

Cybersecurity, Privacy and Communications Webinar: Smart TV—An Update on Targeted Advertising's New Frontier

DECEMBER 14, 2016

Join WilmerHale for the next session of the 2016 Cybersecurity, Privacy and Communications Webinar Series, during which WilmerHale Partner Reed Freeman and Associate Sol Eppel will recap the FTC's December 7 [Smart TV workshop](#).

The FTC's workshop will explore new data analytics and ad targeting technologies that are evolving in the Smart TV world, including new measurement capabilities available in the Smart TV ecosystem, the targeting of ads across consumers' devices, and how companies and self-regulatory organizations are addressing the challenges of providing consumers with transparency and choice. The workshop will also address what information is being collected and shared, how consumers can become more informed about these practices, and what legal protections or regulatory structures are relevant to the use and sharing of this data.

Freeman and Eppel will review the remarks the FTC, consumer advocates and industry experts made during the workshop and suggest tactics for taking advantage of this promising new medium for targeted advertising and focused analytics while staying out of the FTC's enforcement crosshairs.

During the program, participants will have the opportunity to contribute questions online.

[View the Webinar Recording](#)

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