[itvt] is pleased to announce the schedule of sessions for **The TV of Tomorrow Show 2009 (March 10-11, San Francisco)**. The schedule is included in full below. For more info, please go to http://www.thetvoftomorrowshow.com

For a few more days, tickets to the show will still be available at the special February Discount price of $975 (representing a savings of $300 over the regular price), and can be purchased here:

http://www.itvt.com/tvoftomorrow/pages/register.html

SCHEDULE OF EVENTS FOR TUESDAY, MARCH 10TH

8:00-8:45AM
Registration, Breakfast, Schmoozing and Networking

8:45-9:00AM
Forum Room
Welcoming Address by [itvt]

9:00-10:00AM
Forum Room
New User Experiences: Bold Visions for Tomorrow's Multiplatform Interactive TV (I)

This showcase session–and a companion session the next day–will feature demos of several new applications and services which [itvt]'s editorial staff feel could have a significant impact on the multiplatform interactive TV space going forward, or are at least representative of trends that we believe will be emerging in that space in the not-too-distant future. Some of the showcased applications and services have never before been demo'd publicly in the US. The sessions will also feature some new and highly innovative display technologies that we believe have significant potential to influence interactive multiplatform TV design in the future. Panelists include:

Sean Besser, VP, Business Development, Macrovision
Steve Byrd, EVP, Stats Inc.
Jonathan Kessler, CEO, Hand Eye Technologies
Tracy Swedlow, Editor-in-Chief, InteractiveTV Today [itvt] (moderator)

9:00-10:00AM
Screening Room
Broadband Video Advertising: Setting the Agenda for TV?

Thanks in part to the fact that around 60% of US households now have broadband Internet connectivity, an increasing amount of professionally produced TV programming is being made available online: more and more network and cable broadcasters are not only offering their flagship primetime and latenight shows on their Web sites but syndicating them to third-party sites; YouTube has moved to offer more high-quality content; and Hulu, which launched only last March, had become a top-10 video site by the end of the year. Much of this newly available content is being offered on a free-to-view basis–which presumably means that the broadband video advertising through which it is monetized will take on an increasingly important role in the TV ecosystem.

This session will take an in-depth look at the past year in broadband video advertising, and explore how content providers and advertisers are taking advantage of the rapid and flexible development environment afforded by the Internet, as well as the accountability that it enables through metrics, to push the boundaries of video advertising in general with new techniques such as interactive overlays and hotspotting. Questions to be addressed will include 1) whether the rapid pace of development that the Internet makes possible means that broadband video advertising is now establishing the creative, business and technology practices that will set the agenda for advertising on traditional TV platforms such as cable and satellite, and, if so, how this plays into Project Canoe, tru2way, EBIF and other ongoing efforts to bring advanced advertising and interactivity to those platforms; and 2) what the impact on traditional TV advertising models will be of new "over-the-top" consumer electronics devices that enable broadband video programming–and its accompanying advertising–to be viewed on the living room television. Other topics of discussion will include the current status of advertising standards and whether those standards are properly addressing the increasingly cross-platform nature of television; how the increasing importance of broadband programming is affecting the media buying and selling process; the challenges presented to the growth of broadband video advertising by cable networks' carriage agreements; and more. Panelists include:

Bill Bradford, Chief Product Officer, Fox Digital Media
Bill Niemeyer, Principal, billniemeyer.tv (moderator)
Lori Schwartz, SVP and Director of the Interpublic Emerging Media Lab
Brian Steel, President and CEO, VoloMedia
Ben Watson, VP of Marketing, OverlayTV
Roger Wu, President, Klickable.tv

10:00-10:15AM
Schmoozing and Networking Break

10:15-11:15AM
Forum Room
Next-Generation Advertising: New Technologies, New Strategies, New Visions

A panel which includes representatives of companies that are already offering interactive and addressable advertising in the North American market will discuss the various issues that are currently impacting the Advanced TV advertising space, and attempt to sketch out how that space is likely to evolve over the coming year or so.

