

## Announcing the Schedule of Sessions for TVOT NYC Intensive 2011

[itvt] is pleased to announce the schedule of sessions for the second annual TVOT NYC Intensive (Monday, December 5th, at 730 Third Avenue in Midtown Manhattan). A PDF version can be downloaded [here](#). TVOT NYC Intensive packs all the excitement of our flagship TV of Tomorrow Show into a highly focused, dialog-driven, one-day event. In addition to compelling and timely panel sessions, keynotes, firesides and workshops, TVOT NYC Intensive 2011 will continue [itvt]'s tradition of complementing our shows with a thematically relevant art exhibit, and will also feature our first-ever Holiday Party.

Tickets to the event (priced at \$875) are still available for purchase [here](#). We advise purchasing your tickets as soon as possible.

Please note that:

- 1) The official Twitter hashtag of the show is **#tvotnyc11**, and the official Twitter account is **@tvot\_nyc**.
- 2) **The Interactive Advertising Bureau (IAB)** is collocating its "iTV for Agencies Day" event at TVOT NYC Intensive. While the iTV for Agencies Day event, which kicks off at 2:00PM, is invitation-only, TVOT NYC Intensive attendees will be able to attend it on a first-come-first-served basis if seats are available. [Click here](#) to view the schedule of sessions for iTV for Agencies Day.
- 3) We will be announcing the full schedule of sessions for **TVOT NYC Intensive's Workshop Track** in an upcoming issue of the [itvt] newsletter.
- 4) Journalist **Simon Applebaum** will be hosting his online radio show, "**Tomorrow Will Be Televised**," at TVOT NYC Intensive. If you want to schedule an interview with him at the show, please email him at [simonapple04@yahoo.com](mailto:simonapple04@yahoo.com).

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## SCHEDULE OF SESSIONS FOR TVOT NYC INTENSIVE 2011

7:30-8:15AM

**Registration and Breakfast**

8:15-8:30AM

Wharton

**Opening Address and TVOT12 Launch**

Opening remarks by [itvt] founder and editor-in-chief, **Tracy Swedlow**, will be followed by the official launch of the sixth annual TV of Tomorrow Show, which will take place next spring in San Francisco. TVOT founding sponsor, **Sam Pemberton**, CEO of Softel, will join Swedlow on stage for the TVOT12 launch.

8:30-9:25AM

Wharton

**Cable's ITV Advertising Push: What Has Been Learned to Date, and Where Do We Go Next?**

This session will provide a status update on the cable industry's efforts to deploy EBIF-based single-screen interactive TV advertising; and draw on the experience and data gained from real-world campaigns, in order to assess how effective and compelling single-screen ITV advertising is proving to date. Panelists will also attempt to define the role EBIF-based ITV advertising will play going forward, as the second screen and connected TV emerge as new consumer touchpoints for advertisers and as advertising campaigns increasingly adopt broad cross-platform strategies. In addition, they will assess the extent to which cable's \$150 million investment in single-screen interactive TV advertising is having a catalytic effect on the advanced advertising space in general and, if so, what exactly its ultimate impact will be. Panelists include:

- **Michael Bologna**, Managing Partner Director Emerging Communications, Group M
- **Jonathan Bokor**, General Manager of Interactive TV, Canoe Ventures
- **Bob Ivins**, VP of Research and Data Products, Comcast Spotlight
- **Craig Leddy**, Principal, Interactive TV Works (Moderator)
- **Doug McGary**, CTO, Accelerated Media
- **Craig Woerz**, Managing Partner, Media Storm

