2011 final program

streaming media west
the business and technology of online video

NOVEMBER 8 – 9
Hyatt Regency Century Plaza
Los Angeles, CA

- Learn what you need to know to make streaming work — from content capture and creation to distribution and management
- Get in-depth training on online video technology and applications in intensive preconference seminars
- Learn about the new business and distribution models for online video
- Gain access to the Exhibit Hall featuring major streaming and online video vendors
- Network with your colleagues, peers, and experts in online video

KEYNOTE SPEAKERS

Susan Panico
Senior Director, PlayStation Network

Matthew Strauss
Senior Vice President and General Manager, Comcast Interactive Media

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www.streamingmedia.com/west
Streaming Media West includes over 100 speakers in 32 sessions and presentations covering Business, Technology, and Content subjects. Learn first hand how leading companies are successfully utilizing online video technologies for B2C and B2B applications.

Based on previous attendee feedback, this year’s conference sessions feature more video demonstrations showcasing real-world examples of content in action. Streaming Media West 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 Los Angeles, enjoy the conference and please let us know if we can assist you at any time.

Dan Rayburn
Conference Chairman & Executive Vice President
StreamingMedia.com

General Information

Location Key
Track A  I Los Angeles
Track B  I Beverly Hills
Track C  I Pacific/Palisades

Continental Breakfast & Breaks
A continental breakfast will be provided for conference attendees each morning before the keynote session from 8:00 a.m. – 9:00 a.m. Check your program for additional morning and afternoon break times and locations.

Exhibit Hall Hours
Tuesday, November 8 ........................................10:00 a.m. – 6:00 p.m.
Networking Reception ..................................5:00 p.m. – 6:00 p.m.
Wednesday, November 9 ................................10:00 a.m. – 4:00 p.m.

Email Stations  Sponsored by Clipstream
Email stations will be available for attendee use in the Exhibit Hall during regular exhibit hall hours.

Power Lounges  Sponsored by edgecast
Need a place to power up your laptop or other mobile device? Visit the power lounges located in the exhibit hall. (Device chargers not provided.)

Networking Reception in the Exhibit Hall  Sponsored by Adeo
Tuesday, November 8  5:00 p.m. – 6:00 p.m.
Join your fellow conference attendees, speakers, and exhibitors on Tuesday evening for a special networking reception. Enjoy light hors d’oeuvres and drinks while getting a firsthand look at the leading software, hardware, and network solutions and services in the streaming media industry.

Streaming Media Magazine’s Readers’ Choice Awards Luncheon
Wednesday, November 9  12:45 p.m.  Los Angeles Ballroom
Join Streaming Media magazine for lunch as they honor the winners of the 4th annual Readers’ Choice Awards.

Red Carpet Interviews  Brought to you by Front Porch Digital
Visit the Red Carpet stage in the Exhibit Hall where StreamingmediaTV will be interviewing key speakers, attendees, and vendors. Much of what breaks at the show is announced here first! After the show, watch all the video interviews at www.streamingmedia.com/StreamingMediaTV. Have an announcement or a specific topic you’d like to discuss on Streaming MediaTV during the show? Email our Editor, erics@streamingmedia.com with your request ... we’ll make you famous.

Streaming Sessions
All conference sessions will be archived and available on-demand after the conference at www.streamingmedia.com/videos.

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www.streamingmedia.com/west
MONDAY  

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

LUNCH BREAK visit the exhibit hall

A103 Simplifying the Multiformat Video Workflow

A104 Data vs. Content: Who’s the Real Star of Online Video?

COFFEE BREAK in the exhibit hall

A105 Traditional TV vs. the Connected Living Room – Who Will Win?

A106 How Old Media Is Embracing Online Video and New Media

TUESDAY  

COFFEE BREAK in the exhibit hall

TRACK B  
Beverly Hills Room

B101 How the Cable Industry Is Changing the Way Video Is Delivered

B102 Driving Video Views & Engagement With SEO & Social Media

LUNCH BREAK visit the exhibit hall

B103 An Open Dialogue Between Video Ad Buyers and Sellers

B104 How-To: Technical Set-Up of Live Streaming Production

COFFEE BREAK in the exhibit hall

B105 Making a Living on YouTube

B106 How Streaming Video Is Changing the Television Landscape

WEDNESDAY  

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

A203 Strategies for Preparing Your Video for Tablets and Mobile Devices

LUNCH BREAK visit the exhibit hall

A204 How Old Media Is Embracing Online Video and New Media

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?

