FINAL PROGRAM

streaming media east
the business and technology of online video

MAY 10–11, 2011
Hilton New York, NYC

» Over-the-Top Video
» Broadband-Enabled Devices
» Online Video Platforms
» Transcoding in the Cloud
» Enterprise Video
» Mobile Video Strategies
» HTML5 Video

» Webcast Production
» Video Monetization
» Ad Targeting and Formats
» Adaptive Streaming
» Video in Education
» Cord Cutting
» Connected TV Platforms

WWW.STREAMINGMEDIA.COM/EAST
Welcome to

Streaming Media East 2011

Conference and Exhibition

Streaming Media East includes more than 120 speakers in 36 sessions and presentations covering business, technology, and content subjects. Learn firsthand how leading companies are successfully utilizing online video technologies for B2C and B2B applications.

Streaming Media East also features cutting-edge exhibitors and intensive conference program seminars that showcase the best and the brightest minds in the streaming media industry—at the podium, in the exhibit hall, and among the attendees!

Welcome to New York, enjoy the conference, and please let us know if we can assist you at any time.

Dan Rayburn
Conference Chair & Executive Vice President
StreamingMedia.com
Cell: 917-523-4562
## Conference at-a-Glance

### Monday, May 9

**Preconference Seminars (priced separately)**

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<tr>
<td>9:00 a.m. – 12:00 p.m.</td>
<td>Murray Hill A</td>
<td>Murray Hill B</td>
<td>Murray Hill</td>
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<td>1:30 p.m. – 4:30 p.m.</td>
<td>SM1: Upgrading From Windows Media to the Next-Generation Microsoft Media Platform</td>
<td>SM2: Delivering High-Quality Media Within the Enterprise on the Adobe Flash Platform</td>
<td>SM3: Using SharePoint for Video Delivery and Content Management</td>
<td>SM4: Encoding for Flash, Mobile, and HTML5</td>
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### Tuesday, May 10

**Continental Breakfast**

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<td>10:00 a.m. – 10:30 a.m.</td>
<td>Track A: Regent</td>
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<td>11:45 a.m. – 12:30 p.m.</td>
<td>Lunch Break—Visit the Exhibits</td>
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<tr>
<td>12:30 p.m. – 1:45 p.m.</td>
<td>Track B: Nassau</td>
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<tr>
<td>1:45 p.m. – 2:30 p.m.</td>
<td>Track C: Murray Hill</td>
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<tr>
<td>2:45 p.m. – 3:30 p.m.</td>
<td>Coffee Break—In the Exhibit Hall</td>
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<td>3:30 p.m. – 4:00 p.m.</td>
<td>Track D: Gramercy B</td>
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<td>4:00 p.m. – 5:00 p.m.</td>
<td>Track C: Murray Hill</td>
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<td>5:00 p.m. – 6:00 p.m.</td>
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**www.streamingmedia.com/east**
PRECONFERENCE SEMINARS

Monday, May 9

SM1 » Upgrading From Windows Media to the Next-Generation Microsoft Media Platform
9:00 a.m. – 12:00 p.m. » Murray Hill A
Learn how to easily upgrade your Windows Media infrastructure to the next-generation Microsoft core media platform, built on Silverlight, Expression Encoder, and IIS Media Services. See how to easily deliver your existing audio and video content (including Windows Media, MP3, Flash, QuickTime, and other formats). Learn how to create new content at higher quality and with smaller file sizes and then deliver it adaptively, cross-platform and cross-device, at the highest possible quality for each user.
PRESENTER: Chris Knowlton, Senior Program Manager, Microsoft

SM2 » Delivering High-Quality Media Within the Enterprise on the Adobe Flash Platform
9:00 a.m. – 12:00 p.m. » Murray Hill B
In this session, Adobe demos its new Flash Media Server family of products and shows how these products meet the needs of organizations, enabling them to reach their audience both internally and externally with dynamic, high-quality streaming video. Learn how the Flash platform enables simple workflows including the ability to encode once and deliver across different devices.
PRESENTER: Kevin Towes, Product Manager, Flash Media Server, Adobe

SM3 » Using SharePoint for Video Delivery and Content Management
1:30 p.m. – 4:30 p.m. » Murray Hill A
Learn how to use SharePoint to deliver live and on-demand audio and video, and see how you can serve content directly from your SharePoint database or from your media servers and make that content easily searchable. Learn about using SharePoint as your primary media portal, with built-in media players that work across multiple platforms. Find out how you can achieve all of these on your own, or how an enterprise content management partner can help. Finally, we demonstrate a new content management solution from Microsoft that fully integrates SharePoint with the latest Microsoft media platform technologies.
PRESENTER: Chris Knowlton, Senior Program Manager, Microsoft

SM4 » Encoding for Flash, Mobile, and HTML5
1:30 p.m. – 4:30 p.m. » Murray Hill B
Learn the technological fundamentals behind encoding for both H.264 and WebM formats. Learn how to encode H.264 for HTML5 distribution and streaming to iOS and other mobile devices, as well as how to encode it for Flash, including live, on-demand, and RTMP, along with HTTP-based adaptive streaming. For WebM, learn the basics of on-demand streaming, plus get a look at live WebM encoders.
PRESENTER: Jan Ozer, Principal, Doceo Publishing

KEYNOTE SPEAKERS

Keynotes are located in Murray Hill

Eric Kessler
Co-President, HBO
Tuesday, 9:00 a.m. – 10:00 a.m.