Topics to be covered include the differentiators, advantages and drawbacks of the different technological approaches for implementing addressability and interactivity; strategies for improving addressability and targeting through interactivity; new business/revenue-generating opportunities presented by advanced advertising technologies; how these new technologies–coupled with the need for advertising to address the emerging multiplatform TV ecosystem–are disrupting established TV advertising business models; the significance of the cable industry's Canoe initiative, its future prospects, whether it has relevance beyond cable, whether its centralized model will foster or discourage innovation, and how it will impact proprietary technological approaches; whether trials and commercial deployments to date have borne out conventional wisdom; how successfully advanced advertising technologies are enabling data mining and analytics, and how effectively the industry is making use of this data; how successfully the ensuing consumer privacy concerns are being resolved; what lessons can be learned from the UK, where interactive TV advertising has been deployed since the beginning of the century, but has recently been seeing some retrenchment–should the US ITV advertising space be concerned or are the two markets fundamentally different?; how the recessionary economy is impacting the next-generation advertising space; and how, if at all, its impact can be mitigated. Panelists include:

Griffin Cherry, Creative Director, Navic
Hans Fischmann, General Manager, Digital Marketing Solutions Group, Time Warner Cable (moderator)
Tracey Geist, SVP, Market Development, OpenTV
Seth Haberman, CEO, Visible World
Dan Hassan, Co-CEO and Chairman, Backchannelmedia
Michael Kabin, SVP, Invidi Technologies
Ian MacLean, VP and General Manager, etc.tv
Michele McGarry, VP of Business Development, ThinkAnalytics

10:15-11:15AM
Screening Room
The ITV Developer Infrastructure: How to Cultivate a Vibrant Community?

After many years of fits and starts, it appears that interactive TV applications are finally set to arrive in US cable customers' homes en masse. Yet the number of developers building interactive applications for television, when compared to other platforms such as mobile and broadband, is still very few. This session, moderated by an executive who has been at the forefront of the US cable industry's efforts to encourage and facilitate the development of interactive TV applications, will propose that in order to build a proper ecosystem for ITV application development–where platforms are more open and solid, development tools are readily available and barriers to testing and certification are few–the interactive TV space must overcome "walled garden or the highway" thinking.

Topics to be discussed include how developers find hear about ITV application development; how ITV application development is perceived in developer circles; efforts that are underway to position ITV application development as a viable career path for university students; lessons that the ITV industry can learn from the remarkably high consumer adoption rates of both free and paid apps seen on such services as the Apple App Store, Facebook and the Android Market; development strategies in a world where the TV in the living room is just one element of a multiplatform media experience; best practices for developing applications that work consistently with the multiple different EBIF user agents now available; options and techniques for application testing; and the relationship between the ITV developer community and the Blu-ray and Java communities. Panelists include:

Jaspal Bhasin, Founding Partner and COO, Xaas
Mike Bloxham, Director of Insight and Research, Ball State University
Aslam Khader, Chief Product Officer, Ensequence
Will Kreth, Senior Director of Advanced Video Strategy, Time Warner Cable (moderator)
Rebecca Rusk Lim, Senior Director, Advanced Services, Starz
Walden Miller, VP of Services, enableTV
Joshua Seiden, Senior Director of Engineering and Product Development, Comcast Media Center

11:15-11:30AM
Schmoozing and Networking Break

11:30AM-12:00PM
Forum Room
Keynote Address: Ian Blaine, CEO of thePlatform

Ian Blaine, CEO of Comcast-owned white-label video management and publishing company, thePlatform, will deliver a keynote address on the evolution of broadband video into a user experience that combines video consumption with social networking, and will also discuss new efforts by the cable industry to bring premium content online (note: for more on these efforts, news of which broke just recently, see the reports in the Wall Street Journal and the New York Times). He will be joined on stage by Joseph Smarr, chief platform architect of Comcast-owned social networking company, Plaxo, and the two will demonstrate ways to provide a "longer leash" that will enable media companies to share video across an ecosystem of platforms, including the PC, mobile phones and television sets.

