

**For Immediate Release**

SIIA Communications Contact: Laura Greenback, +1.202.789.4461, lgreenback@siia.net

PR Agency Contact: Beth Dozier, +1.202.429.1883, bethdozier@rational360.com

**'Content VIA Platforms' Conference to Feature Execs from Altimeter Group & Storify, All Things D's Kara Swisher**

*New Conference will Address the Latest Multiplatform Publishing Developments, Strategies & Challenges; Taking Place May 9-10 in San Francisco*

**WASHINGTON, D.C. (April 25, 2012)** - The Software & Information Industry Association (SIIA), the principal trade association for the software and information industries, today announced keynote speakers for **Content VIA Platforms**-an all-new event that will address the multiplatform publishing challenges and opportunities facing publishing, media and information companies.

**[Content VIA Platforms](#)**

will be held May 9-10 at San Francisco's Palace Hotel.

Publishing content across multiple emerging platforms is one of the biggest challenges facing information and news providers this year. At **Content VIA Platforms**, industry leaders will provide strategies for companies to maximize their audiences and revenues by utilizing a variety of different platforms, monetization strategies, devices and app distribution models, and more.

Content VIA Platforms will feature a number of mobile, publishing and technology thought leaders and key executives from the information industry. Keynote speakers include:

- Burt Herman, Co-founder, Storify
- Charlene Li, Founder, Altimeter Group
- Chris Silva, Mobile Industry Analyst, Altimeter Group
- Kara Swisher, Co-Producer & Co-Executive Editor, All Things Digital, The Wall Street Journal

**Media interested in attending the conference should contact Beth Dozier at [bethdozier@rational360.com](mailto:bethdozier@rational360.com), or register online at <http://www.siia.net/via/2012/press.asp>**

**Who:** The Software & Information Industry Association (SIIA)

**What:** Content VIA Platforms

**When:** May 9-10, 2012

**Where:** The Palace Hotel, San Francisco

### **About SIIA**

The Software & Information Industry Association (SIIA) is the principal trade association for the software and digital content industry. SIIA provides global services in government relations, business development, corporate education and intellectual property protection for more than 500 leading software and information companies. For further information, visit [www.sii.net](http://www.sii.net)

### **About SIIA's Content Division**

The SIIA Content Division serves media, publishing and information companies by helping them successfully navigate the dramatic changes in software and technology impacting the content industry. To support growth at all stages, the division provides business development opportunities, critical market information, and public policy advocacy. Our member companies create, publish and deliver content across all online, mobile and digital platforms; produce content-focused software applications and tools; develop enabling technologies; and offer services focused on the content industry. For more information, please visit: [www.sii.net/content](http://www.sii.net/content)