

Agenda



Time	Topic	Speaker(s)
2:00	The State of the Screen: iTV 101	Stephen Teller - Associate Director Innovations, Starcom MediaVest Group
2:45	Talking Back to Your TV: Consumer Insights and Feedback	Kathleen DeBenedictis - Director of Product Management, Comcast Rita Ku - Director of Business and Market Research, Canoe Ventures
3:15	iTV Effectiveness: How Interactive TV Gets the Job Done	<u>Moderator:</u> Sky Kelley - Director of IPTV Business Development, AT&T AdWorks <u>Panelists:</u> Frank Foster - VP IPTV Solutions, AT&T AdWorks Warren Lapa - VP Digital Sales, Business Development & Response Media, Time Warner Cable Diaz Nesamoney - CEO, Jivox Larry Samuels - GM, Advanced TV, Dish Network
4:15	What's Next for Measurement?	<u>Moderator:</u> Michael Theodore – VP, Interactive Advertising Bureau <u>Panelists:</u> Angie Britt - VP Advanced Products, CTAM Gerard Broussard - VP, Media Insights & Analytics, Canoe Ventures Marcus Liassides - VP of Digital Innovation, Specific Media Nick Garramone - SVP eBusiness Operations & Research, NCC
5:15	How Big Data is Making TV Targetable Today	Dave Morgan - CEO, Simulmedia, Inc.
5:45	Agency Case Study	Lesla Bannon - CEO, Accelerated Media

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If you are a brand marketer or agency and would like to be invited to this program, please email Michael Theodore, VP Member Services, at Michael@iab.net