Eric Kessler is co-president of HBO, a position he has held since June 2007. Kessler oversees the marketing and worldwide distribution of the HBO and Cinemax brands across all distribution channels and new media platforms. His responsibilities include domestic pay television, the HBO international channels, program licensing, syndication and DVD sales. Kessler’s current focus is the worldwide launch of HBO GO, HBO’s new authenticated streaming service. HBO’s Technology Operations and Information Technology groups also report to him.

Ran Harnevo
SVP, AOL Video
Wednesday, 9:00 a.m. – 10:00 a.m.

Ran is the CEO and co-founder of 5min Media, the largest online video syndication platform, which was acquired by AOL in September 2010. In addition to his role at 5min Media, Ran is the senior vice president of AOL Video, where he leads the company’s efforts to increase video across its sites and oversees the distribution of content from AOL video partners.
TUESDAY, MAY 10

8:00 a.m. – 9:00 a.m.
CONTINENTAL BREAKFAST ➤ Sponsored by interxion ➤ Track A: Regent

9:00 a.m. – 10:00 a.m.
WELCOME & OPENING KEYNOTE ➤ Eric Kessler, Co-President, HBO

10:00 a.m. – 10:30 a.m.
COFFEE BREAK—In the Exhibit Hall ➤ Sponsored by interxion ➤ Track B: Nassau

10:30 a.m. – 11:30 a.m.
A101 ➤ Device Demos: Boxee and Western Digital

B102 ➤ How Video News Has Been Transformed by the Web and Mobile

PRESENTERS:
Marc DeBevoise, SVP, Content Distribution and Marketing, MTV Networks
Jim Funk, VP, Business Development, Roku
Anton Monk, VP Technology, Entropic Communications
Bryan Perez, SVP, GM, NBA Digital
Marc DeBevoise, SVP, Digital Media, Business Development & Strategy, Starz

As the number of broadband-enabled devices invading the living room continues to grow, lots of questions remain about their capabilities. In this session, company executives will demos the Boxee Box by D-Link and the WD TV Live Plus and WD TV Live Hub. Attendees will see these devices in action, learn which content platforms they run, and get their questions answered in a Q&A session.

MODERATOR: Peter Kafka, Senior Editor, All Things Digital

PANELISTS:
Tom Gorke, SVP, Content Distribution and Marketing, MTV Networks
Jim Funk, VP, Business Development, Roku
Anton Monk, VP Technology, Entropic Communications
Bryan Perez, SVP, GM, NBA Digital
Marc DeBevoise, SVP, Digital Media, Business Development & Strategy, Starz

11:30 a.m. – 12:30 p.m.
A102 ➤ Cutting the Cord On TV: Will Online Video Really Lead to Cable’s Demise?

A103 ➤ Enhancing the OTT Experience

B103 ➤ How to Build an HTML5 Video Player

C102 ➤ The Future of Video in Education

D101 ➤ How To: Encoding Video for HTML5

D102 ➤ How To: Building an HTML5 Video Player

MODERATOR: Dan Rayburn, Executive Vice President, StreamingMedia.com

PANELISTS:
Andrew Kippen, VP, Marketing, Boxee
Dale Pistilli, VP, Marketing, Western Digital

PRESENTERS:
Murray Hill

MODERATOR: Dan Rayburn, Executive Vice President, StreamingMedia.com

PANELISTS:
Yaniv Axen, Co-Founder, CTO, SundaySky
Teri Gallo, VP, Marketplace Development, Cadreon
Jeremy Cornfeldt, SVP, Integrated Business Director, Aegis Media
John Nitti, SVP, Managing Director, Integrated Planning, Zenith Media

PRESENTERS:
Chris Bellerjeau, CTS, Columbia Business School, ITG
Rob Lippincott, SVP, Education, PBS
Michael DeMeo, Director, Academic Media Services, New York Law School
Russ Scaduto, Director, Education Technology, Penn State Hershey Medical Center

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B103 » Online Video Platforms: Simplifying the Content Publishing Workflow
Video workflows have become greatly refined over the years, thanks in large part to online video platform providers. While their services have been continually improved and refined to make it easier for content owners to manage their video, the platforms must evolve even further. This session will discuss what the evolution of these services is going to look like, what new functionality customers are looking for, and ways in which the video ecosystem can be further simplified.
MODERATOR: Bruce Alfred, Web Video Consultant, Cobblestone
PANELISTS:
Ron Yekutiel, Chairman, CEO, Kaltura
Nathan Potter, VP, Digital Media Technology, A&E Television Networks
Bill Horn, Technology Manager, Video Desk, The New York Times
Steve Rosenbaum, CEO, Magnify.net

