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FOR IMMEDIATE RELEASE

KEYNOTE PANEL FOR X CHANGE 2010 WEB ANALYTICS CONFERENCE ANNOUNCED
Analytics Executives from MySpace, MTV Networks and Expedia to Headline Discussion

NOVATO, CA – May 11, 2010 – [Semphonic](#) and [Web Analytics Demystified](#) announced today the keynote panel for [X Change 2010](#), the [Web analytics](#) industry's premier conference, held this year in Monterey, CA this September 20-22. The panel, dubbed "A Conversation with Management," will present analytics executives from [MySpace](#), [MTV Networks](#) and [Expedia](#) discussing the specific challenges each faces in bringing digital insights to their complex and diverse organizations.

The panel features Steve Bernstein, Vice President of Analytics at [MySpace](#), Shari Cleary, Vice President of Digital Research at [MTV Networks](#), and Joe Megibow, Vice President of Global Analytics and Optimization at [Expedia](#).

"Our audience at [X Change](#) consists of sophisticated enterprise managers and senior practitioners in Web analytics," said [Semphonic](#) President Gary Angel. "Our goal with the X Change keynote is to provide a more reflective, personal and conversational forum for leaders in our field. Joe, Shari and Steve have driven measurement success and created widely admired measurement teams, it should be fascinating to get the back-story behind their success."

Eric Peterson, Senior Partner and Founder of conference co-sponsor [Web Analytics Demystified](#), will host the panel. "We're delighted to have Steve, Shari and Joe helping us kick off X Change 2010," said Peterson. "The three have truly distinguished themselves in the field and serve as excellent examples of what so many of our conference participants aspire to. This panel will address topics including staffing for analytical success, technology vendor relationships and managing business expectations in the emerging field of digital measurement."

[X Change](#) is unique in that is structured around nearly 60 conversations among peers on topics including mobile analytics, measuring social media, creating analysis and addressing the challenges associated with building an analytical organization.

"I'm thrilled to be participating in this keynote panel," said Bernstein. "X Change is like no other conference I have been to and is the cream of the crop when it comes to the measurement industry. The level of engagement at X Change is as high as it gets when it comes to a conference. I love the way the all seminar, no lecture format generates genuine debate and discussion."

To register for X Change 2010 please visit: <http://www.semphonic.com/conf>

About Semphonic:

[Semphonic](#) is the world's largest independent [Web analytics](#) consultancy, with headquarters in San Francisco and offices in Boston, New York, Washington, DC and Portland, OR. Founded in

1997, the company has helped leading corporations, government agencies and non-profits achieve measurable improvement in the performance of their web channel. Clients include American Express, Charles Schwab, Genentech, the National Cancer Institute, Sears and Turner Broadcasting. Semphonic is also the driving force behind the premier web analytics conference, X Change. For more information about Semphonic, please visit: <http://semphonic.com>.

About Web Analytics Demystified:

[Web Analytics Demystified](#), founded in 2007, provides objective strategic guidance to companies striving to realize the full potential of their [investment in web analytics](#). By bridging the gap between measurement technology and business strategy, Web Analytics Demystified has provided guidance to hundreds of companies around the world, including many of the best known retailers, financial services institutions, and media properties on the Internet. For more information on Web Analytics Demystified, please visit: www.webanalyticsdemystified.com.

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