The Business & Technology of Online Video

November 6–8, 2007
San Jose McEnery Convention Center
San Jose, CA

www.streamingmedia.com/west

KEYNOTE SPEAKERS

Ashwin Navin
President and Co-Founder
BitTorrent

Erick Hachenburg
CEO, Metacafe

Betsy Scolnik
President, National Geographic Digital Media

Jeff Lunsford
Chairman & CEO
Limelight Networks

User-Generated Video
Streaming Media
Webcasting
Content Distribution
Enterprise Video
Mobile Video
IPTV
Content Creation
Video Formats
Internet TV
Online Video Advertising

Corporate Sponsor
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Advanced Program
Attend Streaming Media West 2007 and explore how to use online video technologies.

Streaming Media West includes over 100 speakers in 33 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 show features new "DEMO" sessions giving you hands-on demonstrations by presenters and showcases more examples of video content.

Dan Rayburn
Conference Chairman & Executive Vice President
StreamingMedia.com

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General Information
➤ Continental Breakfasts & 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. Additional coffee breaks will take place each morning and afternoon. Check your program for exact times and locations.

➤ Readers' Choice Awards Reception
Streaming Media magazine presents the first annual Readers' Choice Awards. Come celebrate with the winners and other conference attendees, speakers, and exhibitors, during a cocktail reception Wednesday, November 7 from 7:30 p.m. - 9:30 p.m. at the Sainte Claire Hotel. See page 10 for details.

➤ Press Room
Meeting Room D will be available on Tuesday, Wednesday, and Thursday from 8:00 a.m. - 5:00 p.m. for press.

➤ Streaming Sessions
Thanks to ScribeMedia.org, all sessions will be archived in video on demand shortly after the event and will be available at www.streamingmedia.com/west.

➤ E-mail Stations
E-mail stations will be available for attendee use in the Exhibit Hall during show hours.

➤ Exhibit Hall Grand Opening Reception
Sponsored by
All attendees are invited to a networking reception in the Exhibit Hall on Tuesday from 5:00 p.m. - 7:00 p.m. Enjoy a glass of wine and light hors d'oeuvres while you visit with exhibitors, speakers, and other conference attendees.

➤ Exhibit Hours
Tuesday, November 6   |  5:00 p.m. - 7:00 p.m.
Grand Opening Reception
Wednesday, November 7  |  10:00 a.m. - 4:30 p.m.
Thursday, November 8   |  10:00 a.m. - 3:30 p.m.

➤ Conference Organizer
Information Today, Inc.
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Stream Media West
The Business & Technology of Online Video

November 6–8, 2007 | San Jose McEnery Convention Center
Tuesday, November 6

**WELCOME & KEYNOTE | P2P: The Content Delivery Platform for the Future of the Internet | Ashwin Navin, BitTorrent**

**TRACK A**
- A101: YouTube for the Enterprise
- A102: Best Practices for Webcasting Production
- LUNCH BREAK
- A103: CDNs & P2P—Hybrid Content Delivery
- A104: How Broadcasters Are Making the Move to the Web
- A105: Entertainment Devices: TiVo, Xbox, and iPods

**TRACK B**
- B101: Choosing a Software-Based Streaming Media Encoder
- B102: Video Search: Finding Content in a Thousand-Channel Universe
- B103: Making Effective Online Video for Education
- B104: CDN Pricing: Costs for Outsourced Video Delivery
- B105: Compelling Video Advertising Campaigns

COFFEE BREAK in the Exhibit Hall

**Wednesday, November 7**

**WELCOME & KEYNOTE | Online Video: The Road Ahead | Erick Hachenburg, Metacafe**

**KEYNOTE | Video as a Strategic Entertainment Platform | Betsy Scolnik, National Geographic Digital Media**

**COFFEE BREAK in the Exhibit Hall**

**TRACK A**
- A201: Using Video to Drive Revenue Growth in the Enterprise
- A202: Consumer-Generated Video Sites: Can They Be Monetized?
- LUNCH BREAK — Visit the Exhibits
- A203: Streaming to the Television: It’s Not Just a Big PC!
- A204: The Enterprise Streaming Ecosystem
- COFFEE BREAK in the Exhibit Hall
- A205: Expression Encoder Publishing to Microsoft Silverlight

**TRACK B**
- B201: Adobe Media Player: Distributing, Viewing, and Monetizing Video Content
- B202: Evaluating and Choosing the Right Methods of Video Delivery
- B203: Beyond Pre-Roll: What’s Next for Online Video Advertising?
- B204: P2P and Next-Generation Delivery Networks
- B205: The Outlook for Investment in the Online Video Sector

**Thursday, November 8**

**WELCOME & KEYNOTE | Broadband Digital Media: ‘Crunch Time’ | Jeff Lunsford, Limelight Networks**

**COFFEE BREAK in the Exhibit Hall**

**TRACK A**
- A301: Marketing Your Institution with Media
- A302: Selling Content Online and IPTV: Can Independent Producers Succeed?
- LUNCH BREAK — Visit the Exhibits
- A303: Industry Drivers: Leading Analysts Discuss Future Trends and Business Models

**TRACK B**
- B301: Content Production for the Web
- B302: Tools and Best Practices for the Enterprise Streaming Media Department

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**1ST ANNUAL READERS’ CHOICE AWARDS RECEPTION**

**Wednesday, November 7 | 7:30 p.m. - 9:30 p.m.**

Grande Ballroom | The Sainte Claire Hotel | 302 S. Market St. (Located directly across the street from the Marriott Hotel)

Join Streaming Media magazine for drinks, hor d’oeuvres, and live entertainment as they celebrate the winners of the first annual Readers’ Choice Awards.

