MONDAY November 7 (priced separately)

- Olympic Ballroom I, Plaza Level
  - SM1: Encoding for Flash, Mobile, and HTML5
  - SM3: Video Production for Streaming

- Olympic Ballroom II, Plaza Level
  - SM2: Live Broadcasting: How-To Examples Using the Microsoft Media Platform
  - SM4: Using Adobe Flash Media Server to Deliver Live and On-Demand Video

TUESDAY November 8

- WELCOME & OPENING KEYNOTE • Susan Panico, Senior Director, PlayStation Network

- COFFEE BREAK in the exhibit hall

- TRACK A • Los Angeles Room
  - A101: Facebook: Transforming the Future of Online Media
  - A102: Google TV Demo: The New World of Smart TVs

- TRACK B • Beverly Hills Room
  - B101: How the Cable Industry Is Changing the Way Video Is Delivered
  - B104: Data vs. Content: Who's the Real Star of Online Video?

- TRACK C • Pacific/Palisades Room
  - C101: How-To: Encoding for Adaptive Streaming
  - C102: Best Practices for Enterprise Communications

- LUNCH BREAK visit the exhibit hall

- TRACK A • Los Angeles Room
  - A103: Simplifying the Multiformat Video Workflow
  - A104: Data vs. Content: Who's the Real Star of Online Video?

- TRACK B • Beverly Hills Room
  - B103: An Open Dialogue Between Video Ad Buyers and Sellers
  - B104: How-To: Technical Set-Up of Live Streaming Production

- TRACK C • Pacific/Palisades Room
  - C103: The Digital Living Room
  - C104: MPEG-DASH: Driving the Growth of Streaming Using the HTTP Standard

- COFFEE BREAK in the exhibit hall

- A105: Traditional TV vs. the Connected Living Room – Who Will Win?
  - B105: Making a Living on YouTube

- NETWORKING RECEPTION in the exhibit hall • Sponsored by

WEDNESDAY November 9

- KEYNOTE • Matthew Strauss, SVP, GM, Comcast Interactive Media

- COFFEE BREAK in the exhibit hall

- TRACK A • Los Angeles Room
  - A201: Cranking Up the Content Machine
  - A202: The Business of Premium Online Video

- TRACK B • Beverly Hills Room
  - B201: Best Practices for Live Streaming
  - B202: Cutting the Cord On TV: Will Online Video Really Lead to Cable’s Demise?

- TRACK C • Pacific/Palisades Room
  - C201: Webcasting Tips and Tricks From the Enterprise
  - C202: Cloud Demos: Amazon CloudFront and Windows Azure

- Streaming Media Magazine’s Readers’ Choice Awards Luncheon

- A203: Strategies for Preparing Your Video for Tablets and Mobile Devices
  - B203: How Streaming Video Is Changing the Television Landscape

- COFFEE BREAK in the exhibit hall

- A204: How Old Media Is Embracing Online Video and New Media

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