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# Hughes Hubbard & Reed

## Digital HHR Presents: CLE Webinar on TV Everywhere

### News & Events

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The latest in our on-going series of CLE-accredited Webinars focused on the critical legal and business issues and questions raised by the emerging phenomenon of "TV Everywhere," a digital platform agnostic solution that promises to enable pay TV subscribers online access to their programming wherever they may consume it via an Internet enabled device. Our team addressed topics including:

- Methodologies to authenticate subscribers and the technological burdens of implementing such authentication methodologies;
- Protection of personally identifiable information (PII) of subscribers and controlling access to such subscriber PII;
- Impact of the FCC's proposed "net neutrality" rules on TV Everywhere initiatives; and
- Potential business models and revenue opportunities for stakeholders, including revenue streams from enhanced subscription fees, premium advertising fees, etc.

The one-hour Webinar also featured "live chat" functionality to enable viewers to ask questions and comment on the presentation in real-time. The Webinar was held on Thursday, March 11th, 2010 from 12:30 p.m. to 1:30 p.m. EST.

### Related Areas of Focus

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