

For Immediate Release

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SIIA Launches 'Content VIA Platforms' Conference to Address the New Demands of Publishing in a Multiplatform World

Essential Event for Content Creators will Take Place May 9-10 in San Francisco;

Free Introductory Webinar Offered on March 1

WASHINGTON, D.C. (February 23, 2012) The Software & Information Industry Association (SIIA), the principal trade association for the software and information industries, today announced an all-new conference aimed at providing insight and solutions for content creators who publish across multiple platforms. Called [Content VIA Platforms](#)

, this new event will help publishing, media, and information companies overcome challenges associated with getting content effectively published and distributed across multiple existing and emerging platforms such as mobile, social and even aggregation platforms.

Content VIA Platforms will be held May 9-10 in San Francisco. SIIA will preview the event during a free, [one-hour webinar next week](#), on March 1 at 1:30 p.m. Eastern/10:30 a.m. Pacific. Members of the media are invited to attend the conference and participate in the webinar.

"One of the key challenges many publishers, new and information providers face today is publishing and distributing content in real-time across multiple content platforms. These content distribution platforms include everything from mobile, tablets, aggregation to even scholarly platforms", said Kathy Greenler Sexton, Vice President and General Manager of the SIIA Content Division. "We launched Content VIA Platforms to help publishers to make smart product and strategy platform decisions in order to help them maximize their audiences, customer base and revenue-without breaking the budget."

The [Content VIA Platforms webinar](#), which will be held next week on March 1, will provide an introductory overview of key content platforms and discuss strategies for harnessing these platforms to drive visibility. The basic tools introduced during the webinar will be covered in

more depth at the Content VIA Platforms conference in May. Next week's preview will be led by two top digital content strategists-Ann Michael, President of Delta Think, and Barry Graubart, Vice President for Customer Development at Crowd Fusion and SIIA Member Chair of Content VIA Platforms.

The [Content VIA Platforms conference](#) will feature a number of mobile, publishing and technology thought leaders and key executives from the information industry. Panels and presentations will focus on equipping participants with tools and strategies to successfully utilize a variety of different platforms, monetization strategies, devices and app distribution models, and more.

Media interested in attending the conference should contact Beth Dozier at bethdozier@rational360.com, or [register online](#).

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.siia.net

About SIIA's Content Division

SIIA's Content Division provides a forum for companies that publish and distribute online content, or offer technologies and services that facilitate the licensing, presentation, and distribution of digital information products. The division works with its members to develop effective approaches to emerging issues and to produce deliverables of special interest to the membership.