

9:45 - 10:45 AM

Analyst Roundtable: The Connected Home is Here!

Parks Associates analysts discuss key consumer and technology trends, providing insight from a number of new studies, including *Consumer Decision Process 2010*, *All Eyes on Video*, *Customer Support in the Digital Home: U.S. and Europe*, *Digital Media Evolution II*, *Home Controls: Analysis and Forecasts*, and *Residential Energy Management: Consumer Motives, Actions, and Intentions*.

Speakers

Bill Ablondi, *Director, Home Systems Research*, Parks Associates
Pietro Macchiarella, *Research Analyst*, Parks Associates
Laura Allen Phillips, *Research Analyst*, Parks Associates
Brett Sappington, *Sr. Analyst*, Parks Associates
Kurt Scherf, *Vice President, Principal Analyst*, Parks Associates
Harry Wang, *Director, Health & Mobile Product Research*, Parks Associates
Heather Way, *Research Analyst*, Parks Associates

11 AM - 12 PM

Operator Strategies: Video, Services, and Support

As broadband service providers become consumer experience providers, they are adding sticky entertainment bundles as well as value-added and tech support services to their offerings. This session addresses how content operators can use their existing strategies to increase revenues and customer satisfaction.

Speakers

Wynn Grubbs, *Vice President of Sales and Marketing*, PlumChoice
Steve McKay, *CEO*, Entone
Sean Miller, *President*, iTOK.NET
Steve Oetegenn, *Chief Sales and Marketing Officer*, Verimatrix
Jordan Socran, *Sr. Director, Business Development*, Radialpoint

Moderator | **Kurt Scherf**, *Vice President, Principal Analyst*, Parks Associates

12:15 - 1:15 PM

Monetizing Connected Consumer Electronics

This session discusses consumption of interactive entertainment in the digital era and opportunities in connected gaming, app personalization, Internet video, and mobile applications.

Speakers

John Griffin, *Director, Connected Electronics*, Dolby
Dave Habiger, *President and CEO*, Sonic Solutions
Brian David Johnson, *Futurist and Director, Future Casting and Experience Research*, Intel Corporation
Joel Marshall, *Executive Vice President*, Steelhead Advertising
Andy Melder, *VP Business Development*, Gigle Networks

Moderators | **Pietro Macchiarella**, *Research Analyst*, Parks Associates
Heather Way, *Research Analyst*, Parks Associates

1:30 - 2:30 PM

Executive Roundtable: The Smart Grid & the Home Area Network

Consumers must have the appropriate infrastructure in order to benefit from recent Advanced Metering Infrastructure (AMI) deployments. This session explores the challenges in developing practical Home Area Network (HAN) solutions.

Speakers

Kris Bowring, *Senior Director, Platform Lead*, Best Buy
Jana Corey, *Director of Policy and Planning in Integrated Demand-Side Management*, PG&E
Chris Deutschen, *Senior Manager*, Direct Energy
Chris King, *President*, eMeter Strategic Consulting
Lawrence M. Oliva, *Director of Tariffs, Programs, & Services*, Southern California Edison

Moderator | **Bill Ablondi**, *Director, Home Systems Research*, Parks Associates

2:45 - 3:45 PM

Anytime Anywhere Entertainment & Communication—Mobile Applications

Consumer demand for anytime/anywhere entertainment and communications is driving the mobile application market. This panel addresses these topics and discusses business opportunities and models in the mobile application industry.

Speakers

Joseph Ambeault, *Director, Product Development and Management, Video Services*, Verizon
Jean-Pierre Bienaimé, *SVP Strategy & Communications Wholesale, Orange & Chairman*, UMTS Forum
Matt Carinio, *Senior Business Analyst*, LEVEL Studios
Shashidhar K, *Global Practice Director*, HCL Technologies
Scott Levine, *Vice President, General Manager—Mobile*, Blockbuster, Inc.
Rick Schwartz, *Senior Product Manager, Consumer Software*, PacketVideo (PV)

Moderators | **Harry Wang**, *Analyst*, Parks Associates | **Heather Way**, *Analyst*, Parks Associates

4 - 5 PM

Video Everywhere: Key Strategies

TV Everywhere initiatives, connected TVs, hybrid set-top boxes, and online offerings for VOD and catch-up TV are making the market for video services more competitive than ever. This session addresses the trends that will impact video services in 2011 and the strategies for winning market share.

Speakers

Sean Besser, *Vice President of Business Development*, Rovi Corp.
Woo Seung Lee, *Team Manager, Media Business Planning Department*, Korea Telecom
Matt Milne, *Executive Vice President and GM*, DivX
Edgar Villalpando, *SVP, Marketing*, ActiveVideo Networks
Michael Weismann, *Vice President Corporate Marketing*, Sigma Designs

Moderator | **Brett Sappington**, *Sr. Analyst*, Parks Associates

6 PM

Networking Reception

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