C103 » Challenges, Opportunities, and Best Practices of Enterprise Social Video
Social media and online video are changing the way employees engage and collaborate inside leading organizations. A mobile workforce needs information accessible at any time and from anywhere in the world. In this session you’ll hear from real end users about how they were able to harness the power of online video and Enterprise 2.0 strategies to crowdsource knowledge from employees, increase collaboration, and connect communities.
MODERATOR: Paolo Tosolini, Enterprise Social Video Consultant, Tosolini LLC.
PANELISTS:
Michael Smolens, Founder, CEO, dotSUB
Bob Killmeier, VP, IT Team Lead, Creative Services, Wells Fargo
Jan O’Brian, Executive Director, Unified Communications Product Management, UBS
Jonathan Foster, Content Publishing Manager, Microsoft Office

C104 » Transcoding: In-House or in the Cloud?
Content owners can now choose from a large number of new transcoding solutions including in-house enterprise-class software and hardware appliances; cloud-based solutions; and transcoding services offered by CDNs and other third-party vendors. Given this breadth of choices, choosing the right transcoding mechanism, or combination of mechanisms, has significant impact on the cost, quality, security, and reliability of the overall solution. This session will focus on the benefits and trade-offs of each mechanism and help you select the best solution for your needs.
MODERATOR: Arjun Saksena, Lead Product Manager, Yahoo! Video Platform
PANELISTS:
Karl Wiley, VP, GM of Services, Shutterfly
David Dudas, VP, Video Solutions, Sorenson Media
Michael Christopher, Head of Engineering, SchoolTube

D103 » How To: Encoding Video for iDevices
This seminar starts by detailing the playback specs for all iDevices, old and new. Then, you’ll learn the strategies used by prominent iTunes publishers to serve the complete range of installed Devices. Next, the seminar switches to cellular wireless delivery, with a technical description of Apple’s HTTP Live Streaming, including recommendations for the number of streams and Apple’s encoding parameters. The seminar concludes with a review of encoding options for HTTP Live Streaming and techniques for serving multiple target platforms like Flash and iDevices with one set of encoded H.264 files.
PRESENTER: Jan Ozer, Principal, Dooce Publishing

2:45 p.m. – 3:30 p.m.

A104 » How Streaming Video Is Changing the Television Landscape
Streaming sites like Hulu, CBS, ABC, and others have proven that savvy audiences are turning to their computers for entertainment, and in a way that’s profitable. How are traditional and cutting-edge companies capitalizing on this trend? In addition to providing the content, how are they taking advantage of this “connected” platform as they deliver content? And finally, how might online video based subscription offerings affect cable companies to this new content source?
MODERATOR: Greg Sandoval, Senior Writer, CNET
PANELISTS:
Avner Ronen, CEO, Boxee
Emil Rensing, Chief Digital Officer, EPix
Phil Wiser, Co-Founder, President, Secmi
Jorge Espinel, EVP, Strategy and Corporate Development, News Corp. Digital Media
Alison Moore, SVP, Digital Platforms, HBO

B104 » Strategies for Preparing Your Video for Tablets and Mobile Devices
If you distribute or produce content that will be digitally consumed, you are faced with preparing your media for a multitude of screens. From Android-based tablets to the iPad, iPhone 4, and beyond, mobility is the new video frontier. So what’s the right strategy to reach all these devices? How many variants of one clip must a publisher create? Which platforms will yield the greatest uptake? In this session, industry leaders with hands-on experience answer these questions and provide a best practices approach to help you develop your content to multiple devices.
MODERATOR: Matt Smith, Systems Architect, Cisco Systems
PANELISTS:
Peter Scott, Executive Director, Digital Partnerships, Turner Broadcasting
John Caldwell, President, National Geographic Digital Media
Glenn Goldstein, VP, Video Technology and Strategy, MTV Networks Digital Media
Gary Kahn, President, Zeitbyte

C105 » Device Demos: Apple, Roku, Microsoft, Sony
With so many broadband-enabled devices in the market, trying to determine what each one offers in the way of streaming quality and content inventory can be quite confusing. In this special session, Dan Rayburn will present hands-on demos showcasing multiple devices, including the Apple TV, Roku XDS, Microsoft Xbox 360 and Sony PlayStation 3. Attendees will see these devices in action, learn which content platforms they run, and get their questions answered in a Q&A session.
PRESENTER: Dan Rayburn, Executive Vice President, StreamingMedia.com

4:00 p.m. – 5:00 p.m.