B203 How Streaming Video Is Changing the Television Landscape

COFFEE BREAK in the exhibit hall

B204 How Old Media Is Embracing Online Video and New Media

GET CONNECTED!  
Ramp up your Streaming Media West experience by connecting with other attendees and speakers today.  
DON'T MISS A MOMENT!
**SM1 - Encoding for Flash, Mobile, and HTML5**

9:00 a.m. – 12:00 p.m. • Olympic Ballroom I, Plaza Level

Learn the technological fundamentals behind encoding for both H.264 and WebM formats. You'll 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, as well as HTTP-based adaptive streaming. For WebM, you'll learn the basics of on-demand streaming, plus get a look at live WebM encoders. Finally, you'll learn how the various H.264 and WebM encoding tools compare in regards to performance, quality, and features.

PRESENTER: Jan Ozer, Principal, Doceo Publishing

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**SM2 - Live Broadcasting: How-To Examples Using the Microsoft Media Platform**

9:00 a.m. – 12:00 p.m. • Olympic Ballroom II, Plaza Level

If you need to create live broadcasts with the Microsoft Media Platform, this is the workshop for you. We'll walk through how-to demonstrations for multiple live video scenarios, including live camera feeds, screen captures, multiple sources, on-site encoding, interstitial advertising, rough cut video editing, and more. We'll also cover cloud-based encoding/transcoding, CDN delivery, intranet caching, SharePoint portals, live DVR playback, several flavors of dynamic adaptive streaming over HTTP, and delivering to Apple iOS and Android devices.

PRESENTER: Chris Knowlton, Senior Program Manager, Microsoft

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**SM3 - Video Production for Streaming**

1:30 p.m. – 4:30 p.m. • Olympic Ballroom I, Plaza Level

Producing top-quality Web video involves multiple skills, including setting the scene (choosing your backgrounds, clothing, and positioning); lighting; shooting the video; scaling and preprocessing the video to the target resolution; and finally, encoding. This seminar illustrates each step with real-world examples and checklists for encoding into Flash and Windows Media formats. It will outline procedures and describe how producing for the Web differs from producing for broadcast, DVD, and other more traditional distribution outlets.

PRESENTER: Jan Ozer, Principal, Doceo Publishing

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**SM4 - Using Adobe Flash Media Server to Deliver Live and On-Demand Video**

1:30 p.m. – 4:30 p.m. • Olympic Ballroom II, Plaza Level

Adobe's Flash Media Server offers a unique combination of powerful streaming and a flexible environment for creating and delivering engaging media experiences to the broadest possible audience. Attendees will learn about HD-quality video, integrated live video streams, delivery to mobile devices (including iOS), and deeper interactivity through an extensible plug-in architecture. This session will also cover new features that include enhanced content protection with encrypted streaming, increased performance, and new logging/measurement tools to maximize the return on content investment.

PRESENTER: Kevin Towes, Product Manager, Flash Media Server, Adobe
**welcome & opening keynote**

9:00 a.m. – 10:00 a.m.

Susan Panico, Senior Director, PlayStation Network

Susan Panico serves as Sony Computer Entertainment America’s senior director of the PlayStation Network (PSN), leading the team responsible for creating a dynamic hub for online and digital entertainment delivery services for the company. In her role as senior director, Susan oversees the network business strategy, operations, content strategy and marketing across PSN services, including the PlayStation Store and PlayStation Home. Panico has played an integral role in launching several groundbreaking services for PlayStation Network, including the video delivery service, the company’s first virtual and social gaming community, PlayStation Home, the company’s first original programming series, The Tester, and the newest subscription service, PlayStation Plus. Panico also works closely with the team to bring new content partners into the PlayStation Network.

**COFFEE BREAK**

10:00 a.m. – 10:30 a.m.

**A101 • Facebook: Transforming the Future of Online Media**

Join Facebook and other leading media companies to discuss new methods of distributing digital media assets to the largest social media platform in the world. Technologies covered by the panel include HTML5, adaptive streaming, authentication, live events, tablets, mobile and DRM. The panel also covers unique and highly targeted marketing opportunities to over 700 million global users of Facebook. Explore ways to transform social networking and digital media distribution into making mounds of cash.

