12:00 pm  Registration

1:00 pm  Introductory Remarks

   Kevin Moriarty  
   Attorney, Division of Privacy & Identity Protection, Federal Trade Commission

Opening Remarks

   Jessica Rich  
   Director, Bureau of Consumer Protection, Federal Trade Commission

1:15 pm  Overview of the Smart TV Ecosystem

   Justin Brookman  
   Policy Director, Office of Technology Research and Investigation,  
   Federal Trade Commission
Panel 1: New Frontiers in Media Measurement and Targeting

This panel will explore new data analytics and ad targeting technologies that are evolving in the Smart TV world. Discussion topics will include new measurement capabilities available in the Smart TV ecosystem, how are companies leveraging Smart TVs to target consumers across devices, and how companies and self-regulatory organizations are addressing the challenges of providing consumers with transparency and choice.

Moderator:
Kevin Moriarty
Attorney, Division of Privacy & Identity Protection, Federal Trade Commission

Panelists:
Jane Clarke
Chief Executive Officer, Coalition for Innovative Media Measurement

Josh Chasin
Chief Research Officer, comScore

Shaq Katikala
Counsel and Assistant Director of Technology and Data Science, Network Advertising Initiative

Ashwin Navin
Chief Executive Officer, Samba TV

Mark Risis
Former Head of Strategy & Business Development, Tivo Research

Break
Panel 2: Consumer Understanding and Regulatory Framework

This panel will consider what consumers understand about the new world of smart entertainment, advertising, and analytics, and how consumer data may be protected. Discussion topics will include what consumer information is being collected and shared, how consumers can become more informed about these practices, and what legal protections or regulatory structures are relevant to the use and sharing of this data.

Moderator:
Megan Cox  
Attorney, Division of Privacy & Identity Protection, Federal Trade Commission

Panelists:
Maria Rerecich  
Director, Electronics Testing Team, Consumer Reports

Emmett O’Keefe  
Senior Vice President of Advocacy, Data & Marketing Association

Claire Gartland  
Consumer Protection Counsel and Director, Electronic Privacy Information Center

Dallas Harris  
Policy Fellow, Public Knowledge

Serge Egelman  
Berkeley Laboratory for Usable and Experimental Security, University of California, Berkeley

End