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PRESENTER: Dan Rayburn, Executive Vice President, StreamingMedia.com

B105 » Winners and Losers in Over-the-Top Video
Smart TVs have joined new set top boxes, Blu-ray Players, game consoles, and media center PCs as ways for internet-streamed video to reach the big screen. But with so many choices, how do you pick which ones to develop for, which ones to deploy on, and which ones to ignore? This session explores everything from the possible emergence of a standard stack for Smart TVs to handicapping Roku, Boxee, Google TV, and more. We’ll also explore best practices in developing apps that work across many of these devices.
MODERATOR: Jim Louderback, CEO, Revision3
PANELISTS:
Tara Mastra, VP, GM, Content Services, Ad Sales, TiVo
Justin Eckhouse, Senior Product Manager, Emerging Media Platforms, CBS Interactive
Jeremy Toeman, Founding Partner, StageTwo
Edward Lichty, GM, VUDU

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TUESDAY, MAY 10

C105  Enterprise Video: Phase Two
Sponsored by Adobe

Now that organizations are showing proficiency in creating video-based content and even enabling employees to contribute user-generated video, how do you develop communication strategies for this content? And, as companies amass hundreds or even thousands of hours of video, how does the enterprise manage, secure, and govern it all? Come hear these issues and others discussed by a group of enterprise content owners and hear what the future holds for enterprise video communication.

MODERATOR: Patty Perkins, Team Leader, Wells Fargo Creative Services Technology, Wells Fargo
PANELISTS:
David Birnbaum, VP, Learning, Coldwell Banker
Jonathan Hurd, Director, Altman Vilandrie & Company
John Clancy, CEO, Azuki Systems
B201  Monetizing Over-the-Top Video: A View From Both Sides
Companies can choose from a variety of business models to monetize OTT video: video ads, subscriptions, pay-to-own—the list goes on. This presentation will consider the trade-offs faced by content owners and the pros and cons of content bundle vs. à la carte offerings. We'll also examine the issues from a service provider perspective, including opportunities to adapt offers by consumer segment, by content type (e.g., live sports, movies, TV shows), and across platforms including "TV Everywhere." Following the main presentation, Azuki Systems CEO John Clancy will join for a Q&A session to provide additional industry perspective.

PANELISTS:
Jonathan Hurd, Director, Altman Vilandrie & Company
John Clancy, CEO, Azuki Systems

D105  The Business Case for HTML5 Video
With major media sites such as YouTube, The New York Times, Flickr, The Wall Street Journal, CNN, and Vimeo now offering HTML5 video players, and Safari, Chrome, Firefox, and Opera web browsers rapidly adding HTML5 features, it’s time to consider what HTML5 offers in comparison to competing proprietary technologies such as Adobe Flash, Microsoft Silverlight, and Sun’s JavaFX. What are the implications for your business? What tools are available for effectively using HTML5 multimedia elements? What are the tradeoffs? This session will look at the current state of the market, and discuss how you can expect HTML5 video to impact your business.

MODERATOR: Shay David, Co-Founder, Chief Revenue Officer, Kaltura
Additional speakers to be announced

5:00 p.m. – 6:00 p.m.
NETWORKING RECEPTION—In the Exhibit Hall

Sponsored by:

WEDNESDAY, MAY 11

8:00 a.m. – 9:00 a.m.
CONTINENTAL BREAKFAST  Sponsored by interxion

9:00 a.m. – 10:00 a.m.
WELCOME & KEYNOTE  Ran Harnevo, SVP, AOL Video

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PANELISTS:
Jonathan Hurd, Director, Altman Vilandrie & Company
John Clancy, CEO, Azuki Systems

C201  How To: Enterprise Video Case Studies
This session presents case studies from Boeing, Motorola, and Memorial Sloan-Kettering Cancer Center showcasing their use and deployment of video for live and on-demand applications. Attendees can learn about webcasting workflows, on-demand applications, and ways these companies are using video today to improve communications, increase efficiency, and enhance their businesses.

MODERATOR: Patty Perkins, Team Leader, Wells Fargo Creative Services Technology, Wells Fargo
PRESENTERS:
Darrell Prowse, Senior Webcast Video Producer, Boeing
Colin Evans, Senior IT Systems Specialist, Motorola Mobility
Kirk Wynter, Manager OR-Information Technology Support, Memorial Sloan-Kettering Cancer Center

D201  Debunking HTML5 Video Myths: A Guide for Video Publishers
Now that Google has made the decision to remove H.264 from Chrome, it’s more important than ever to pick the right video formats for online video distribution. Many claims about HTML5 have been laid down by both standards and Flash proponents, and not all of them are based on fact. In this session, we walk you through the capabilities of HTML5 and the Flash platform as well as the codecs they support, including WebM and H.264. Learn the effect HTML5 will have on video encoding and distribution in the future and how HTML5 may impact your business.

PRESENTER: Robert Reinhardt, Creator, videoRx.com

11:45 a.m. – 12:30 p.m.
A202  The Impact of Broadband-Enabled TVs, Gaming Consoles, and Devices
With the number of new broadband-enabled TVs and Blu-ray Players being sold, along with devices such as the Xbox, Roku, TiVo, and PS3, consumers now have many ways to get their video fix. So what are the new business models that will be created around these new devices? What hurdles need to be overcome so that content can be monetized for multiple platforms? Explore with this panel the role of current consumer entertainment devices in this new convergent world and how these devices will play together to offer a superior video experience.