Ian Blaine, CEO, thePlatform

12:00-1:30 PM
Lunch Break, Schmoozing and Networking

1:30-2:30 PM
Forum Room
Interactive Video Ecosystems: Tearing Down the Silos

In today's multiplatform, converged media universe, providers of interactive video services are thinking less and less in terms of delivery to individual, discrete, siloed platforms and devices, and are instead coming to view their services as targeting an entire "ecosystem" of screens. As a result, new alliances and industry bodies are arising to develop cross-platform standards and practices, advertising agencies are breaking down the barriers between their various media disciplines, and large technology providers and network operators are developing a greater degree of interdependence and fluidity across their various business units in an attempt to deliver seamless, cross-platform solutions and services.

This session will attempt to understand what a video ecosystem is (over and above a collection of diverse platforms), sketch out the implications of the concept both for consumers and for the various types of industry players, and determine how companies perceive their investment in multiscreen delivery to date. Topics to be discussed include emerging technologies for delivering content to video ecosystems; the significance of standardization and rationalization efforts such as Canoe Ventures, ETV-EBIF and tru2way; possible efficiencies to be gained by taking an ecosystem-based approach to content delivery–whether the ecosystem in question is a vertical one (a series of platforms operated by a single company) or a horizontal one; new interactive content genres and services that are emerging to take advantage of video ecosystems; and how the need to target ecosystems is disrupting established product-development systems and business models. Panelists include:

Phil Bender, Project Director, Business Relations, OpenCable, CableLabs
Dean Carignan, Director, Advertising Business Strategy, Entertainment & Devices Division, Microsoft
Jeremy Lockhorn, Director, Emerging Media, Razorfish
Jodie McAfee, Managing Partner, Boomerang ITV (moderator)
Michele Munson, President and CEO, Aspera
Warren Schlichting, SVP of Corporate Development, Canoe Ventures
Ian Valentine, Founder and Chief Architect, Miniweb

1:30-2:30PM
Screening Room
Show Me the Money: Funding Interactive Video in a Challenging Economy

A panel composed of venture capitalists and other experts on the economics of interactive video will attempt to answer the question: Where is the money for interactive TV and other new video technologies in the current recessionary economy? Topics to be discussed include whether and how the interactive video economy differs from the economy at large, and which areas–if any–of the interactive video space may be "recession-proof"; what kinds of companies, technologies and services are still of interest to VC's and angel investors, and which are perceived as bad risks; what kind of advice VC's are currently giving to the interactive video companies in their portfolios, as well as to the start-ups they are eyeing; are companies being pressured into attempting to monetize their products or position themselves for acquisition too soon?; what kinds of companies are likely targets for acquisition by larger entities; how the current "credit crunch" is impacting the interactive video business on a day-to-day business; and how to ensure that one's interactive video start-up or technology is branded for success. Panelists include:

David Keefe, Global Director, Media and Entertainment, Siegel+Gale
Alex Knight, Director, Investment Strategy, Intellectual Ventures
Gary Lauder, Managing Partner, Lauder Partners
Mark Mangiola, Venture Partner, Canaan Partners
Michael Marquez, EVP, Strategy and Corporate Development, CBS Interactive
Seth Shapiro, Principal, New Amsterdam Media (moderator)

2:30-2:45PM
Schmoozing and Networking Break

2:45-4:00PM
Forum Room
Addressable Advertising: Who Benefits?

This session–which features a panel that brings together executives from all tiers of the TV advertising market, including distributors, networks, agencies and advertisers–will attempt to answer the question: In a world where all television ads can be addressable, who will reap the most benefit–the buyers, the sellers or the clients? Topics to be discussed include how addressable advertising will be integrated into a world where sellers are seeking to maximize media real estate, buyers are looking for lower prices, data providers are seeking more usage and optimization of metrics, agencies are attempting to update their own business models while serving their clients, and advertisers are trying to engage consumers more effectively; the extent to which addressable advertising is a disruptive technology that will substantially change business models and common assumptions; the challenges facing each of the players in the addressable advertising space; and how the space may be impacted by the recessionary economy. Panelists include:

Keval Desai, Product Management Director, Google TV Ads
Jerry Dow, Chief Marketing Officer, Sudden Link Communications
Carolyn Everson, EVP of Strategy and Operations, US Ad Sales, MTV Networks
Konrad Feldman, Co-Founder and CEO, Quantcast
Seth Haberman, CEO, Visible World (moderator)
Lisa Kowitz, SVP of Advertising, Wachovia
Daniel Scheinman, SVP and General Manager, Cisco Media Solutions, Cisco Systems
Matt Seiler, Global CEO, IPG Group, Universal McCann
Yael Taqqu, Partner, McKinsey

2:45-4:00PM
Screening Room
The Broadband Video Economy: Mapping the Opportunities and the Challenges

This session will present an overview of the major players and the most significant trends in the emerging broadband video economy, and attempt to identify the opportunities and challenges facing content providers, distributors and advertisers in what is undoubtedly a rapidly changing space. It will also provide real-world examples of successful distribution and revenue-generation strategies for broadband video. Topics to be discussed include the apparent success of video syndication (versus approaches that attempt to attract eyeballs to destination sites), and whether the advertising, marketing and commerce models are in place yet to take advantage of that success; interactive video widgets and other new distribution technologies; the relationships between the various stakeholders in the space and how they might change over the coming year or so; the emerging personalized Web experience and other ongoing changes in consumers' online behavior; and the kinds of programming (long-form, short-form, Web-original, repurposed broadcast) that are proving most successful online and why. Panelists include:

Damon Berger, Director of Branded Entertainment, Mediavest
Colin Dixon, Practice Manager, Broadband Media, The Diffusion Group (moderator)
Marty Roberts, VP Marketing, thePlatform
Brett Wilson, CEO, TubeMogul
Peter Yared, CEO, iWidgets

4:00-4:15PM
Schmoozing and Networking Break

4:15-5:30PM
Forum Room
Debate: The Future of Interactive TV across Platforms

This plenary session, which features a panel composed of executives with extensive expertise in bringing interactive TV services to cable, satellite and other platforms, will explore the current status of interactive TV application development and deployment across a range of different platforms, and attempt to determine which platform(s) will be the most fertile ground for interactive TV applications going forward, or whether the concept of specifically interactive TV applications, tied to specific platforms, is in fact one that may soon prove outdated. The goal of the session will be to encourage a vigorous debate–complete with extensive participation from the audience–on the future of the interactive TV industry.

Topics to be addressed include the US cable industry's interactive TV standardization efforts, EBIF and tru2way, and their prospects; the future of proprietary interactive TV platforms (such as are used by US satellite TV providers) in light of these efforts; the impact of increasingly broad IPTV deployment on the interactive TV space; the emerging model of consumer electronics device-driven interactive TV–exemplified by the Yahoo-Intel Widget Channel–how this model will work for device manufacturers, content providers and application developers, and whether it is set to disrupt existing interactive TV models; the significance of emerging smartphone platforms and application distribution models (e.g. the Apple App Store) for the interactive TV space; and the economic rationale for interactive TV services in a recessionary economy. Panelists include:

Mio Babic, President and CEO, iStreamPlanet
Patrick Barry, VP of Connected TV, Connected Life Division, Yahoo Inc.
John Gilles, VP of Media and Entertainment, Method
Steve Hawley, Principal, tvstrategies and HP
Scott Higgins, Director of Interactive Programming, DISH Network
David Housman, SVP and General Manager, Vidiom Systems
Brian Seth Hurst, CEO, The Opportunity Management Company, and Second Vice Chair, The Academy of Television Arts & Sciences (co-moderator)
Gerry Johnson, Director of Technology, HSN
Randy Laughlin, Director of Platform Technologies, Navic Networks
Lori Schwartz, SVP and Director of the Interpublic Emerging Media Lab (agent provocateur)
Bill Sheppard, Chief Digital Media Officer, Client Software Group, Sun Microsystems
Tracy Swedlow, Founder and Editor-in-Chief, [itvt] (co-moderator)
Steve Tranter, VP of Broadband and Interactive Delivery, NDS

5:30-6:30PM
Reception, Schmoozing and Networking

The reception will feature robots, costumes, interactive sculptures, digital art, and more.

