

# New event features at TV Connect 2016

TV Connect, one of the world's leading events in connected entertainment has unveiled new event features to the upcoming TV Connect 2016, taking place from 26-28 April at ExCeL London, reflecting the latest developments and trends in the connected entertainment world. The new features include a virtual reality showcase, a connected entertainment hub and an Appathon. The event is organised by Informa Telecoms & Media.



## New features:

- Appathon – giving TV app developers the opportunity to demonstrate their skills and meet fellow developers
- Connected entertainment hub – showcasing the latest technologies and trends through a series of panels and workshops
- Industry open address – taking place from the exhibition by some of the most sought after thought-leaders in the TV and media
- Innovation showcase – enabling SMEs and start-ups to display and demonstrate their unique solutions to a global audience
- Live broadcast by London Live – taking place from the event, this means that London's freeview users can watch the latest news from the show live on their TV
- Virtual reality showcase – highlighting new business opportunities and developments with virtual reality

“We’re excited about these new additions that will give everyone at TV Connect an opportunity to show what they do best,” said Laura Proctor, head of marketing at Informa Telecoms & Media. “The new features were created to give our attendees – the industry’s brightest from start-ups to the large and established – more chances to discuss the global landscape of next generation entertainment and learn from others.”

## Speakers

Speakers taking part in TV Connect 2016 are from leading global technology and media companies including Disney Media Networks, BT Sport, NBCUniversal International, Time Warner Cable, CNBC Arabia, Liberty Global, AOL, Deutsche Telekom, STARZ Play Arabia, Lionsgate, Sky, Telus, Comcast, Telefonica, World Rugby, AMC Networks, Verizon, Fox International Channels and Vodafone.

A wide range of topics will be covered within the following conference keynotes, streams and workshops:

- **Keynotes:** Telco, Pay TV & Broadcast Evolution; Understanding the Impact of Millennial & Multiplatform Digital Natives; Multiscreen Monetisation & Engagement
- **Conference Streams:** Millennial Monetisation, Big Data & Real Time Analytics, IoT, Connected Entertainment & the Smart Home, LTE Broadcast, Connected Content; Emerging Market Focus
- **Workshops:** UX & Next-Gen Formats, Software Defined Video & Cloud Delivery; Content Delivery

For more information, go to <http://tvconnectevent.com>.

For more, visit: <https://www.bizcommunity.com>