



## 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. Dustin Schlaefli, Nex-Tech

1:45 Telco TV Learnings from BMMA Research Stan Romero, ResearchFirst

##### 2:30 **Break**

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

3:30 Dealing with the Dilemma Roundtable Kris Voelker, HTC

4:00 Why Video? A Strategy for Success Mike Koenig, TiVo

4:45 Day 1 wrap-up Stan Romero, ResearchFirst

##### 5:00 **End of Day 1**

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

#### Tuesday, April 2, 2019

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

9:00 GVTC's Streaming Bundles Ken Melley, GVTC

9:45 Unlock TV Everywhere with Easy Login and Search Tools Gabor Vida, Synacor

##### 10:30 **Break**

10:45 Pressing TV Marketing Issues Roundtable Stan Romero, ResearchFirst  
Topics/Issues requested by attendees

11:30 Symposium wrap-up & Cash Drawing Ellis Hill, ResearchFirst

##### 11:45 **End of Symposium**

*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)*