PRODUCERS GUILD OF AMERICA "IN CONVERSATION" EVENT

The San Francisco chapter of the Producers Guild of America (PGA) is holding one of its popular "In Conversation" events, on the evening of the first day of the TV of Tomorrow Show. The event–which is open to PGA members and their guests–will spotlight the American Film Institute Digital Content Lab, and will feature long-time AFI DCL participants, Brian Seth Hurst, Lori Schwartz and Erin Hood, as well as the Lab's director, Suzanne Stefanac. In addition, plenty of time is promised for Q&A, socializing and schmoozing.

DATE: March 10
TIME: 7:00PM
PLACE: TBA. Members and invited guests only, please
RSVP: sfpgaevent@yahoo.com

SCHEDULE OF EVENTS FOR WEDNESDAY, MARCH 11TH

8:00-8:45AM
Registration, Breakfast, Schmoozing and Networking

8:45-9:00AM
Forum Room
Welcoming Address by [itvt] and Recap of the Previous Day's Events

9:00-10:00AM
Forum Room
Designer Roundtable

A panel comprised of the actual people who are determining how we will all experience television in the future will explore the role played by design in the development of new interactive TV services and video navigation systems. Issues to be addressed include how design contributes to a service offering's competitiveness; how to ensure that interactive features truly benefit, rather than simply complicate, the user experience; the relationship between design and consumer research and usability testing; the influence of emerging media and platforms–for example smartphones and the broadband Web–on TV design; the potential impact of new gestural and 3D technologies; the challenges of designing interactive applications that work consistently across multiple video platforms; how to ensure that there is a pool of talented creatives ready to design for interactive television; whether tool vendors are succeeding in developing the kinds of resources that TV designers need; the most significant emerging philosophies of interactive video design and navigation; and whether there are widely held notions about interactive design that need to be called into question in order for interactive TV to become a mass medium. Panelists include:

Eric Breitbard, SVP, Group Director, Schematic
Patrick Donoghue, SVP of Strategic Product Development, Cablevision (moderator)
Jesper Knutsson, VP and General Manager of Sales, NDS Americas
Gerard Kunkel, SVP of User Experience and Product Design, Comcast
Stephanie Otto, CEO, Brainstorm Communications
David Preisman, VP of Interactive Television, Showtime Networks
Tuttl Taygerly, Director of User Experience Design, Method

9:00-10:00AM
Screening Room
IPTV Reaches Maturity: What Happens Next?

This session–featuring representatives of companies that are at the forefront of bringing interactive services to the IPTV space–will detail the future trajectory of IPTV in the US and beyond, with a particular focus on how interactivity is being implemented on IPTV platforms. Topics to be discussed include how successfully interactive IPTV applications, including apps with social and personalization features, are tying together the various services (TV, data, voice) offered by telcos; how interactive TV in the IPTV space is fundamentally different from interactive TV in the cable and satellite spaces; the prospects for "hybrid" IPTV systems that deliver linear TV via satellite or digital terrestrial over-the-air broadcast; and whether the cable-developed tru2way standard could have pertinence for the IPTV industry. The panel will also explore which interactive IPTV applications are proving successful in generating revenues and winning consumers; the role of interactive advertising in IPTV; the available developer solutions and resources for interactive applications; the emerging standards that will facilitate application development; and new opportunities that are emerging in the IPTV space for interactive TV technology vendors that have hitherto focused on other pay-TV platforms.

Mark Adams, VP of Accedo Asia, Accedo Broadband
Sefy Ariely, VP of Sales and Marketing, Orca Interactive
Shari Barnett, Director, Media Services, Connected TV Business Group, Microsoft
Steve Hawley, Principal, tvstrategies and HP (moderator)
Mark James, Director, Business Development and Marketing, Advertising and Applications Group, Alcatel-Lucent
Rachelle Zoffer, Director, Interactive TV, Verizon FiOS TV

10:00-10:15AM
Schmoozing and Networking Break

10:15-11:15AM
Forum Room
Social TV: How Will Community Change the Experience and Business of Television?

