



## SCHEDULE OF EVENTS FOR EBIF INTENSIVE, FRIDAY, MARCH 5TH

9:00-10:00AM

Forum Room

### **EBIF and Interactive TV "State of the Union"**

Following opening remarks from [itvt] founder and editor-in-chief, **Tracy Swedlow**, this Q&A session will provide an overview of the current state of EBIF and of the interactive TV space in general. Representatives from Canoe Ventures, CableLabs and the cable MSO community will identify and discuss the most pressing and critical issues around the EBIF specification. Panelists are:

- **Mark Hess**, SVP of Video Business and Product Development, Comcast
- **Chris Faw**, SVP of Operations, Time Warner Cable
- **Arthur Orduna**, CTO, Canoe Ventures
- **Don Dulchinos**, SVP of Advanced and Interactive Services, CableLabs
- **Tracy Swedlow**, Founder and Editor-in-Chief, [itvt] (Moderator)

10:00-11:00AM:

Forum Room

### **EBIF User Experience Guidelines Review**

This workshop session will focus on current user experience guidelines and requirements for EBIF-compliant interactive TV applications and services. It will also identify user experience-related lessons that have been learned from EBIF and other interactive TV deployments to date. Panelists are:

- **Gerard Kunkel**, SVP of User Experience and Product Design, Comcast (Workshop Leader)
- **Malia Flynn**, VP of Product Management, Canoe Ventures
- **Frank Sandoval**, Principal Architect, CableLabs

11:00-11:15AM

### **Schmoozing and Networking Break**



11:15AM-12:00PM

Forum Room

**Programmer Roundtable**

This session will explore EBIF and interactive TV from the programmer perspective. A panel composed of leading national programmers will share their views on the specification, provide updates on their current and planned EBIF activities, and provide real-world examples of best practices for using EBIF to make programming interactive. Panelists are:

- **Sean Bunner**, Operating VP of Advanced Services, HSN
- **Jon Dakss**, VP of Technology Product Development, NBC Universal
- **Mark Mitchell**, SVP and Chief Relationship Officer, Network Relations, Canoe Ventures
- **David Preisman**, VP of Interactive Television, Showtime Networks
- **Rebecca Rusk Lim**, Senior Director of Advanced Services, Starz Entertainment Group
- **Leslie Ellis**, Principal, Translation Please (Moderator)

12:00-12:40PM

**Lunch Break, Schmoozing and Networking**

12:40-1:30PM

Forum Room

**EBIF Ecosystem Developer Support**

This workshop session will focus on currently available EBIF development tools and services available to broadcasters, cable programmers and other ETV application developers, and will provide attendees with opportunities to provide input and feedback to the companies that offer those tools and systems.

Panelists include:

- Ellen Dudar, Chief Product Officer, FourthWall Media
- Don Dulchinos, SVP of Advertising and Interactive Services, CableLabs (Moderator)
- Aslam Khader, Chief Product Officer, Ensequence
- Walden Miller, VP of Services, enableTV



1:30-2:30PM

Forum Room

### **Agency and Advertiser Roundtable**

This session will explore EBIF-based interactive TV from the perspective of advertising agencies and their clients. A panel composed of experts from the advertising world will examine how EBIF-based ITV and the viewer interactions it enables can provide value to advertisers, and will attempt to identify best practices for incorporating interactivity into advertising. Panelists are:

- **Stuart Lipson**, Principal, Leap Media Group
- **Pat Ivers**, Founding Partner, The Band
- **David Rudnick**, Founding Partner, The Band
- **Bruce Dennler**, SVP of Agency Relations, Canoe Ventures (Moderator)

2:30-2:45PM

### **Schmoozing and Networking Break**

2:45-3:30PM

Forum Room

### **EBIF Deployment Review**

This workshop session will focus on the operational and technical issues and challenges surrounding the deployment of EBIF-based interactive TV at the system and national level. It will explore the issues facing programmers and application developers, as well as those facing system operators. Panelists are:

- **Steve Reynolds**, SVP of Premises Technology, Comcast (Workshop Leader)
- **Christy Martin**, VP of Solutions Engineering, Canoe Ventures

3:30-3:45PM

Forum Room

### **Wrap-Up**

[itvt]'s **Tracy Swedlow** will review the day's events, and attempt to ensure that attendees' most pressing questions about EBIF-based interactive TV have been answered.