



Technology & Standards Forum

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

Monday, Sept. 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 <i>(Invitation Only)</i>	Seaview A
2:30-3 PM	Break	Seaview Foyer & Rotunda
3-5 PM	CTA Technology & Standards Leadership Workshop <i>(Invitation Only)</i>	Seaview B
Tuesday, Sept. 30		Location
8 AM-5 PM	Registration	Seaview Foyer & Rotunda
7:30-9 AM	Continental Breakfast	Tides
9 AM-Noon	ATSC TG3 Meeting <i>(Invitation Only)</i>	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 <i>(Invitation Only)</i>	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, Oct. 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

Wednesday, Oct. 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 Physical AI In Action: Transforming Movement, Machines, and Markets This session will explore the explore how innovations in robotics, AI, and automation are transforming markets—enhancing efficiency, reimagining customer engagement, and creating new business models. Experts will discuss the opportunities, challenges, and standards needed to ensure trust, safety, and scalability as physical AI becomes embedded in daily life.	Regency A
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
2:30-3:30 PM	AI Council (Invitation Only)	Seaview C
3-3:30 PM	Break	Seaview Foyer & Rotunda
3-4 PM	TVMC (Invitation Only)	Shoreline A
3:30-4 PM	NIST's AI Program and Response to the Action Plan	Seaview A
4-5 PM	R13 Artificial Intelligence	Seaview C
5-6:30 PM	Networking Reception	Seaview Foyer & Rotunda
Thursday, Oct. 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