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8:30-9:25AM

Union Square

## **Reinventing Audience Measurement for a Changing TV Ecosystem**

This session will bring together representatives from established television and Internet audience-measurement companies, from an interactive TV technology provider that has made audience measurement a key part of its corporate strategy, and from an organization established by programmers, media agencies and advertisers in order to promote innovation in audience measurement for a rapidly evolving TV ecosystem. Panelists will explore the ways in which the audience-measurement industry is adapting existing methodologies and developing new measurement and analysis techniques, in order to take into account such emerging phenomena as multiplatform TV distribution, single-screen interactive TV advertising and programming, social TV (including TV check-ins), streaming of multichannel content to tablet devices within the home, automatic content recognition (ACR)-powered second-screen companion apps, connected- and hybrid-TV, and more. Panelists include:

- **Scott Brown**, SVP of Global Communications, Client Insights and Strategic Relations, Nielsen
- **Jane Clarke**, Managing Director, CIMM
- **Bill Feininger**, SVP of Measurement, FourthWall Media
- **Joan FitzGerald**, VP of Television Sales and Business Development, comScore (Moderator)
- **Cathy Hetzel**, President of Advanced Media and Information, Rentrak
- **Mark Lieberman**, CEO, TRA
- **Tom Thai**, VP of Marketing and Business Development, Bluefin Labs

9:25-9:55AM

Wharton

## **Keynote: Cable Technology Fireside with Leslie Ellis**

This keynote fireside session features two high-profile executives responsible for envisioning and implementing cable's technology roadmap, in conversation with an award-winning journalist who specializes in making complex cable technologies understandable. Participants include:

- **Leslie Ellis**, Translation Please/Multichannel News (Moderator)
- **Steve Reynolds**, SVP of Customer Premises Technology and Home Networking, Comcast
- **Matthew Zelesko**, SVP of Technology, Time Warner Cable

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9:55-10:35AM

Wharton

## **Newsmakers**

This session will showcase breaking news announcements from National CineMedia and Shazam. Following the session, press and other TVOT NYC Intensive attendees will be invited to join the companies for an in-depth Q&A session in the Murray Hill Room. Presenters include:

- **Evan Krauss**, EVP of Advertising Sales, Shazam
- **Ken Venturi**, Chief Creative Officer, National CineMedia

9:25-10:35AM

Union Square

## **T-Commerce Deployments: Overcoming Challenges and Evolving Best Practices**

This session--featuring panelists representing television networks, pay-TV operators, and technology providers--will examine the lessons learned from recent t-commerce deployments on TV and second-screen devices. Putting these campaigns front and center, panelists will identify emerging technologies and key success factors impacting this space--for better or worse--now and in the near future. Topics to be addressed include: 1) Product assortment and sales potential: which items or services are proving best at driving sales (and which aren't) and how large a sales opportunity is t-commerce for networks, operators and brands? 2) Infrastructure challenges: what backend obstacles were most troublesome in recent t-commerce deployments and what strategies did panelists employ to overcome them? 3) Commerce integration: initial strategies and best practices for integrating commerce in programming and advertising. 4) New platforms and technologies: the potential for connected TV's and ACR (automatic content recognition)-powered second-screen apps to drive commerce. 5) Social commerce: social media's expanding role in t-commerce. Panelists include:

- **Mike Fitzsimmons**, CEO, Delivery Agent
- **Mark Garner**, SVP of Business Development and Distribution Marketing, A&E Television Networks
- **Will Keller**, President, WE Keller Group (Moderator)
- **Anthony Landamia**, Executive Director of Product Management, SeaChange International
- **Rachelle Zoffer**, Director, FiOS TV Content Acquisition & Programming, Verizon

10:35-10:45AM

## **Schmoozing and Networking Break**

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10:45-11:05AM

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**Keynote: Alan Murray, Deputy Managing Editor and Executive Editor, Online, The Wall Street Journal**

As deputy managing editor and executive editor, online, for The Wall Street Journal, **Alan Murray** has editorial responsibility for--among other things--the paper's Web sites, (e.g. WSJ.com and MarketWatch) and for its television operations, including the recently launched WSJ Live connected-TV application. His keynote will focus on how the emergence of connected TV--coupled with the increasing popularity of streaming video on tablet devices--is enabling newspapers such as the Wall Street Journal to become programmers in their own right. Topics to be addressed include: how viewers are responding to WSJ Live to date; how important a part of the Journal's and other newspapers' strategy apps such as WSJ Live and digital video in general will be going forward; whether and how newspapers' digital video offerings will be fundamentally different from traditional TV news programming; and more.