MODERATOR: Dan Frommer, Deputy Editor, The Business Insider
PANELISTS:
Paul Wehrley, Co-Founder, C00, Clicker
Neil Davis, Head of Corporate and Digital Development, Blockbuster
Eric Anderson, VP, Content & Product Solutions, Samsung
Mike Moreno, Program Manager, Zune Video

SESSION ROOMS
Keynotes Murray Hill
Track A Regent
Track B Nassau
Track C Murray Hill
Track D Gracemcy B

All conference sessions will take place on the 2nd floor.
**B202  Open Distribution Versus Premium Monetization: Striking the Right Balance**

Content producers need to distribute their content as widely as possible in order to build a brand, grow an audience, and augment revenues. But in a world with infinite UGC and reduced barriers to entry for professional producers, there doesn’t seem to be enough advertising to support the ever-increasing supply of content. In this session, we examine the different strategies required at various stages in a content producer’s lifecycle to achieve the above objectives without diluting leverage and pricing power for securing various revenue streams on multiple platforms.

**MODERATOR:** Ashkan Karbasfrooshan, CEO, WatchMojo.com

**PANELISTS:**
- Brett Wilson, CEO, Co-Founder, Tubemogul
- Bradford Matson, CMO, Bluefly
- Paul Kontonis, VP Group Director, Brand Content, The Third Act, Digitas
- Lance Podell, Director, Global Head, Next Lab and Audience Development, YouTube/Next Networks

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**C202  How To: Technical Set-Up of Live Streaming Production**

This session provides tips and tricks, best practices, and lessons learned regarding the technical set-up of live streaming production. Learn how to stream multiple formats from a single encoder, use social networking overlays, leverage adaptive bitrate streaming, and transition between live streams from multiple camera angles using multi-encoder synchronization. Come learn how to deliver interactive, high-quality experiences for your next live event.

**PRESENTER:** Rob Roskin, Senior Manager, Video Operations and Emerging Technologies, MTV Networks

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**D202  Beyond Playback: The Path to Full Featured HTML5 Video Experiences**

The first generation of HTML5 video technology has been focused on just getting video to play. Things like video analytics, advertising, live streaming, content protection, and player UI customization have lagged behind. In this session, a panel of industry experts will share perspectives on how these gaps can be addressed, both now and in the future. The panel will dispel myths about what HTML5 can and cannot do today and offer predictions for the state of HTML5 video experiences in the next 2-3 years.

**MODERATOR:** Jeff Whatcott, SVP Global Marketing, Brightcove

Additional speakers to be announced

12:30 p.m. – 1:45 p.m.

**LUNCH BREAK**—Visit the Exhibit Hall

1:45 p.m. – 2:45 p.m.

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**A203  Building a Content Brand Using Social Media**

This session discusses and demonstrates ways content owners can use social media platforms to generate awareness for their video library. Learn the best practices for building a fan base with Twitter and Facebook as well as ways to augment your core brand via mobile devices and apps. Speakers also discuss some of the most successful ways to package your brand to sponsors.

**MODERATOR:** Roxanne Reid, Senior Director, Video Department, HowStuffWorks.com

**PANELISTS:**
- Jesse Redniss, VP Digital, USA Network
- Hardie Tankersley, VP, Online Content, FOX Broadcasting
- Paul Slavin, SVP, ABC Digital
- Eric Mortensen, Director of Content, blip.tv

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**B203  Monetization and Video Advertising Formats**

For all the buzz about online video advertising, most content owners have yet to be able to turn their online video from cost center to profit center. Still, strong signals suggest that video monetization is around the corner, provided content owners don’t pull back in today’s tight economy. What will it take to reach that tipping point, and what direct cost and revenue impact will it have on content owners? With all the different ad formats on the web today, which ones have the greatest ability to help content owners monetize content and why?

**MODERATOR:** Jamison Tilsner, Evangelist, Business Development, Kantar Video

**PANELISTS:**
- Seth Brickman, Sr. Business Manager, MSN/Bing Video, Microsoft
- David Kohl, EVP, Sales and Customer Operations, VEVO
- Matt Blasco, Associate Director, Digital Analytics, Euro RSCG

**C203  How To: Encoding for Adaptive Streaming**

This seminar identifies the most relevant adaptive streaming technologies and details the most critical factors for comparing them. Next, the seminar details how to choose the ideal number of streams and key encoding parameters. Then it provides an overview of options for encoding and serving the streams, and closes by describing techniques for serving multiple target platforms like Flash and iDevices with one set of encoded H.264 files.

**PRESENTER:** Jan Ozer, Principal, Doceo Publishing

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**D203  Demos: New Products for Encoding and Delivering HTML5-Compatible Video**

This session features presentations of new products that deliver video compatible with HTML5 devices and browsers. Vid.ly, a new service from Encoding.com, allows content owners to generate a short URL for each source video and Vid.ly automatically delivers the optimized video for the right device. Flumotion will showcase a new live transcoding service that provides multiple outputs in real-time from a single source stream. The cloud-based service enables companies of any size to move to HTML5-compatible live video by supporting output formats such as WebGL and H.264.