MOTERATOR: Tim Napoleon, Co-Founder, President of Services, AllDigital

PANELISTS:
- Fred Santarpia, GM, VEVO
- Mitzi Reaugh, SVP, Strategy and Business Development, Miramax
- Steven Starr, CEO, CitizenGlobal
- Ben James, Client Partner, Global Marketing Solutions, Facebook

**B101 • How the Cable Industry is Changing the Way Video is Delivered**

Cable operators are pursuing a new market-based approach to enable IP delivery of cable TV services to consumer owned equipment. This session explains the benefits for subscribers and CE equipment manufacturers of new IP-based, in-home cable services and how market-based solutions are providing cable content directly to an expanding range of consumer owned equipment. Learn the role standards organizations play in the development of these platforms and the key technologies used to enable both the hybrid tru2way and direct IP solutions.

MOTERATOR: David Broberg, VP, Consumer Video Technology, Cable Television Laboratories

PANELISTS:
- John Civalletto, Executive Director, Video Technology, Cox Communications
- Steve Reynolds, SVP, Comcast Cable
- Chris Cholos, Director of Subscriber Equipment, Time Warner Cable

**C101 • 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. It provides an overview of options for encoding and serving the streams, and closes by describing techniques for serving multiple target platforms such as Flash and iDevices with one set of encoded H.264 files.

PRESIDENT: Jan Ozer, Principal, Doceo Publishing

**11:30 a.m. – 12:30 p.m.**

**A102 • Google TV Demo: The New World of Smart TVs**

Like the smartphone before it, the smart TV will bring a new layer of functionality to your existing home entertainment experiences. In this session, executives from Google examine the value the web will bring to TV, the opportunities for content providers and developers, and the common myths and misperceptions around smart TV. Attendees are given an overview of Google TV, including the latest developments on the platform, the killer apps, and what lies ahead.

PRESIDENT: Shanna Preve, Business Development Lead, Google TV

**B102 • Driving Video Views & Engagement With SEO and Social Media**

Thanks to social media platforms and search engine optimization, a tremendous opportunity exists in building new audiences and driving views via outside channels. In this session, speakers present and discuss the case for social video and video SEO. Additionally, panelists showcase real-life examples and case studies as well as provide expert guidance in terms of both planning for and implementing successful strategies and tactics to boost exposure and discoverability.

MOTERATOR: Mark Robertson, Founder, ReelSEO.com

PANELISTS:
- Aparna Chennapragad, Product Manager, Google Search
- Josh Warner, Founder, CEO, Feedcompany.com
- Travis Wright, Product Manager, Brightcove
- Patrick Starzan, VP, Marketing and Distribution, Funny Or Die

**C102 • Best Practices for Enterprise Communications**

One size doesn’t fit all when it comes to matching video delivery platforms with enterprise communication strategy. A town hall meeting with the CEO is very different from a geographically dispersed team meeting, and different technology requirements are needed for each. To further complicate things, all video delivery platforms have their strengths and weaknesses, and different departments in the organization often own different parts of the technologies and strategies. What’s a communicator to do? Learn from experts in corporate communications, event planning, and technology support about best practices for finding and using the right mix of video technologies to reach your audience most effectively.

MOTERATOR: Patty Perkins, Team Leader, Wells Fargo Creative Services Technology, Wells Fargo

PANELISTS:
- Mark Sherwood, Senior Director, Emerging Technology IT Group, Cisco
- Bryan Wallis, NASA Web Video Working Chair, NASA
- Jeff Miller, Digital Communication and Delivery Specialist, Toyota Motor Sales
- Andrea Doane, Manager, Employee Communications, GE

**12:30 p.m. – 1:45 p.m.**

**LUNCH BREAK**

**1:45 p.m. – 2:30 p.m.**

**A103 • Simplifying the Multiformat Video Workflow**

A variety of streaming formats—Silverlight, Flash, HLS, WebM—are generally required to serve the multitude of screens through which content is consumed. Each format can include separate workflows, storage components, and strate-
gies. Network-based media processing offers an increasingly popular approach to simplifying these workflows. How does packaging of media elements in the network (versus on the encoder) work? What are the benefits? What additional features are possible with network packaging (DRM, CAS, ad insertion)? Does this approach work for both small and large operations? This session answers these questions and shows various approaches to this new workflow methodology.