10:45-11:05AM

Union Square

**Keynote: Andy Mitchell, Manager of Strategic Media Partnerships, Facebook**

At its f8 developer conference earlier this fall, Facebook unveiled a new version of its Open Graph protocol, which is designed to enable deep integration of third-party applications with the Facebook experience. This keynote, delivered by **Andy Mitchell**, a high-profile Facebook executive responsible for building partnerships with the television industry and other media players, will provide attendees with an understanding of how they can use Open Graph and other Facebook tools to integrate TV user experiences with the Facebook social graph. Following Mitchell's presentation, the audience will be invited to join him for an in-depth Q&A session in the Murray Hill Room.

11:05AM-12:00PM

Wharton

**The New Markets of the Multiplatform Interactive Video Ecosystem**

This session, which brings together panelists from a number of disparate industries (including pay-TV, theatrical distribution, network television, newspapers, advertising, and TV technology) that are being impacted by the emergence of multiplatform interactive video, will explore the ways in which this new (multi)medium is breaking down the barriers between these industries, in a way that gives rise to new markets which take advantage of convergence. Topics to be addressed include the emergence of newspapers as video programmers, efforts to package multichannel services as connected-TV apps that are available nationally ("the cable app"), efforts to make pay-TV programming available to subscribers across platforms ("TV Everywhere"), strategies for monetizing hybrid-TV services, new-media strategies for the film business, how advertising agencies are reinventing their media-buying and engagement strategies to take advantage of multiplatform interactive video, and more. Panelists include:

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- **Alisa Bowen**, General Manager, Wall Street Journal Digital Network
- **Ed Humphrey**, President of the Americas, Softel
- **Cliff Marks**, President of Sales and Marketing, National CineMedia
- **Roland Noll**, Executive Director of IPTV Product Management, AT&T
- **Arthur Orduna**, Chief Product Officer, Canoe Ventures (Moderator)
- **Additional panelists to be announced soon**

11:05AM-12:00PM

Union Square

**Enabling a Personalized Television Experience**

This session will explore how the cable industry is seeking to personalize video services--i.e. content recommendations and other services for individuals within a cable household. Topics include enabling identity detection; building common profiles for cross-platform, cross-MSO recommendations; and managing and populating dashboards for customers to personalize their own television and communications experience. Panelists include:

- **Brian Curtis**, Senior Director of Product Management, Comcast Search & Discovery
- **Don Dulchinos**, SVP of Advertising and Interactive Services, CableLabs (Moderator)
- **Yosi Glick**, CEO, Jinni
- **John McCrea**, General Manager, Tunerfish
- **Catherine Nygaard**, Director of User Experience, Method

11:05AM-12:00PM

Workshop Room

**Ensequence Workshop: Devising a Truly Multiplatform Strategy**

Programmers, advertisers and service providers are well positioned to take advantage of both single-screen and companion-device viewer engagement strategies. This master-class intensive workshop explores how programmers, advertisers and service providers are leveraging one- and two-screen approaches to drive increased viewer engagement and revenue for their businesses.

One of the biggest threats to the industry in terms of viewer engagement isn't time shifting--it's the attention that tablets and smartphones are commanding from viewers. Nielsen data show that 60% of viewers have these devices with them while they watch TV. Why not leverage this consumer behavior to drive deeper engagement with television content?

Attendees will leave this intensive workshop with an understanding of how to create more engaging and

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powerful experiences across all screens. Hear from the industry's top guns to learn new ways they are engaging their viewers and the results they are seeing.

