OMICS Group Conferences

Accelerating Scientific Discovery

International Conference on

Broadcasting Media & Film Industry

October 20, 2014   DoubleTree by Hilton Baltimore-BWI Airport, USA

Targeting and reaching users through addressable technologies for interactive television, second screen applications in linear and non linear global television

Jesus Francisco Mata
TextPride Inc., USA

There's a lot of conversation and debate about the best way to generate revenue to help produce the best content for each viewer. The way the industry has been approaching this is both by balkanizing access increasing options, allowing user generated content and promoting advertising technologies such as programmatic, native and direct advertising which may confuse the viewer and deliver a message that's not welcome. How to correct this and deliver the most relevant message to each viewer?

Biography

Jesus Francisco Mata holds a JD from Universidad Catolica Andres Bello (1989) and Business Studies with Institutio Superior de Estudios de Administration (1991) in Caracas Venezuela. He was one of the founding participants in the DIRECTV Latin America project and worked with DIRECTV for 25 years in the areas of interactive television, new technology and advertising sales, with deployments in over 25 countries in North and South America.

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J Mass Communicat Journalism 2014

ISSN: 2165-7912, JMCJ an open access journal

Broadcasting Media-2014
October 20, 2014

Volume 4, Issue 7

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