



## INTERACTIVE CASE COMPETITION itv works

For Immediate Release

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### **Announcing Media Madness! The Ultimate Media & Tech College Tournament, Now Open for Student Entries**

#### *Interactive Quiz Contest Offers Job Opportunities & Prizes for Students*

MAMARONECK, NY — Interactive TV Works, Inc. exclusive producer of the popular Interactive Case Competition, is announcing its first Media Madness! The Ultimate Media & Tech College Tournament. Media Madness is now open to graduate and undergraduate students who will compete in an online quiz tournament that tests their knowledge of media & tech topics. The students will gain visibility for internship and job opportunities and compete for a \$5,000 First Place Prize.

Starting March 1, student competitors will receive expert insight about broadband, pay TV, streaming, wireless and emerging technologies including artificial intelligence (AI), 5G and the Metaverse. Following a quiz elimination round, finalists will compete in a live online quiz show on April 12, held before a Judges Panel of top executives and an audience including corporate recruiters.

“Media Madness creates a unique fun way to deliver media & tech expertise to students and provide smarter, industry-ready prospects for today’s competitive workforce,” said Craig Leddy, president of Interactive TV Works and founder of the Interactive Case Competition. Now in its 12<sup>th</sup> year, nearly half of student competitors have moved on to jobs with media & tech companies.

MBA, MS and undergrad students in media, marketing, business, technology and engineering programs are encouraged to apply here: [Enter the Madness](#). Students may enter individually or create a team. No fees are required. Entry deadline is February 24.

The 2023 Interactive Case Competition program is underwritten by leading corporate sponsors and industry organizations, so far including: Spectrum, Breezeline, Power & Tel and The Cable Center. Additional sponsors will be announced soon.

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This image may be used to invite students to enter Media Madness.



Students, Judges and producers in the Fall 2022 Interactive Case Competition

## **About Interactive TV Works, Inc. and Interactive Case Competition**

Interactive TV Works, Inc. is an independent consultancy dedicated to promoting understanding and deployment of advanced media technologies and services. Based outside of New York City and led by media & tech authority Craig Leddy, Interactive TV Works provides industry education through unique events, specialized publications and industry classes. Its signature event is the twice-annual Interactive Case Competition, in which students gain expert education about media & tech and opportunities for recruitment. See: [Interactive TV Works](#)

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