Programmers and advertisers are now also offering content on connected devices that syncs to content on TV using audio detection technology, offering a truly connected and engaging two-screen experience to viewers. Ensequence will demonstrate the future of television and how content can be managed across every screen. The approach drives deeper viewer engagement, makes t-commerce seamless and makes television more social than ever before. Panelists include:

- **Michael Kelley**, SVP of Programming and Advertising, Ensequence (Moderator)
- **Aslam Khader**, Chief Technology and Product Officer, Ensequence
- **Jennifer Robertson**, SVP of Digital Media and Business Development, WE tv Networks
- **Doug Rosen**, Director of Product Management, HBO
- **Ashley Swartz**, SVP of Marketing/Leader of the ITV Practice, Digitas

12:00-1:00PM

**Lunch Break**

1:00-1:30PM

Wharton

**Keynote: Anthony Rose, Co-Founder and CTO, zeebox**

Hailed by *Wired* magazine as "the man who saved the BBC" for his role in designing and launching the BBC iPlayer, **Anthony Rose** recently launched a social-TV service, called zeebox. The zeebox iOS application immediately become one of the most downloaded apps in the Apple App Store in the UK, and zeebox has just announced its first broadcaster deal--with the UK's Channel 4. This keynote TVOT NYC Intensive demo session represents zeebox's public debut in the US.

1:00-1:30PM

Union Square

**Special Presentation by Intel Labs: After Transmedia**

The Internet and multiscreen living enabled transmedia, but what happens next? Big changes in technology are challenging the boundaries of traditional media, and opening the way to a new kind of storytelling. This special presentation will provide attendees with the first-ever opportunity to learn not only about new research that Intel Labs is conducting into transmedia experiences, but about a

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groundbreaking interactive, multiplatform storytelling project that Intel Labs will launch next year.

Presenter:

- **Tawny Schlieski**, Futurecasting Research Scientist, Interaction and Experience Research Group, Intel Labs

1:30-2:25PM

Wharton

## **Dynamic Ad Insertion: Will the Monetization it Promises Transform VOD?**

For a long time, advertising had to be, as it were, "baked" into on-demand programming. This lack of flexibility meant that ads associated with free-on-demand programming were often untimely, irrelevant and ultimately inefficient, making it difficult for content providers to monetize free VOD. The end result of this has been that the line-ups of free programming on pay-TV operators' VOD platforms are still quite limited in comparison to the breadth of content available through linear-TV channels. Now, however, dynamic ad insertion--which allows ads to be swapped out on the fly--is being trumpeted as having the potential to revitalize the VOD advertising market and thereby the free VOD space in general. The ability for programmers to monetize VOD, the argument goes, will provide them with an incentive to offer a much broader range of on-demand programming, and this--coupled with improvements in pay-TV operators' navigation systems that promise to dramatically improve the viewer's experience of VOD--will finally allow VOD to flourish as a medium in its own right. In addition to providing an update on efforts to implement dynamic VOD advertising, this session will promote a dialog between a) programmers seeking to resolve the business issues that have hitherto prevented them from fully embracing free VOD, b) cable-industry representatives who are seeking to use dynamic ad insertion to enable free VOD to emerge as a vibrant market for advertising, and c) media buyers upon whose spending decisions the success of those efforts will ultimately hinge. Panelists include:

- **Jason Forbes**, SVP of Strategy, New Products & Marketing, Time Warner Cable Media
- **Harvey Kent**, Chief Media Strategist, Donovan Data Systems
- **Rick Mandler**, VP Digital Advertising Sales, ABC Television Network Sales
- **Chris Pizzurro**, General Manager of VOD Solutions, Canoe Ventures
- **Todd Spangler**, Technology Editor, Multichannel News (Moderator)
- **Nick Troiano**, President, BlackArrow
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1:30-3:20PM

Union Square

## **ACR Intensive: Automatic Content Recognition on Companion Devices and Connected TV**

This two-part session--hosted by Michael Collette, author of [itvt]'s INdustry column--will offer an in-depth exploration of the current state of automatic content recognition (ACR) technology, and examine its much-touted potential to enable broadcasters, networks, ad agencies and other stakeholders to deploy interactive programming, interactive and dynamic advertising, and t-commerce--using broadband infrastructure and Web apps that run independently of traditional TV distribution networks.