MODERATOR: Matt Smith, VP, OTT Strategy & Solutions, Envivio

PANELISTS:
- James Sherry, Senior Product Manager, CDN, Level 3 Communications
- Joe Einstein, VP, Production Services, AEG Digital Media
- Cyril Rickelton-Abdi, Sr. Director, Content Security & Piracy Management, Turner Broadcasting System
- Robert Longwell, VP, Video Operations, Digital Media, Disney/ABC Television Group

B103 ● An Open Dialogue Between Video Ad Buyers and Sellers

This session is designed to be a frank discussion with ad video buyers and sellers to discuss their perspective on what’s really working in the online video advertising industry. What matters more, content or audience? Is it one or the other, or does each approach present significant opportunities? Also, is video advertising still an industry of empty promises in regards to transparency? What specific expectations do buyers and sellers have around control, and how are they affecting the growth of their business?

MODERATOR: Teg Grenager, Co-Founder, VP, Product, adap.tv

PANELISTS:
- Radek Zemel, Sr. Product Planner, Rich Media & Video, Microsoft Advertising
- Andrew Budkofsky, EVP, Sales and Partnerships, Break Media
- Kelly Wingar, VP Ad Sales, Business Development, Directors Live
- JP Colaco, SVP, Advertising, Hulu

C103 ● The Digital Living Room

Join experts from all sectors of the digital video world to discuss the ever-changing topic of “The digital living room” and how content producers and creators, service providers, and other video web services will thrive in this new economy. What business opportunities lie in the coming surge of internet-connected TVs? What role does mobile video play in the future of the digital living room and streaming content in general? Come hear what technologies and services are poised to be the market’s biggest disruptors and how content owners, producers and distributors can capitalize on them.

MODERATOR: Michael Wolf, VP, GigaOM

PANELISTS:
- Chris Young, CEO, DBG
- Jeff Shultz, SVP, Business Development, Clicker
- Russ Schafer, Senior Director, Connected TV, Yahoo!
- Jason Spivak, SVP, Worldwide Digital Distribution, Sony Pictures Home Entertainment

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Dancing With Digital Natives

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Ebook also available
www.infotoday.com
debate which of these two approaches will prove the best for monetizing the boom in online video.

MODERATOR: Richard Bloom, VP, Head of Publisher Network and Partnerships, AOL Video

PANELISTS:
Amir Ashkenazi, CEO, Founder, Adap.tv
Bernard Ho, GM, Video, IGN Entertainment
Richard Kennedy, SVP Business Development, blip.tv

B104 • 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

C104 • MPEG-DASH: Driving the Growth of Streaming Using the New HTTP Standard

The recently developed MPEG-DASH provides a standard specification for multimedia streaming over the Internet. In this session, we will discuss how MPEG-DASH is instrumental for the growth of the market and enables a common ecosystem of content and services supporting delivery to a broad range of devices such as PCs, TVs, laptops, set-top boxes, game consoles, tablets and mobile phones.

MODERATOR: Iraj Sodagar, Principle Program Manager, Microsoft

PANELISTS:
Mike Luby, VP, Technology, Qualcomm
Mark Watson, Senior Engineer, Netflix
Thierry Fautier, Sr. Director, Telco Solutions, Harmonic
Will Law, Principal Architect, Media Engineering, Akamai
David Price, VP, Compression Business Development, Ericsson

3:30 p.m. – 4:00 p.m.

COFFEE BREAK in the exhibit hall

4:00 p.m. – 5:00 p.m.

A105 • Traditional TV vs. the Connected Living Room — Who Will Win? (me)

With the confluence of content from new media, UGC, and web-based video producers along with traditional studios, cable companies, and TV stations, what technologies are necessary to bring all of this content together onto one internet-connected smart TV device? We’ve heard about the connected living room for years, but why has it not yet happened? What’s holding back mass adoption of smart TV technologies? Come get a look at how consumer demand, big media politics, and innovative new startups are coming together to make smart TV a reality.

MODERATOR: Mark Mangiola, Venture Partner, Canaan Partners

PANELISTS:
Gilles BianRosa, Founder, CEO, Fanhattan
Jeremy Toeman, Chief Product Officer, Dijit
Kyle Okamoto, Senior Manager of Product Portfolio, Verizon Digital Media Services

B105 • Making a Living on YouTube

Long gone are the days of cute kitten videos offering the only hope for “going viral,” but is it possible to make a living making YouTube videos? As the audience grows more savvy and technology more accessible, the quality of content that reaches the millions of views mark needs to be more engaging and of higher production value than ever before. Meet some of the creators who are reaching these milestones consistently, as well as advertisers trying to gain access to these creators’ huge audiences.