Social TV–which encompasses such phenomena as live-chat applications offered in conjunction with programming, online communities of interest centered around a specific show, and even broadcaster-organized real-life viewing parties–is increasingly becoming central both to the experience and the business of television. Among other things, it is being touted as facilitating content discovery (through viewer recommendations), encouraging brand loyalty, and enabling viral promotion of programming. At the same time, however, it presents risks, in that it transforms the viewing audience from discrete individuals and families, passively consuming content in their living rooms, into activist communities which might have ideas of their own that are very different from what a content provider had in mind when it decided to encourage its viewers to communicate and collaborate with one another around its programming.

This session–in addition to reviewing the platforms and tools that are emerging to cater to the social TV phenomenon, and exploring such questions as whether social TV will center on established social networking platforms, or on new video-specific social platforms–will address such questions as what new genres of TV programming, as well as new forms of advertising, marketing and TV-related commerce, are emerging that take social viewing into account; what business models are emerging for social TV and whom they benefit; how successfully social media are facilitating content discovery; how significantly the demographic make-up of the social TV audience differs from that of traditional TV audiences; whether social TV, which to date, has been primarily a broadband phenomenon, will translate to the living room television; and how content providers are handling the partial loss of control over their content and its positioning–through such phenomena as mash-ups, "YouTube poops" and the transformation of viewers into critics–that social TV has enabled. Panelists include:

Kevin Chou, CEO, Watercooler
Alex Fishman, User Experience Manager
Shravan Goli, General Manager, Yahoo Video, Yahoo Inc.
Patrick Koppula, CEO, Rivo
Meredith Flynn-Ripley, CEO, Integra5
Lori Schwartz, SVP and Director of the Interpublic Emerging Media Lab (moderator)
Anthony Soohoo, SVP and General Manager, Entertainment and Lifestyle, CBS Interactive
Aimee Viles, VP of New Media, Bravo

10:15-11:15AM
Screening Room
Arthur Orduna, CTO of Canoe Ventures, In Conversation with Leslie Ellis

In this Q&A session with Leslie Ellis, author of Multichannel News's popular "Translation Please" column, Arthur Orduna, CTO of Canoe Ventures (formerly Project Canoe), will provide attendees with an in-depth overview of the who, what, where, when, why and how of the cable-backed advanced advertising initiative that his company is leading. Questions to be addressed include Canoe's priorities for the next two years, its launch plans, how it is employing the SCTE-130 specification, what interfaces it has developed so far and what interfaces it is planning to develop, its data-gathering strategy, and much, much more. While Ellis will have plenty of tough questions of her own, she will also encourage extensive participation by the audience.

Leslie Ellis, Translation Please
Arthur Orduna, CTO, Canoe Ventures

11:15-11:30AM
Schmoozing and Networking Break

11:30AM-12:30PM
Forum Room
Tim Kring, Creator and Executive Producer of "Heroes," In Conversation with Brian Seth Hurst

In this Q&A session with Brian Seth Hurst, CEO of The Opportunity Management Company and Second Vice Chair of the Academy of Television Arts & Sciences, "Heroes" creator and executive producer, Tim Kring, will discuss how and why his show has become a global, multiplatform interactive phenomenon. "Heroes," winner of a 2008 Primetime Emmy Award for Interactive Television, engages its audience on the TV screen, in alternate reality games (ARG), on mobile and more.