The first half of the session, entitled "The Rise of Companion Apps: TV Content Recognition on Mobile Devices," will focus on ACR-based interactive TV on tablets and other second-screen devices. The segment will offer an overview of the enabling technologies and of the current status of the space, drawing on examples of real-world deployments to date; explore the "math" of these early deployments--for example, the size of the addressable market, the number of enabled devices, response rates and more; outline the benefits and challenges that have emerged to date for advertisers, programmers and consumers respectively; and attempt to identify strategies for successfully deploying ACR-based social and interactive TV.

The second half of the session, entitled "The Next New Future of Interactive TV?: Content Recognition on Smart TV's," will focus on still-early-stage efforts to integrate ACR technology into connected-TV sets and the potential implications of these efforts. The segment will provide an overview of the challenges that need to be addressed in order to make ACR-enabled TV sets a reality; attempt to ascertain how long it will take for a deployed base of such devices to be large enough to have a significant impact on the TV industry; outline the potential benefits for advertisers (including facilitating dynamic ad insertion), programmers and other stakeholders; and--should ACR-based connected TV prove successful--explore its implications for pay-TV operators' efforts to implement interactive TV and dynamic ad insertion via the set-top box.

Panelists for **The Rise of Companion Apps: TV Content Recognition on Mobile Devices** (1:30-2:25PM) include:

- **Michael Collette**, [itvt] (Moderator)
- **Dan Eakins**, CEO, Zeitera
- **Aslam Khader**, Chief Technology and Product Officer, Ensequence
- **Evan Krauss**, EVP of Advertising Sales, Shazam
- **Randy Shiozaki**, Chief Experience Officer, TVplus

Panelists for **The Next New Future of Interactive TV?: Content Recognition on Smart TV's** (2:25-3:20PM) include:

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- **Michael Collette**, [itvt] (Moderator)
- **Jay Friedman**, VP of Marketing and Customer Support, Audible Magic
- **Tracy Geist**, SVP of Business Development and Strategy, Americas, Civolution
- **Scott Maddux**, SVP of Product Development, Nielsen Media-Sync
- **David Preisman**, VP of Interactive Television, Showtime Networks
- **Anne-Marie Roussel**, Head of Acquisition and Partnerships, Sharp Labs of America
- **Paul Woidke**, SVP and General Manager, Advanced Advertising, Nagra

1:30-2:25PM

Workshop Room

## **SeaChange International Workshop: Putting T-Commerce into Play: Mapping Today's Real-World Examples through to Multiscreen Transactions and Integrated Advertising**

Fueled by well-established platforms, technologies and standards--and not to forget ever-increasing competition--now is the time for our industry to begin delivering t-commerce experiences to video consumers. Thoughtful analysis and planning will enable even the smallest operators, for example, to begin to capitalize on their existing non-linear services, such as movies-on-demand, in order to create enticing transactional pairings of in-home streamed content with on-screen offers of media, fulfilled via digital lockers or postal mail. Certainly, with multiscreen video deployments looming large, the stage is set for increasingly relevant retail content and merchandise offers to eager viewers on iPads, smartphones or gaming consoles, thereby increasing the value proposition of operators' non-linear and linear video services and ensuring new returns for content providers and other stakeholders.