**MODERATOR:** Dan Rayburn, Executive Vice President, StreamingMedia.com

**PRESENTERS:**
- Jeff Malkin, President, Encoding.com
- Thomas Vander Stichele, Co-founder and CTO, Flumotion

2:45 p.m. – 3:15 p.m.

**COFFEE BREAK**—In the Exhibit Hall

3:15 p.m. – 4:15 p.m.

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**C204  How Old Media Is Embracing Online Video and New Media**

This session discusses how converging media technologies are redefining traditional distribution methods; how interactive and on-demand services are changing; and how entertainment and news video is being consumed. Come hear from some of the leading publishers, broadcasters, and advertisers about the impact that video and new media is having upon their business models.

**MODERATOR:** Jose Castillo, President, thinkjose

**PANELISTS:**
- Michael Dunn, CTO, Hearst Interactive Media
- Gannon Hall, SVP, Global Marketing, Kit Digital
- Mark Lukasiewicz, VP, NBC News Specials and Digital Media

3:15 p.m. – 4:15 p.m.

---

**D204  HTML5 and Web Video Standards**

As video becomes increasingly important on the web, content providers, browser developers, and end users can no longer afford to have the primary video delivery mechanisms locked up in standards that cannot be adapted to new environments. This is especially true for emerging technologies such as mobile video and cross-device video technologies. HTML5 Video might be the answer, and we’ll discuss what it is, the challenges it faces, and how it affects other formats such as Flash and Silverlight, as well as how leading platforms and web giants such as Google, Mozilla, and Apple are supporting it.

**MODERATOR:** Tim Napoleon, Co-Founder, President, Alldigital

**PANELISTS:**
- Sy Choudhury, Director of Product Management, Web Technologies, Qualcomm CDMA Technologies
- Joe Inzerillo, SVP, MLB.com
- Erin Quist, VP, Publisher Solutions, EyeWonder
- Ben Rolling, VP, Development, AEG Digital Media

---

**CHECK** [WWW.STREAMINGMEDIA.COM/EAST](http://WWW.STREAMINGMEDIA.COM/EAST) for conference updates.
SPEAKER DIRECTORY

Chris Actis
SVP, Digital Director, MediaVest

Bruce Alfred
Web Video Consultant, Cobblestone Films

Eric Anderson
VP, Content and Product Solutions, Samsung

Yaniv Axen
Co-Founder, CTO, SundaySky

Richard Banse
Enterprise Technology Programs Manager, Lockheed Martin

Chris Bellerjeau
CTS, Columbia Business School, ITG

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VP, Learning, Coldwell Banker

Matt Blasco
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David Boyll
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Seth Brickman
Sr. Business Manager, MSN/Bing Video, Microsoft

Sean Brown
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John Caldwell
President, National Geographic Digital Media

Rob Calem
Writer, CE Pro

Jose Castillo
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Michael Christopher
Head of Engineering, SchoolTube

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CEO, Azuki Systems

Jeremy Cornfeldt
SVP, Integrated Business Director, Aegis Media

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Co-Founder, Chief Revenue Officer, Kaltura Inc.

Neil Davis
Head of Corporate and Digital Development, Blockbuster

Rob Davis
Partner, Interactive Marketing Director

Marc DeBevoise
SVP, Digital Media, Business Development & Strategy, Starz

Michael DeMeo
Director, Academic Media Services, New York Law School

David Dudas
VP, Video Solutions, Sorenson Media

Craig Duff
Multimedia Director, Time Magazine

Michael Dunn
CTQ, Hearst Interactive Media

Justin Eckhouse
Senior Product Manager, Emerging Media Platforms, CBS Interactive

Jorge Espinel
EVP, Strategy and Corporate Development, News Corp. Digital Media

Colin Evans
Motorola, Senior IT Systems Specialist, Motorola Mobility

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Teri Gallo
VP, Marketplace Development, Cadreon

Glenn Goldstein
VP, Video Technology and Strategy, MTV Networks Digital Media

Tom Gorke
SVP, Content Distribution and Marketing, MTV Networks

Teg Grenager
Co-Founder, VP, Product, Adap.tv

Gannon Hall
SVP, Global Marketing, KIT Digital

Ran Harnevo
SVP, AOL Video

Steve Heffernan
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Bill McCandless  
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Co-Founder, VP, Technology, Entropic Communications

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Eric Mortensen  
Director of Content, blip.tv

Tim Napoleon  
Co-Founder, President, Alldigital

Mike Newman  
VP, GM, Video Content Management and Delivery, Polycom

John Nitti  
SVP, Managing Director, Integrated Planning, Zenith Media

Ian O’Brien  
Executive Director, Unified Communications Product Management, UBS

Jan Ozer  
Principal, Doceo Publishing

Bryan Perez  
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Systems Architect, Cisco Systems

