

Media Contact:

Kelly Andrews

404-993-6787

Kelly@CrescendoCommunications.com

Sara Barksdale

404-213-8346

Sara@CrescendoCommunications.com

Interactive virtual conference to explore how and why consumers are currently using social TV and what the 'second screen' will look like in the future

User Insight brings together product managers, brand managers, marketers and social media leaders for first-of-its-kind event

ATLANTA (September 21, 2011) – User Insight, an international research firm, is hosting The Social TV Event, a virtual conference on October 20, 2011 to explore who in the marketplace is using social TV, who will use it in the future, how they will use it and how the latest technologies stack up. Attendees from across the globe will virtually engage in the conversation and receive an insider's look at social TV products and services that are not yet on the market.

The Technology Association of Georgia's president and CEO, Tino Mantella, will give the keynote address. All conference attendees will have access to top leaders in social TV product innovation by posing questions during the discussions through the Watchitoo live streaming platform. Panel members include Tom Thai, market and sales strategy lead at Bluefin; Hillary Henderson, product director of Clearleap; Joe Conboy, director, product management iTV of Cox Communications; Dee Rambeau, vice president of customer engagement of PR Newswire; Chad Eikhoff, creative director of Trick 3D; Eric Holtzclaw, CEO of User Insight; Kevin O'Connor, president of User Insight; Chris Snider, senior project manager of Yahoo!; Dave Mowrey, director, connected devices of Yahoo! and Mitchel McAlister, director of product of Yidio.

Technology innovators such as PR Newswire, SnappyTV, Trick 3D, Tweeplayer, WiO and Yahoo! will showcase their latest products and services through in-depth video interviews and promotional video shorts. The streaming of these pre-recorded videos will be accompanied by the live event video feed. In addition, leading digital marketing and PR professionals will share how they are taking these products to market and creating engaging content and messaging for specific personas. They will also discuss ways to measure the success of various social TV initiatives.

Tickets to attend the virtual conference are \$150 (register by October 10, 2011 to receive the discounted rate of \$120). The event is open to anyone interested in social TV, including technology professionals, product managers, marketers and public relations professionals, brand managers, reporters, social TV enthusiasts and consumers who are driving the dialogue on the second screen.

"This is the first event of its kind to virtually engage all who are interested in social TV, facilitating a unique dialogue about how, why and when social TV will change the television industry as we know it today," said Kevin O'Connor, president of User Insight. "After spending nine months observing and talking with TV watchers and immersing ourselves in the social TV industry, User Insight is excited to share the findings from our in-depth consumer research and provide unprecedented access to those who are diligently working to be first to market with social TV products and services."

During the event, User Insight will release the findings from its in-depth research about how people consume TV and related content. The research is focused on understanding behaviors exhibited in homes and how the social TV revolution stands to change how people watch, interact and consume TV and advertising content. During the

past six months, User Insight created personas to understand which products and services companies should be building for the consumer, how consumers use current social TV products and what they will use in the future.

For more information about and to register for the event, visit www.SocialTVEvent.com or follow www.Twitter.com/SocialTVEvent or www.facebook.com/SocialTVEvent. For more information about the research User Insight is conducting, visit www.SocialTVEvent.com/experiment and www.UserInsight.com/Blog. To learn more about how you can get your company involved in the event, contact Kevin O'Connor at koconnor@userinsight.com or 770-391-1099.

About User Insight:

User Insight, an international research firm headquartered in Atlanta, Ga., has been recognized as one of the fastest-growing privately held companies in the United States by Inc. Magazine three years running. Employing a consistent methodology and dedicating a full team of diversified industry professionals to every client engagement, User Insight gathers and analyzes the voice of the customer to provide insight to user behavior, create intuitive products and inform marketing strategy. Currently, User Insight has conducted research across the U.S. as well as in 15 countries for more than 300 clients spanning 25 industries. For more information, please visit www.UserInsight.com.

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