MODERATOR: Jenni Powell, Digital Content Coordinator, Relativity Media

PANELISTS:
Olga Kay, Content Creator, Actress
Benny Fine, Fine Brothers Productions
Rafi Fine, Fine Brothers Productions
Rob Jones, VP, Gaming Programming, Machinima
Brendan Gahan, Director of Social Media, Mekanism

C105 • How-To: Enterprise Video Case Studies

This session presents case studies from leading enterprise organizations showcasing their use and deployment of video for live and on-demand applications. Attendees can learn about webcasting workflows, on-demand applications, and ways enterprise 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:
Mary Gallagher, VP, Administrative Services, Los Angeles Trade-Technical College
Steven Griffes, Manager, Broadcast Services, Global Communications Technology, General Motors Company
Scott Lawson, Business Systems Architect, QAD
This session focuses on what it takes to build up a library of quality content that will attract viewers. What’s the competition for content like among the leading streaming companies? What kinds of deals are they making with content owners? What kind of content is in/out of reach? These and other questions are answered by a panel of content syndicators as well as reps from the content companies that sell to them.

MODERATOR: G B201
President, CEO, chumby

PANELISTS:
Jon Orlin, Executive Producer, TechCrunch

A201 • Cranking Up the Content Machine
This session focuses on what it takes to build up a library of quality content that will attract viewers. What’s the competition for content like among the leading streaming companies? What kinds of deals are they making with content owners? What kind of content is in/out of reach? These and other questions are answered by a panel of content syndicators as well as reps from the content companies that sell to them.

MODERATOR: Andrew Wallenstein, TV Editor, Variety

PANELISTS:
John Penney, EVP, Strategy and Business Development, Starz
Derrick Oien, President, CEO, chumby

B201 • Best Practices for Live Streaming
Producers are taking advantage of new technologies, workflows, and production methods to create successful live events. This session discusses the entire webcasting workflow, including how to get the video signal from the site to end user; how to build an audience; when to use multi-bit rate streaming; strategies to consider for reaching mobile devices; and how to leverage social media platforms. Presenters on this session are the ones in the trenches, producing some of the live events you see on the web today.

MODERATOR: Jon Orlin, Executive Producer, TechCrunch

PANELISTS:
Dylan Armajani, Live Streaming Specialist, AOL
Alden Fertig, Product Manager, Broadcasting, Ustream
Pete Scott, VP, Emerging Media, Turner Sports
Adam Schneider, Live Event Producer

LOCATION KEY
All Streaming Media West conference sessions will take place on the California Level of the hotel.

KEYNOTES & TRACK A  I  Los Angeles Room
TRACK B  I  Beverly Hills Room  TRACK C  I  Pacific/Palisades Room

www.streamingmedia.com/west
12:45 p.m.

**Streaming Media Magazine’s Readers’ Choice Awards Luncheon**

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

PANELISTS:
- **Dan Picch**, Product Manager, comScore
- **Greg Kampanis**, SVP, SouthPark Digital Studios
- **Eric Anderson**, VP, Content and Product Solutions, Samsung Electronics America

C203 • Connected Device and Platform Demos: Sling Media, Western Digital

As the number of broadband-enabled devices and platforms invading the living room continues to grow, lots of questions remain about their capabilities. In this session, company executives from Sling Media and Western Digital demo their newest platforms and devices. Attendees can see these devices and platforms in action, learn which content is available on them, and get their questions answered in a Q&A session.

PRESENTERS:
- **Amit Patel**, Business Development Manager, Branded Products, Western Digital
- **Mauricio Perez**, Lead, Product Integration, Sling Media

2:45 p.m. – 3:15 p.m.

**COFFEE BREAK** in the exhibit hall

3:15 p.m. – 4:15 p.m.