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Founder, CEO, dotSUB

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Jim Spencer  
CEO, Newsy

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Jeff Whatcott  
SVP, Global Marketing, Brightcove

Jeroen Wijering  
Chief Digital Architect, LongTail Video

Karl Wiley  
VP, GM of Services, Shutterfly

Brett Wilson  
Co-Founder, CEO, TubeMogul

Kirk Winter  
Manager, OR-Information Technology Support, Memorial Sloan-Kettering Cancer Center

Phil Wiser  
Co-Founder, President, Sezmi

Ron Yekutiel  
Chairman, CEO, Kaltura Inc.
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EXHIBIT HOURS

Tuesday, May 10 ................................................. 10:00 a.m. – 6:00 p.m.
Networking Reception ..................................... 5:00 p.m. – 6:00 p.m.
Wednesday, May 11 ........................................... 10:00 a.m. – 4:00 p.m.
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Polycom Video Content Management integrates Polycom’s leading, open-standards UC Intelligent Core™ and market leading UC endpoints with the award-winning Accorden video content management platform, including capture solutions for all major video use cases. The Microsoft-based Accordent platform strengthens and complements Polycom’s deep native integration with Microsoft Lync and SharePoint.

PowerStream
3331 W. Big Beaver Rd., STE 211
Troy, MI 48084
PH: 800-842-1015
FAX: 425-920-7495
www.PowerStream.net

Booth #401
No Contract — No Attitude — No Problem. For over a decade PowerStream has backed its Streaming Content Delivery Network with knowledgeable people who put service first. Our customers confirm this statement by consistently voting us a top North American CDN in Streaming Media’s annual Readers’ Choice Awards. PowerStream enables corporations, organizations, institutions...
and government agencies of all sizes to deliver content anywhere in the world with virtually any streaming technology. Talk to us today — put our knowledge, network, and products to work for you.

**RealGravity**
5405 Wilshire Boulevard, Suite 318
Los Angeles, CA 90036
PH: 415-785-4406
www.realgravity.com

Gold Sponsor
Booth #114
RealGravity is an online video marketplace that makes publishing and syndicating video simple and profitable. Publishers get immediate access to high-quality, multi-category video content, and an intuitive publishing platform, and content providers can syndicate their content to any site on the web and get paid for its use. Pricing is transparent, contracts are month-to-month, and customer support is easy to access. If you have no ad sales team, RealGravity will sell your inventory for you, and pass through 100% of the revenue. RealGravity makes it possible for any site to make money from online video, right now.

**RealNetworks, Inc.**
2601 Elliott Avenue
Seattle, WA 98121
PH: 206-674-2700
FAX: 206-674-2698
www.realnetworks.com

Booth #111
The Helix Media Delivery Platform from RealNetworks sets the industry standard for reliability, interoperability, performance, customer support, operating simplicity and best TCO. End-to-end streaming solutions for government, education and enterprises include mobile TV, distance learning, personalized video portal, CEO announcements, earnings calls, radio and TV broadcasting and more. Contact us for a free assessment of your streaming media infrastructure.

**RealEncode Video Encoding Solutions**
Smart Encode, Inc.
713 W. Duarte Road, G338
Arcadia, CA 91007
PH: 888-407-3820
FAX: 800-291-5917
www.smartencode.com

Booth #209
Smart Encode, Inc. builds custom encoding systems to capture and digitize video and audio presentations. Our systems are cost-effective solutions that can integrate into simple and complicated room environments. We currently offer the Smart PiP Encoder capable of picture in picture video switching and capturing and text overlays, all in one simple-to-use system.

**Sonic Foundry**
222 West Washington Ave.
Madison, WI 53703
PH: 608-443-1600
FAX: 608-443-1601
www.sonicfoundry.com

Booth #113
Recognized as the global leader for webcasting, lecture capture and knowledge management, Mediasite provides the complete platform to record, stream, archive, manage and track rich media presentations that combine high-quality video with any presentation images. Mediasite is a four-time winner of the Streaming Media Readers’ Choice Award for Best Webcasting Solution.

**Sorenson Media**
13961 Minuteman Drive, Suite 100
Draper, UT 84020
PH: 801-501-8650
FAX: 801-939-8188
www.sorensonmedia.com

Booth #313
Sorenson Media provides an ecosystem of software and services — everything businesses need for online video — in the highest quality.

**SRS Labs, Inc.**
2909 Daimler Street
Santa Ana, CA 92705
PH: 949-442-1070
FAX: 949-852-1099
www.srslabs.com

Booth #223
SRS Labs holds over 150 worldwide patents and is recognized as the industry leader in audio enhancement, surround sound and voice processing technologies for CE products. Designed for streaming content and digital downloads, SRS 5.1 Surround brings HD-quality audio creation, transmission and rendering technologies and tools to the four screens: TV, PC, mobile and auto.