This workshop will explore examples of t-commerce in action today and map to the near-term and longer-term business and technology strategies that will benefit from fully integrated advertising and multiple screen availability of on-demand and broadcast video services. Panelists include:

- **Aseem Bakshi**, General Manager of Advertising, SeaChange International
- **Chet Dagit**, Director of Product Management, In-Home Business Unit, SeaChange International
- **Patrick Huegel**, VP of Development, icueTV
- **Sanjiv V. More**, Senior Director of Advanced Advertising and VOD Sales, SeaChange International (Moderator)

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2:25-3:20PM

Wharton

## **Starting with a Clean Slate: Industry Experts Envision TV's Ideal Evolution**

As technology reshapes the TV landscape, we are in the early stages of an uncertain evolution. Consumers are being introduced to an unprecedented array of video viewing alternatives that can enhance and/or disrupt traditional video consumption. And networks, operators and start-ups look to find business models that offer viable growth, while remaining cautious about changes that could result in uncertain or undesirable outcomes. But what if we could start with a clean slate? What would be the optimal video consumption model for consumers? How would content owners and distributors be compensated? This panel discussion will pose such a scenario to leading academics and industry experts in video content development, distribution, navigation, marketing, monetization, consumer behavior, measurement, and analytics. Key topics that will be addressed include: What kind of video content do consumers want? To what degree is video consumption driven by social influences vs. individual desires? Do consumers really want video content whenever and wherever they desire? Does broader choice and availability across platforms result in more or less viewing? What is the optimal way to deliver video content? How do current platforms stack up? Do TV apps enrich consumer experience? What is their impact on overall viewing? Do consumers prefer to pay for content or have content paid for by advertisers? Do consumers care about privacy? And what are the implications for targeted advertising? Panelists include:

- **Bobby Calder**, Charles H. Kellstadt Professor of Marketing/Director of the Center for Cultural Marketing, Kellogg School of Management, Northwestern University
- **Seth Haberman**, CEO, Visible World (moderator)
- **Craig E. Moffett**, SVP and Senior Analyst for US Telecommunications and US Cable and Satellite Broadcasting, Sanford C. Bernstein & Co.
- **David A. Schweidel**, Assistant Professor of Marketing, University of Wisconsin-Madison School of Business
- **Matt Seiler**, CEO, Mediabrands

3:20-3:30PM

## **Schmoozing and Networking Break**

3:30-4:25PM

Wharton

## **Social and Interactive From the Ground Up: The Emergence of Converged Programming Formats**

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The past few months have seen the emergence, both on traditional TV platforms and online, of scripted and unscripted programming formats that incorporate social media and other forms of interaction as an integral part not only of the viewing experience but of the program itself. Examples of these converged programming formats include series that are released on iTunes as a collection of interactive "appisodes"; Web series that draw on each viewer's Facebook profile and friends to provide that viewer with a personalized version of the show; and network game shows and reality TV series that enable viewers not only to play along at home on second-screen companion apps but, by playing along, to become part of the show itself. This session, which brings together creators of these new social-and-interactive-from-the-ground-up formats, companies whose technology platforms are making these new formats possible, and executives from programming networks that have a history of embracing interactive and social TV, will provide insights into how audiences are responding to these new formats, outline the technological hurdles that have to be overcome in order to make them a reality, examine how well they lend themselves to being monetized, and explore their potential to become a significant part of networks' programming arsenal going forward. Panelists include:

- **Lisa Hsia**, EVP of Digital Media, Bravo
- **Scott Rosenberg**, CEO, Umami
- **Jarrett Sherman**, President and Executive Producer, Smokebomb Entertainment
- **Jacob Shwartz**, Head of Social Viewing, Viacom Media Networks
- **Larry Taymor**, CEO, Ex Machina
- **Wes Williams**, Director of Online Production, Scripps Networks (Moderator)

