



Telco TV 2019 Marketing Symposium

This Year's Theme: *Escaping the Content Cost vs. Competitive Price Squeeze*

Charleston Marriott | 170 Lockwood Boulevard | Charleston, SC 29403

April 1 – 2, 2019

Agenda

~ Thanks to our Event Sponsors ~



Sunday, March 31, 2019

6 pm – 7 pm *Networking Reception / Welcome Telco TV attendees*

Monday, April 1, 2019

8:00 a.m. **Full Breakfast & Networking**

9:00 Welcome, Introductions & TV Market Overview

9:45 The Great Migration: How MTA is Embracing the Evolution of TV

10:30 Break

10:45 CloudTV & Next-gen Platform

11:30 Scaling with TVaaS

12:15 Lunch

1:15 The Transition and Marketing of a new Streaming Svc.

1:45 Telco TV Learnings from BMMA Research

2:30 Break

2:45 Want to Offer Better Streaming/OTT video? Improve Your Wi-Fi

3:30 Dealing with the Dilemma

4:00 Why Video? A Strategy for Success

4:45 Day 1 wrap-up

5:00 End of Day 1

5:30 pm – 7 pm Networking Reception / Welcome BMMA attendees – Courtyard - followed by dinner on your own

Yellow Topaz Room

Blue Topaz Room

Ellis Hill, ResearchFirst

J. Babbitt & C. Steadman, MTA

Bryce Bellinder, TDS

Kerry Travilla, MobiTV

Blue Topaz Room

Dustin Schlaefli, Nex-Tech

Stan Romero, ResearchFirst

Greg Owens, Calix

Awaiting Approval

TiVo

Stan Romero, ResearchFirst

Tuesday, April 2, 2019

8:00 a.m. **Full Breakfast & Networking**

9:00 GVTC's Streaming Bundles

9:45 Unlock TV Everywhere with Easy Login and Search Tools

10:30 Break

10:45 Pressing TV Marketing Issues Roundtable
Topics/Issues requested by attendees

11:30 Symposium wrap-up & Cash Drawing

11:45 End of Symposium

Yellow Topaz Room

Blue Topaz Room

Ken Melley, GVTC

TBD, Synacor

Stan Romero, ResearchFirst

Ellis Hill, ResearchFirst

Tuesday April 2: BMMA 2019 Annual Meeting - Noon – 5:30 pm (separate event)

6:00 to 7:30 PM - Join us for the ResearchFirst Broadband Services 2019 Seminar Reception

Wednesday - Friday April 3 - 5: ResearchFirst Broadband Services 2019 Seminar (separate event)