**SPOONTENCODE**
713 W. Duarte Road, G338
Arcadia, CA 91007
PH: 888-407-3820
FAX: 800-291-5917
www.smartencode.com

Booth #216
Splitcast Technology provides a broad range of solutions specifically developed for live streaming broadcasts where interactive and social features are a must. Our unique proprietary technology eliminates the stream playback delay which is accumulated in different levels on all viewers, causing audience communication to be chaos and completely killing interactivity and social features. Splitcast customers achieve high-quality live streaming with perfect stream playback synchronization of their contents to massive audiences under a monitored QoS, low bandwidth consumption on server-side, easy deployment, and intuitive interface compatible with all existing infrastructures. Splitcast allows your content to become interactive, participative and social!

**TalkPoint**
848 Gold Flat Road
Nevada City, CA 95959
PH: 530-470-1300
FAX: 530-470-2060
www.talkpoint.com

Booth #201
TalkPoint provides technology and services for interactive webcasting and virtual meetings. With over a decade of experience, TalkPoint has developed the most robust, scalable, interactive webcasting platform in the industry. We offer live and on-demand video or audio webcasting for all of your communication needs.

**Telestream**
848 Gold Flat Road
Nevada City, CA 95959
PH: 530-470-1300
FAX: 530-470-2060
www.telestream.net

Booth #212
Telestream provides world-class live and on-demand video tools and workflow solutions. Our products span the entire digital media lifecycle, including video capture, live and on-demand encoding and transcoding, delivery, and live streaming, as well as management and automation of the entire workflow.

**Twistage**
29 Broadway, 30th Floor
New York, NY 10006
PH: 212-909-2900
FAX: 212-909-2901
www.twistage.com

Booth #303
Video workflow solved. Twistage manages your relationship to the rest of the video ecosystem. No matter how much that ecosystem evolves, Twistage lets you keep your workflow in place, regardless of which technology partners you keep and which ones you don’t. The
Twistage platform acts as the glue for a cohesive workflow, adapting to your demands, not the other way around.

Unicorn Media
24 W. 5th Street
Tempe, AZ 85281
PH: 480-214-6464
FAX: 480-214-4890
www.unicornmedia.com
Booth #213

Unicorn Media, Inc. is a next-generation online video platform that enables customers to profitably manage, syndicate and analyze their media assets across all internet-connected devices. Unicorn lowers the cost of video management and improves revenue generation capabilities through actionable real-time information.

VBrick Systems
12 Beaumont Road
Wallingford, CT 06492
PH: 203-265-0044
FAX: 203-265-6750
www.vbrick.com
Booth #119

VBrick is the leader in enterprise IP video solutions, with over 9,000 customers and 60,000 installations worldwide. VBrick streamers both live and on-demand rich media communications — inside and outside the firewall — simultaneously. Applications include meeting and event broadcasts, distance learning, TV distribution, and internet-based webinars.

Voped
19415 Deerfield Avenue, Suite 212
Lansdowne, VA 20176
PH: 703-858-0199
FAX: 571-223-0052
www.voped.com
Booth #305

VOPED, the video platform solutions company, offers applications and services to manage, publish, and monetize online video. VOPED’s turnkey online pay per view system for live streaming and video on-demand delivers streaming revenue — now for mobile, too! Get the most affordable, feature-rich video platform on the market.

Watchitoo Inc.
24 West 40th, Floor 14
New York, NY 10018
PH: 646-430-7319
www.watchitoo.com
Booth #202

Watchitoo provides the industry’s first true real-time social collaboration platform that anyone can embed in their website. Using patent-pending multistreaming technology, the company allows any size group to connect, share any type of media, see one another talk and text/chat in real-time using nothing more than a web browser. There is nothing to download and nothing to configure.

Voped media systems
1153 Bergen Parkway, #181
Evergreen, CO 80439
PH: 888-778-7997
FAX: 408-904-5396
www.wowzamedia.com
Booth #500

Wowza Media Systems makes unified media server software platforms for industrial-strength streaming on any screen. More than 70,000 global licensees use Wowza Media Server software for delivering content to desktop, mobile and living room users across many media platforms — Flash, Silverlight, Apple iOS, Android, Blackberry, IPTV set-tops and more.

VIDIZMO
47378 Westwood Pl
Sterling, VA 20165
PH: 703-783-0775
FAX: 703-783-0775
www.vidizmo.com
Booth #212

VIDIZMO’s Online Video Platform and Portal: Create, edit, host, manage, publish, monetize, distribute and stream live and on demand interactive video, rich media and PowerPoint to private and public audiences. Best fit for corporate, business, and marketing and training — Connects with enterprise IT infrastructure, Single SignOn, SharePoint and websites.

Voped media systems
1153 Bergen Parkway, #181
Evergreen, CO 80439
PH: 888-778-7997
FAX: 408-904-5396
www.wowzamedia.com
Booth #500

Wowza Media Systems makes unified media server software platforms for industrial-strength streaming on any screen. More than 70,000 global licensees use Wowza Media Server software for delivering content to desktop, mobile and living room users across many media platforms — Flash, Silverlight, Apple iOS, Android, Blackberry, IPTV set-tops and more.