3:30-4:25PM

Union Square

### **The Emergence of Connected-TV Advertising**

While connected TV still has a relatively small deployed base, deployments are expected to grow dramatically over the next few years--and a number of new and established industry players are already eyeing the medium as having the potential to become a major new vehicle for advertising and marketing. This session--moderated by the co-founder of the newly formed Connected TV Marketing Association--brings together representatives from established companies that are already deploying advertising on connected-TV platforms, from an upstart company that is developing solutions to facilitate the development of the connected-TV advertising market, and from an agency that is closely tracking this nascent space. Panelists will share lessons and best practices learned to date from early campaigns, and identify the ways in which CE manufacturers, ad network providers, agencies and other stakeholders can work together in order to foster the growth of connected TV as an advertising medium going forward. Panelists include:

- **Frank Barbieri**, SVP of Emerging Platforms, YuMe
- **Matt Durgin**, Director of Smart TV Content Partnerships, LG Electronics
- **Farhad Massoudi**, CEO, adRise

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- **Jeff Siegel**, SVP of Global Media Sales, Rovi
- **Ashley Swartz**, SVP of Marketing/Leader of the ITV Practice, Digitas
- **Zachary Weiner**, Co-Founder, Connected TV Marketing Association (Moderator)

3:30-4:25PM

Workshop Room

**Ball State University Center for Media Design Workshop: Researching the Second Screen and Social Viewing--Two Recent Studies**

Concurrent media exposure while watching TV is nothing new. Field research by Ball State University's Center for Media Design (CMD) typically finds around 20% of TV exposure includes use of other media-- and when another medium is present, TV almost always becomes secondary. The emergence of second-screen apps for tablets and mobile phones and the rise of social viewing may change this equation by supplementing viewing with related content on second screens. Content providers see these developments as a potential boon because they can deliver rich interactive TV content and deepen engagement through social viewing. However, second-screen apps and social viewing may be boondoggles if they divert too much attention from the TV screen and advertisers' messages.

In this workshop, researchers from Ball State University's Center for Media Design will summarize findings from two recent studies. The first is an eye-tracking study of viewers' distribution of visual attention between the TV and second screen during use of two commercially released second-screen apps; the second is a study of show-specific Twitter traffic rates during programming and ad pods for multiple episodes of three shows from different genres. Implications for viewer engagement will be discussed, and participants will have the opportunity to suggest directions for future CMD research. Presenters:

- **Michael Holmes**, Director of Insight and Research, Ball State University Center for Media Design
- **Dan Cooper**, Project Manager for Research and Communications, Ball State University Center for Media Design

4:25-5:20PM

Wharton

**Social TV, Viewer Data and Monetization**

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This session will explore the various ways in which social TV, and the new forms of viewer data it is generating, have begun to impact advertising and other forms of TV monetization, and to identify the ways in which advertisers, programmers and other stakeholders can take advantage of this new medium to improve--and perhaps even completely reinvent--their marketing efforts. Topics to be addressed include: lessons from the field--how social-TV advertising is fairing in the market to date; best practices for transforming viewers into co-marketers through social sharing of marketing messages; monetization lessons to be learned from the emerging social commerce space; the various ways in which social TV is generating new forms of data (including real-time data, and detailed data on viewer engagement); and how these new kinds of data may be used in order to create new genres of advertising and to revitalize campaign strategies. Panelists include:

- **Sean Casey**, CEO, SocialGuide
- **Gavin Douglas**, Chief Revenue Officer/Chief Creative Officer, iPowow
- **Mark Ghuneim**, CEO, Wiredset/Trendrr
- **Patrick Salyer**, CEO, Gigya
- **Lori Schwartz**, Chief Technology Catalyst, InterPublic/Co-Governor, Academy of Television Arts & Sciences Interactive Media Peer Group (Moderator)
- **Seth Tapper**, CEO, SecondScreen Networks

