CTA™ | Technology & Standards Forum

September 29-October 2, 2025 | Los Angeles, CA

Monday, September 29		Location
11:30 AM-5 PM	**Registration**	Seaview Foyer & Rotunda
11:30 AM-12:30 PM	**Lunch**	Seaview Foyer & Rotunda
Noon-3 PM	**Technology Council** *(Invitation Only)*	Seaview A
2:30-3 PM	**Break**	Seaview Foyer & Rotunda
3-5 PM	**CTA Technology & Standards Leadership Workshop** *(Invitation Only)*	Seaview B
Tuesday, September 30		**Location**
8 AM-5 PM	**Registration**	Seaview Foyer & Rotunda
7:30-9 AM	**Continental Breakfast**	Tides
9 AM-Noon	**ATSC TG3 Meeting** *(Invitation Only)*	Shoreline AB
9:30-10:30 AM	**R7.8 WG1 Modular Communication Interface**	Seaview A
10:30 AM-Noon	**R14 WG10 PQC for IoT**	Seaview B
10:30 AM-Noon	**R11 WG1 Sleep Monitoring**	Seaview C
11 AM-Noon	**R7.8 Modular Communication Interface for Energy Management**	Seaview A
Noon-1:30 PM	**Lunch** **T&S Annual Awards Program**	TBD
1:30-3 PM	**R14 Cybersecurity and Privacy Management**	Seaview B
1:30-3 PM	**R11 Health, Fitness and Wellness**	Seaview C
1:30-5 PM	**ATSC Board Meeting** *(Invitation Only)*	Shoreline AB
3-3:30 PM	**Break**	Seaview Foyer & Rotunda
3:30-4:30 PM	**Cyber Trust Mark Update**	Seaview A
3:30-5 PM	**R13 WG1 Artificial Intelligence in Healthcare**	Seaview A
5:30-7:30 PM	**Networking Reception**	Seaview Foyer & Rotunda/ Pool Deck
Wednesday, October 1		**Location**
8 AM-5 PM	**Registration**	Seaview Foyer & Rotunda
7:30-9 AM	**Continental Breakfast**	Tides
9-10:30 AM	**R13 WG3 General Principles of AI/ML**	Seaview C
9 AM-Noon	**WAVE Workshop**	Shoreline A
9 AM-Noon	**Hearing Roundtable**	Seaview B

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Wednesday, October 1		Location
11 AM-Noon	**From Concept to Launch: What It Takes to Build a Successful AI Startup** This session will explore the critical elements required to launch and scale an AI startup in today's fast-moving tech landscape. Panelists will discuss the unique challenges of building AI-driven solutions, from product development and data strategy to regulatory considerations and go-to-market planning. The conversation will also highlight the essential role of venture capital: what investors look for in early-stage AI companies, how to build strong founder-investor relationships, and tips for navigating funding rounds in a competitive ecosystem.	Seaview A
Noon-1:30 PM	**Lunch**	TBD
1:30-2:30 PM	**Driving the Future: AI's Role in Next-Gen Mobility** *(Invitation Only)* This roundtable will bring together leaders from across the mobility ecosystem—automotive, public transit, micromobility, infrastructure, and AI development—to discuss how artificial intelligence is transforming how we move people and goods. Topics will include advancements in autonomous vehicles, predictive traffic and fleet management, smart infrastructure integration, and ethical and regulatory considerations. Participants will explore the challenges and opportunities of deploying AI at scale in mobility systems, and what collaboration across sectors will be needed to unlock a safer, smarter, and more sustainable transportation future.	Seaview B
1:30-3 PM	**R4 Audio and Video Systems Committee**	Shoreline A
1:30-3 PM	**Ripple**	Shoreline B
1:30-5 PM	**Retailer Council** *(Invitation Only)*	TBD
2:30-4 PM	**AI Council** *(Invitation Only)*	Seaview C
3-3:30 PM	**Break**	Seaview Foyer & Rotunda
3-4 PM	**TVMC** *(Invitation Only)*	Shoreline A
4-5 PM	**R13 Artificial Intelligence**	Seaview C
5-6:30 PM	**Networking Reception**	Seaview Foyer & Rotunda
Thursday, October 2		Location
8 AM-1 PM	**Registration**	Seaview Foyer & Rotunda
7:30-9 AM	**Continental Breakfast**	Tides
9 AM-3 PM	**Video Board** *(Invitation Only)*	Seaview A
9 AM-3 PM	**Retailer Council** *(Invitation Only)*	Seaview B
Noon-1:30 PM	**Lunch**	TBD
2:30-3 PM	**Break**	Seaview Foyer & Rotunda