A204 • 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 on new platforms. 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: **Troy Dreier**, Senior Associate Editor, StreamingMedia.com

PANELISTS:
- **Jeff Freund**, VP, GM, Web Content Management Group, Limelight Networks
- **Marco Parente**, Sr. Product Manager, Video, The Nielsen Company
- **Darren Feher**, CEO, Conviva

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VP, Content and Product Solutions, Samsung Electronics America

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Live Streaming Specialist, AOL

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Gilles BianRosa  
Founder, CEO, Fanhattan

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John Civiletto  
Executive Director, Video Technology, Cox Communications

JP Colaco  
SVP, Advertising, Hulu

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Manager, Employee Communications, GE

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CTO, Hearst Interactive Media

Joe Einstein  
VP, Production Services, AEG Digital Media

Matt Farber  
President, DoubleBounce

Thierry Fautier  
Sr. Director, Telco Solutions, Harmonic

Darren Feher  
CEO, Conviva

Alden Fertig  
Product Manager, Broadcasting, Ustream

Rafi Fine  
Fine Brothers Productions

Benny Fine  
Fine Brothers Productions

Brian Fitzgerald  
Co-Founder, President, Evolve Media and Gorilla Nation

Jeff Freund  
VP, GM, Web Content Management Group, Limelight Networks

Jim Funk  
VP, Business Development, Roku

Brendan Gahan  
Director of Social Media, Mekanism

Mary Gallagher  
VP, Administrative Services, Los Angeles Trade-Technical College

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

Steven Griffes  
Manager, Broadcast Services, Global Communications Technology, General Motors Company

Eric Hards  
Manager, Web, Media Graphics and Streaming, Lockheed Martin

Ran Harnevo  
SVP, AOL Video

Bernard Ho  
GM, Video, IGN Entertainment

Joe Inzerillo  
SVP, MLB.com

Ben James  
Client Partner, Global Marketing Solutions, Facebook

Rob Jones  
VP, Gaming Programming, Machinima

Greg Kampanis  
SVP, South Park Digital Studios

Ashkan Karbasfrooshan  
CEO, WatchMojo.com

Olga Kay  
Content Creator, Actress

Richard Kennedy  
SVP, Business Development, blip.tv

Larry Kless  
Production Manager, Videoconferencing and Virtual Events, Kaiser Permanente

Chris Knowlton  
Senior Product Manager, Microsoft

Will Law  
Principal Architect, Media Engineering, Akamai

Scott Lawson  
Business Systems Architect, QAD

Robert Longwell  
VP, Video Operations, Digital Media, Disney/ABC Television Group

Mike Luby  
VP, Technology, Qualcomm

Mark Mangiola  
Venture Partner, Canaan Partners

Erin McPherson  
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Chief Revenue Officer, Revision3
Tim Napoleon  
Co-Founder, President of Services, AllDigital

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Kyle Okamoto  
Senior Manager of Product Portfolio, Verizon Digital Media Services

Jon Orlin  
Executive Producer, TechCrunch

Jan Ozer  
Principal, Contributing Editor, Streaming Media magazine, Doceo Publishing

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Senior Writer, CNET

Fred Santarpia  
GM, VEVO

Jouari Santiago  
Head of Broadband Video, Shaw Communications

Tal Saraf  
GM, Amazon Web Services

Russ Schafer  
Senior Director, Connected TV, Yahoo!

Adam Schneider  
Live Event Producer

Peter Scott  
VP, Emerging Media, Turner Sports

Tony Sehgal  
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James Sherry  
Senior Product Manager, CDN, Level 3 Communications

Mark Sherwood  
Senior Director, Emerging Technology IT Group, Cisco

Jeff Shultz  
SVP, Business Development, Clicker

Matt Smith  
VP, OTT Strategy and Solutions, Envivio

Iraj Sodagar  
Principle Program Manager, Microsoft

Jason Spivak  
SVP, Worldwide Digital Distribution, Sony Pictures Home Entertainment

Steven Starr  
CEO, CitizenGlobal

Patrick Starzan  
VP, Marketing and Distribution, Funny or Die

Matthew Strauss  
SV, GM, Comcast Interactive Media

Richard Tanner  
Senior Producer, Video, The New York Times

Barry Tishgart  
VP, Comcast Cable

Jeremy Toeman  
Chief Product Officer, Dijit

Kevin Towes  
Sr. Product Manager, Flash Media Server, Adobe

Andrew Wallenstein  
TV Editor, Variety

Bryan Walls  
NASA Web Video Working Chair, NASA

Josh Warner  
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