4:25-5:20

Union Square

## **The Top 10 Ways Connected TV Will Transform the Television Industry--and Five Ways It Won't**

This highly interactive, dialog-driven session--in which the audience will be strongly encouraged to engage in discussion with the panelists--will attempt to enumerate the ways in which connected TV is most likely to transform the TV industry, and also identify some of the areas where the common wisdom may have exaggerated the disruptive potential of this new medium. The results of the dialog will be published in a special issue of the [itvt] newsletter. Themes that may be covered in the course of the dialog include: whether connected TV should be viewed primarily as an alternative to pay-TV (i.e. through the prism of "cord-cutting"), or rather will emerge as a separate medium in its own right; the extent to which connected TV is likely to transform pay-TV into a hybrid experience; the extent to which broadcasters, networks and even pay-TV operators are likely to embrace connected TV going forward, and what concerns may hinder them from doing so; which class of device--the smart TV set in the living room or the tablet in the viewer's lap--will be more important to the future of connected TV; HTML5 and other technology standards that may shape the connected-TV space; the future of the app store model; and whether apps will become as fundamental a part of the television experience as channels are today. Panelists include:

- **Clayton Banks**, President, Embermedia (moderator)
- **Lawrence Brickman**, Managing Partner, CloverLeaf Digital
- **Derrick Frost**, SVP of Global IP Video Solutions, Alcatel-Lucent
- **Tara Maitra**, General Manager of Content and Media Services, TiVo

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- **Amir Nobakht**, President, Viaclix
- **Michael Taylor**, SVP of Business Development, ActiveVideo Networks

5:20-6:10PM

Wharton

### **Breaking Barriers: Working Together to Realize the TV of Tomorrow**

This session--which features a panel of executives who have a history of demolishing silos (between different technologies, diverse business interests, and more) and of encouraging cross-industry collaboration--will identify the outdated practices, unquestioned assumptions and other barriers that still threaten to slow the growth of interactive TV and other forms of advanced television; and to envision the ways in which the various stakeholders--operators, programmers, technologists, agencies and others--can work together in order to ensure that our still-nascent industry continues to thrive. Audience participation in the dialog will be strongly encouraged. Panelists include:

- **Harold Geller**, Managing Director, Ad-ID/SVP of Cross-Industry Workflow, The 4A's
- **Gary Lauder**, Managing Partner, Lauder Partners
- **Bob Leighton**, SVP of Programming, Liberty Global
- **Peter Low**, President and CEO, Ensequence
- **Sam Pemberton**, CEO, Softel
- **Kathy Timko**, CEO, Canoe Ventures
- **Tracy Swedlow**, Editor-in-Chief, [itvt] (Moderator)

5:20-6:10PM

Union Square

### **The iTV Doctor Is In!: Operators Look to Own the Second Screen**

While broadcasters and networks have embraced second-screen social-TV applications for some time now, the past few months have seen at least two major pay-TV operators announce partnerships with companies that enable second-screen interactivity; and other operators appear set to unveil such partnerships in the near future. At the same time, a number of companies have started to explore the potential of EBIF, a technology that was developed to enable single-screen interactive TV on cable set-top boxes, to support second-screen interactive and social TV. This session--moderated by Rick Howe, author of the [itvt] column, "The iTV Doctor Is In!"--will examine what specifically operators are hoping to achieve by "owning" the second screen; explore the implications of this phenomenon for such areas as advertising, t-commerce, measurement and tracking, programming discovery, middleware development,

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and more; and outline how it will impact providers of TV check-in platforms, broadcast companion apps, and other players in the still-emerging social-TV space going forward. Panelists include:

- **Peter Brown**, VP of IP Development, Mediacom Cable
- **Tom Freeman**, President and CEO, Splat Interactive
- **Rick Howe**, The iTV Doctor (Moderator)
- **Somrat Niyogi**, CEO, Miso
- **Zane Vella**, CEO, RCDB
- **Tim Wahlers**, President and CEO, enableTV

6:10-7:30PM

Atrium and Beyond

**Cocktail Party, Sponsored by LG Electronics and YuMe**

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