



Viodi's Local Content Workshop – Los Angeles Edition

From the Heartland to Hollywood – a Great Complement to the DV West Expo

Local content is well accepted as an effective way of differentiating an independent telco's service offering. Viodi's Local Content Workshop series has been the forum for independent telcos to discuss the challenges and opportunities associated with the creation of local content. Viodi's Local Content Workshop in Los Angeles will provide a unique opportunity to hear from content creation experts, as well as attend and discuss the DV West Expo.



The [DV West Expo](#) has an exhibition hall full of cost-effective equipment for producing local content. The agenda is intended to complement the DV West Expo show. This agenda is a bit different than typical for the local content workshop, as we will be able to call upon speakers that we normally would not be able to get.

On Friday, we could then go to the exhibit area as a group.

Preliminary Agenda

- Local Content Examples from Telcos
- The Other IP – Thomas Crowell Live and In Person
- Tips and Techniques for Equipment Purchase
- The Producer's Angle – Dave Hood – Producer of "Real Wheels" (There Goes a Bulldozer, etc. video series)
- Content Alchemy – Spinning Local Content Wrappers Around Pre-Produced Content
- Interactive Television & Advertising (Allison Dollar of the ITA)
- Roundtable & Review of DV West Exhibition Hall (what to look for)

Proposed Date: Thursday, November 16th, 2006, 9:00 to 5:00 P.M. (in conjunction with the DV West Expo <http://www.dvexpo.com/>).

Location: To Be Determined

Pricing: To Be Determined (attendees of Technology of Local Content Workshop held on 10/11/06 would receive \$179 off).

Viodi Attendees receive a 10% Group Discount on DV West Expo Registration