

**November 18 Hot Topic: *TV & Media 2014 Consumer Insights***

The TV landscape has gone through a paradigm shift. Consumers are now driving the future of TV and media. New mobile and Internet technologies combined with new aggregators have enabled consumers to access any content on any device anywhere, anytime. Consumers have choices and they are customizing their own TV experience. Join us to gain a deeper understanding of these consumer trends and how they are reshaping the TV landscape and Operators' business.

**Discussion leader:** Linda Wong, Operator Partner Marketing, Ericsson Mediaroom



Linda is a member of Ericsson Mediaroom Operator Partner Marketing team. Our main objective is to enable our Operator Partners to be successful. We work hand-in-hand with operators worldwide to support their IPTV marketing initiatives such as go-to-market strategies, new business opportunities, and global / regional research. In addition, we build value argumentations to support Mediaroom products adoption through ARPU business cases and market differentiation stories.