



## FALL TECHNOLOGY SERIES

---

# Smart TV

DECEMBER 7, 2016

---

**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

---

---

1:40 pm

## 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

---

2:55 pm

## Break

---

---

3:15 pm

## 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

---

4:30 pm

**End**

---