

# INTX MARKETPLACE OPENS AT NOON TODAY

# EXTRA<sup>®</sup> SHOW DAILY

INTX • BOSTON

MONDAY, MAY 16, 2016

## INTX OPENS AS GATEWAY TO FUTURE OF MEDIA AND TECHNOLOGY

From builders and storytellers to bold innovations and big ideas, the future of media and technology is holding center stage this week at the Boston Convention Center. The INTX: Internet & Television Expo 2016, produced by the National Cable & Telecommunications Association (NCTA), is featuring more than 190 exhibitors and 220 speakers in a vibrant marketplace where attendees will experience the trending technologies pushing the internet and media business forward.



Captains of INTX: Co-chairs Ken Lowe, chairman, president and CEO, Scripps Networks, and Pat Esser, president, Cox Communications, flanked NCTA president and CEO Michael Powell, as they prepped Sunday for INTX opening today.

## IMAGINE PARK

Imagine Park is the live events stage on the INTX Marketplace floor with series of short, high-energy stage events on the newest, most compelling ideas for what's next on the internet and TV networks. Featured on Imagine Park's stage will be MIT Media Lab's Andrew Lippman who will demo and share details about some of the latest projects at the MIT Media Lab today at 12:15 pm. Other exciting topics this week will include: experiential sports; virtual reality; on-demand, over-the-top and mobile; entertainment apps; big data and analytics, including new research from PwC about consumer video behavior; and LTE-U and wireless technologies. The complete list of Imagine Park speakers and events can be found on the INTX web site.

## LOBSTAH TANK

The Lobstah Tank is where Boston-area start-ups pitch new businesses and concepts in a head-to-head competition. Early stage companies with great ideas for a new product or service will present their idea to a panel of judges and a live audience on Tuesday at 3 pm in Imagine Park. Watch the best ideas rise to the top for a chance at cash prizes, mentoring, and the opportunity for one-on-one meetings with potential investors. This live competition is produced in partnership with Bostonno, Massachusetts Technology Collaborative, and Massachusetts Production Coalition. The complete list of Lobstah Tank speakers and events can be found on the INTX web site.

## INTX SHOWCASES

The INTX Marketplace exhibit floor is highlighting three significant trends in internet and TV that are charting the industry's course for the future:

### DISRUPTED REALITY.

Consumers are experiencing new ways of interacting with immersive media and entertainment content. Leading players in virtual reality demonstrate the new boundaries of the possible. Strap on a headset, press a few buttons and surround yourself with a 360-degree glimpse of media's future.

### IT'S ALL TV.

TV is all about apps, an astonishing array of user-controlled choices for finding, enjoying and interacting with video content. Some of TV's most inventive players are leveraging the power and appeal of apps to create entirely new, compelling media experiences across a multitude of environments and screens.

### WATCH TV NOW GALLERY.

The world of online viewing experiences is exploding, and the internet and TV industry is leading the new era of watching TV. The gallery features instant access to top-tier shows, movies, events and news on nearly 100 TV Everywhere apps, displayed on Samsung's immersive Galaxy View tablets.

### THE LAWN

The Lawn at the INTX Marketplace is where attendees can find fun, food and networking opportunities. Play miniature golf or giant chess, and grab a bite to eat from a food truck or collaborate with colleagues. The Lawn is the site for special events like book signings and meet-and-greets with special guests.

## THE BIG 5-0: INDUSTRY LEADERS INDUCTED INTO VENERABLE PIONEER MEMBERSHIP

For its 50th anniversary, the 2016 class of Cable Pioneers—selected on the basis of their longevity in the business and demonstrated industry and community leadership—got a rousing induction at the annual pioneers' celebration Sunday at the Fairmont Copley Plaza hotel.

A spirited Fife and Drum Corps led guests from the cocktail reception into the dining room, where guests feasted on a three-course dinner and festivities included a video bio of each inductee. The finale featured a five-minute video recapping the organization's 50-year history.

The 2016 class of 14 pioneers included: **Jeff L. Bewkes**, **David Cerullo**, **Glenn Duval**, **Leslie Ellis**, **Marwan Fawaz**, **John Gibbs**, **Steven Goldmintz**, **John E. Heslip**, **Yvette Kanouff**, **Peter Kiley**, **Mark Lieberman**, **Mike J. Mason**, **John A. Ogren**, and **Brian L. Roberts**.



Class of 2015

organization's 50-year history.

## HALL OF FAME: CABLE CENTER CELEBRATES 'THE BEST OF THE BEST'

**TODAY:**  
WESTIN BOSTON  
WATERFRONT  
INVITATION ONLY

Inducting its 19th annual Hall of Fame recipients, The Cable Center has selected **Amos B. Hostetter, Jr.** as the 2016 Bresnan Ethics in Business Award recipient. The award honors the late William J. Bresnan, founder and chairman of Bresnan Communications and long-time chairman of the board of The Cable Center. Hostetter, who currently serves as chairman of Pilot House Associates, was the co-founder and former chairman and CEO of Continental Cablevision.

The seven Hall of Fame inductees include: **Mika Brzezinski** and **Joe Scarborough**, MSNBC's *Morning Joe*; **Pat Esser**, president, Cox Communications; **John D. Evans**, chairman and CEO, Evans Telecommunications; **Tom Rogers**, chairman, TiVo; **Robert J. Stanzione**, chairman and CEO, ARRIS; and **John O. "Dubby" Wynne**, retired president and CEO, Landmark Communications.

The honorees were chosen based on their dedication and contributions to the development of the cable industry. The 2016 Cable Hall of Fame selection committee was chaired by Michael Willner, president and CEO of Penthera Partners and a member of The Cable Center's Board of Directors. Since 1998, 114 men and women have been inducted into the Cable Hall of Fame.



Amos B. Hostetter, Jr., the 2016 Bresnan Ethics in Business Award recipient



Mika Brzezinski, MSNBC's *Morning Joe*



John O. "Dubby" Wynne, retired president and CEO, Landmark Communications.



Joe Scarborough, MSNBC's *Morning Joe*



John D. Evans, chairman/CEO, Evans Telecommunications



Pat Esser, president, Cox Communications



Tom Rogers, chairman, TiVo



Robert J. Stanzione, chairman and CEO, ARRIS

## HIGHLIGHTS TODAY

### 11AM : HUFFINGTON JOINS RE/CODE SEGMENT AT GENERAL SESSION

Arianna Huffington joins Kara Swisher, Executive Editor of *Re/code*, during the *Re/code* segment of the INTX General Session from 11 am to 12:10 pm today. Co-founder and editor-in-chief of The Huffington Post, nationally syndicated columnist, and author of more than a dozen books, Huffington will chat with Swisher in an unbridled conversation about media and politics today. The news and blog site The Huffington Post is one of the most widely visited and frequently cited digital sites on the internet. Huffington recently released her latest book, *The Sleep Revolution: Transforming Your Life One Night at a Time*, which examines the importance of sleep as a gateway to a more fulfilling life.

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