Brian Seth Hurst, CEO, Opportunity Management Company & Second Vice Chair of the Academy of Television Arts & Sciences
Tim Kring, Executive Producer, "Heroes"

11:30AM-12:30PM
Screening Room
The Real World: Lessons from the Field (Multiple Platforms)

In this session–and in a companion session in the afternoon–a panel of executives drawn from companies that are already commercially deploying interactive TV services will report on what they have learned from their deployments, share viewer feedback and data on these deployments, and provide an in-depth overview of how interactive TV is faring in the real world: what is working and what isn't? Questions to be addressed include whether current interactive TV standards are proving as effective in practice as in theory, and what real-world deployments tell us about how those standards should be enhanced and revised in the future; what unanticipated challenges have emerged as interactive TV becomes more widely deployed, and what new opportunities are emerging for companies in this space; how consumers are responding to deployed services; how well the interactive TV ecosystem of technology vendors, content providers, developers, system integrators and operators is functioning; and to what extent real-world deployments are confirming or calling into question commonly held notions about interactive TV.

This session will examine interactive TV deployments on a number of different platforms, while the afternoon session will focus largely–though not necessarily exclusively–on deployments of the US cable industry's EBIF specification. Panelists include:

Jonathan Boltax, Senior Director, ITV Programming and Service Management, Oberon Media
Griffin Cherry, Creative Director, Navic Networks
Ed Humphrey, President, Softel-USA
Gerry Johnson, Director of Technology, HSN
Tom Pratt, President, Connect 2 Content, LLC (moderator)
Sangita Verma, CEO, TAG Networks
Edgar Villalpando, SVP of Marketing, ActiveVideo Networks

12:30-1:30PM
Lunch Break, Schmoozing and Networking

1:30-2:30PM
Forum Room
The 5th Annual Awards for Leadership in Interactive and Multiplatform Television

[itvt] will present our 5th Annual Awards for Leadership in Interactive and Multiplatform Television at a ceremony at the TV of Tomorrow Show.

The Awards, which debuted in 2004 at the NCTA National Show in New Orleans, honor industry-shaping companies, organizations and individuals. They recognize excellence in eight categories:
"Most Significant Impact": the company or organization that has had the most significant impact on the industry as a whole over the past year (i.e. March 1st, 2007 through February 22nd, 2008).
"Most Significant Newcomer": the company or organization that was the most significant newcomer/breakthrough player of the past year.
"Most Significant Technology, Platform or Product": the company or organization that invented the most innovative and disruptive technology,
platform or product of the past year.
"Most Significant Content Offering": the company or organization that created the most innovative and disruptive content offering of the past year.
"Most Innovative Design or User Interface": the company or organization that created the most innovative and disruptive design/user interface/content-navigation schema of the past year.
"Individual Leadership I": an individual who demonstrated notable leadership in the interactive, multiplatform TV industry over the past year,
and whose efforts helped move that industry forward.
"Individual Leadership II": an individual who demonstrated notable leadership in the interactive, multiplatform TV industry over the past year,
and whose efforts helped move that industry forward.
"ITV All-Star": an individual who has a long-term track record of leadership in the interactive multiplatform television industry, and who is an appropriate
candidate for membership in an ITV Hall of Fame. This award will be presented
by last year's ITV All-Star award winner, Dalen Harrison, CEO of Ensequence.

2:30-3:30PM
Forum Room
The Real World: Lessons from the Field (EBIF)

In this session–and in a companion session in the morning–a panel of executives drawn from companies that are already commercially deploying interactive TV services will report on what they have learned from their deployments, share viewer feedback and data on these deployments, and provide an in-depth overview of how interactive TV is faring in the real world: what is working and what isn't? Questions to be addressed include whether current interactive TV standards are proving as effective in practice as in theory, and what real-world deployments tell us about how those standards should be enhanced and revised in the future; what unanticipated challenges have emerged as interactive TV becomes more widely deployed, and what new opportunities are emerging for companies in this space; how consumers are responding to deployed services; how well the interactive TV ecosystem of technology vendors, content providers, developers, system integrators and operators is functioning; and to what extent real-world deployments are confirming or calling into question commonly held notions about interactive TV.

