technologies and of TV in general.

The agenda for TVOT 2011 is designed to foster intelligent discussion around pressing industry issues and trends. Participants will tackle such hot topics as cable's deployment of EBIF technology and move into interactive TV advertising, the significance of automatic content recognition technology for the ITV space, the complex and evolving relationship between the pay-TV and consumer electronics industries, cable's converged future, the future of the television user interface and user experience, how broadcasters and networks are using the iPad as an interactive TV platform, how social TV is transforming the television industry and its monetization and much more. The list of speakers, which continues to grow, can be found [here](#).

[itvt] and its media relations partner, Breakaway Communications, are also announcing the first ever “Breakaway Video Contest,” challenging conference attendees -and anyone else interested in participating - to provide short video clips interpreting/answering the question: “What is Interactive TV?” Details about the contest can be found [here](#). A panel of industry luminaries will select the most creative and thought-provoking videos as finalists, and these videos will be screened during TVOT 2011. The Grand Prize winner - who will be awarded an iPad 2, a full-blown public relations campaign, and two tickets to TVOT - will be announced during TVOT on May 18.

TVOT NYC Intensive 2010

thetvoftomorrowshow.com

m.thetvoftomorrowshow.com



TVOT

The Breakaway Video Contest joins the annual [Awards for Leadership in Interactive and Multiplatform Television](#), which honor corporate and individual achievement in the multiplatform interactive TV space. This year's winners will also be announced at TVOT 2011.

TVOT panel sessions are structured, educational, rigorous and highly focused, and are designed to ignite debates on hot-button issues. TVOT is the only event to focus on the delivery of interactive TV on multiple platforms including cable, satellite, connected TV, iPads and other companion devices, game consoles, VOD, smartphones and more.

TVOT is also designed to promote cross-pollination between the interactive and multiplatform TV community and other creative communities, such as video artists, robotics experts and independent filmmakers.

“We’ll be looking at next-generation technologies, emerging approaches to content development and delivery, and evolving business models, from the vantage points of well-established organizations as well as upstarts moving in new directions. We’ll also be encouraging greater audience involvement in demos and discussions. It’s going to be educational, enjoyable and unlike any other conference in existence today,” said Tracy Swedlow, founder, CEO, editor-in-chief of [itvt] and executive producer of TVOT.

TV of Tomorrow Show 2011 sponsors include:

Softel Group, Canoe Ventures, Nagra-Kudelski, Alticast, HCL, Ensequence, RCDb, Rovi, , Splat.tv, , Visible World, HSN, Intel, Peel, metaio, ThinkAnalytics, S3 Group, SeaChange International, Pushbutton, NDS, BCM, Strategy & Technology-, Zeitera, Yidio, BlackArrow, mgMEDIA, ActiveVideo Networks, FourthWall Media, Breakaway Communications, the 4A's, the ITA, CTAM and the IAB.

Feedback from the first New York-based TVOT event in November 2010 included: “Thank you once again for pulling together the best interactive TV conference in the industry. You managed to create the same friendly, creative atmosphere in New York City that you foster in San Francisco each year. The attendees the conference attracts allow me to network with all the right people in just one day, and the timely topics and quality of panels are exceptional,” said Rachelle Zoffer, director of content strategy and acquisition, Verizon FiOS TV.

To read additional feedback from past attendees, click [here](#)

To register for the event, click [here](#).

Follow TVOT on Twitter at [@TVOT_SF](#)

Read more about TVOT on the site: <http://www.thetvoftomorrowshow.com>

The Twitter hash tag for TVOT is #TVOT11

TVOT NYC Intensive 2010

thetvoftomorrowshow.com

m.thetvoftomorrowshow.com



TVOT

###

About Interactive TV Today:

Founded in 1998 by Tracy Swedlow, [Interactive TV Today \[itvt\]](#) is the most widely read and trusted news source on the rapidly emerging medium of multiplatform, broadband interactive television (ITV). We provide concise, original coverage of industry developments, technologies, content projects, and the people building the business to our readership, which is made up of hundreds of thousands of executives from around the world.

For further sponsorship information or speaking opportunities, please contact:

Tracy Swedlow
CEO, Editor-in-Chief and Executive Producer of TVOT
Swedlow@itvt.com
415 824 5806

For media relations inquiries, please contact:

Tracey Sheehy
Breakaway Communications for TVOT 2011
Tsheehy@breakawaycom.com
212 616 6003

TVOT NYC Intensive 2010

thetvoftomorrowshow.com

m.thetvoftomorrowshow.com