This session will focus largely–though not necessarily exclusively–on deployments of the US cable industry's EBIF specification, while the morning session will examine interactive TV deployments on a number of different platforms. Panelists include:

Jeff Baumgartner, Site Editor, Light Reading's Cable Digital News (moderator)
Ellen Dudar, Co-founder and Chief Product Officer, BIAP
Paul Fedorys, VP of Business Development, Zodiac Interactive
Dalen Harrison, CEO, Ensequence
Rebecca Rusk Lim, Senior Director, Advanced Services, Starz Entertainment
Rachelle Zoffer, Director, Interactive TV, Verizon FiOS TV

2:30-3:30PM
Screening Room
New User Experiences: Bold Visions for Tomorrow's Multiplatform Interactive TV (II)

This showcase session–and a companion session the previous day–will feature demos of several new applications and services which [itvt]'s editorial staff feel could have a significant impact on the multiplatform interactive TV space going forward, or are at least representative of trends that we believe will be emerging in that space in the not-too-distant future. Some of the showcased applications and services have never before been demo'd publicly in the US. The sessions will also feature some new and highly innovative display technologies that we believe have significant potential to influence interactive multiplatform TV design in the future. Panelists include:

Ben Papell, Co-Founder, VoiceThread
James Spare, President and CEO, Canesta
Suzanne Stefanac, Director, American Film Institute Digital Content Lab (moderator)
Bryan Suchenski, Co-Designer, RocketOn

3:30-3:45PM
Schmoozing and Networking Break

3:45-5:00PM
Forum Room
Over The Top to the Living Room: With or Without Cable?

The past year or so has seen the launch of a number of new technologies that are designed to facilitate viewing of broadband video and other Internet-based content on the living room television. While some of these "over-the-top" technologies are being talked about as a threat to traditional pay-TV platforms in that they enable consumers to "cut the cord" on their cable or satellite service, others are being positioned as complementary to those platforms, and the companies that have developed them are proactively seeking–and in some cases securing–partnerships with pay-TV providers.

This session will explore the various different product and monetization strategies for delivering broadband video and other Internet-based content to the TV, and address such questions as to what extent "over-the-top" platforms present a threat to traditional pay-TV; what new opportunities they present for broadcasters both national and local; what will be the impact on the OTT space of new cable industry initiatives to bring premium programming to the Internet; what kinds of relationships the companies behind these platforms are developing with content providers and whether those relationships will significantly disrupt established content distribution and monetization models; what impact these platforms might have on the emerging broadband video economy; what is the significance of their ability to "democratize" the content space–i.e., by providing a single navigational interface through which viewers can discover amateur and ultra-niche video on their living room television as easily as primetime programming; what impact the digital transition will have on their uptake; and what kinds of interactive features–including social viewing–they are implementing. Panelists include:

Jeff Allen, CEO, Rallypoint
Patrick Barry, VP of Connected TV, Connected Life Division, Yahoo Inc.
Jim Louderback, CEO, Revision3
Tara Maitra, VP and General Manager Content Services and Ad Sales, TiVo Inc.
Thomas Morgan, CEO, MediaD.tv (moderator)
Vic Odryna, CEO, ZeeVee
Wilfred Martis, Director, Platform Strategy and Planning, Digital Home Group, Intel Corporation
Avner Ronen, CEO, boxee
Tracy Swedlow, Editor-in-Chief, InteractiveTV Today (co-moderator)
Tim Twerdahl, VP of Consumer Products, Roku
Phil Wiser, Chairman and President, Sezmi

5:00-5:30PM
Forum Room
Trend Analysis: Panel Discussion and Open Mic

Over the course of the show's two days, [itvt]'s editorial staff will put together an ad-hoc panel, composed not only of panelists from other sessions, but of members of the audience who have distinguished themselves during the show with interesting perspectives, questions and feedback. Then, through dialog with this panel and through an interactive Q&A with the audience, we will attempt to identify and analyze some of the interactive TV trends that came to light during the show, and also to promote a dialog on any important topics in the ITV space that the panelists and the audience would like to see covered in more depth in the [itvt] newsletter over the coming months and in next year's TV of Tomorrow Show.

Adrian Belic, Oscar-Nominated Documentary Filmmaker for "Genghis Blues"
Paula Byrne, CEO, PushButton.tv

For more info, go to http://www.thetvoftomorrowshow.com