Open to all full conference attendees, speakers, exhibitors, and press.
Using Adobe Flash Media Solutions to Encode, Deliver, Protect, and Monetize Video

9:00 a.m. – 12:00 p.m.

This workshop covers the latest advances in the Adobe Flash Media family for creating and delivering innovating interactive media applications. Topics include how to deploy the highest-quality on-demand and live video to a browser, device, and desktop experience; protecting and managing content; and developing an enhanced video streaming experience in Flash. Attendees will also discover how to leverage the Adobe Media Player to deliver video to the desktop with new ways to monetize and protect content. This seminar is targeted at streaming media professionals with some Flash Media Server development knowledge who want to learn advanced development concepts from an Adobe expert.

PRESENTER: Jens Loeffler, Business Development Manager, Adobe

Publishing Media for Microsoft’s Silverlight Platform

1:30 p.m. – 4:30 p.m.

This seminar teaches you how to use Expression Media Encoder to publish live and on-demand content to Microsoft Silverlight. You’ll also learn techniques for getting the most out of the VC-1 codec over the Web and get expert advice on how to update your existing Windows Media site to a Silverlight experience.

PRESENTER: Ben Waggoner, Program Manager, Video Encoding, Professional Content Group, Microsoft

Video Production for Streaming

9:00 a.m. – 12:00 p.m.

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, Windows Media, and QuickTime (iPod) formats. It will outline procedures for beginners and for those experienced in other media and will describe how producing for the Web differs from producing for broadcast, DVD, and other, more traditional distribution outlets.

PRESENTER: Jan Ozer, Principal, Doceo Publishing

Planning, Building, and Launching a Successful Podcast

1:30 p.m. – 4:30 p.m.

This hands-on seminar walks you through the details of starting an audio podcast, from concept to delivery: RSS, blogs, hardware, software, etc. You’ll learn how to use some of Apple’s tools and other devices as we create our own podcast within the workshop. How do I syndicate my show? What hardware/software do I need? How can I get listeners? All these questions will be answered by Jose Castillo, who was podcasting long before it had a cool name.

PRESENTER: Jose Castillo, President, thinkjose

Ashwin Navin
President and Co-Founder, BitTorrent
Tuesday, 9:00 a.m. – 9:45 a.m.

P2P: The Content Delivery Platform for the Future of the Internet

With the growth of high-speed broadband access, digital content owners are facing a surge in demand for Internet content. At the same time, consumer expectations are rising for reliable access to high-bandwidth movies, music, games, and software. This flood of new traffic is straining traditional content delivery platforms designed for a different era and, as a result, is taxing content owners with dramatically increasing content delivery costs. Content owners are now under pressure to find new content delivery solutions and are increasingly looking to peer-assisted networking technology. It’s arguably the only way to successfully deliver video on the net.

Betsy Scolnik
President, National Geographic Digital Media
Wednesday, 9:30 a.m. – 10:00 a.m.

Video as a Strategic Entertainment Platform

What are the most effective methods to impact consumers and develop a lasting brand identity for your company? Consumers aren’t the only ones faced with myriad distribution options. From video to podcasts, content providers and creators encounter enormous challenges as they attempt to effectively identify and create meaningful connections with target audiences. Betsy Scolnik, president of National Geographic Digital Media, will discuss the challenges of intelligently creating or syndicating short- and long-form programming as well as address how a company can evaluate new distribution opportunities that resonate with consumers. National Geographic Digital Media is actively addressing these issues through content distribution on new and emerging platforms from YouTube to MySpace and by producing award-winning broadband programming and podcasts.

Erick Hachenburg
CEO, Metacafe
Wednesday, 9:00 a.m. – 9:30 a.m.

Online Video: The Road Ahead

Online video is experiencing explosive growth as it moves from a distribution platform to an entertainment experience. The next generation of online video will be based on quality programming and compelling content as it breaks out of the early-adopter phase to become a mass-market medium. While a small fraction of consumers watch online videos regularly, the imbalance between online video and traditional video is shifting. Video creators are key to changing the way people view videos as content improves, but distributors and producers also have an important role to play as they find opportunities in key challenges such as building business models, protecting intellectual property, securing infrastructure, and managing content.

Jeff Lunsford
Chairman & CEO, Limelight Networks
Thursday, 9:00 a.m. – 10:00 a.m.

Broadband Digital Media: ‘Crunch Time’ Pressure to Monetize Traffic Hits All-Time High

Hear how Limelight Networks and its forward-thinking customers and partners are tackling “the monetization mandate,” one of the largest challenges content providers face today. How can companies monetize their content and traffic at rates that can cover operation costs and generate some level of profitability? Only companies that solve the monetization problem will have valuable businesses over the long term. Included will be discussions on how global CDN’s can help high-growth customers drive unit cost low enough to break even and the role of analytics in helping publishers more clearly understand and characterize their inventory to achieve superior CPM rates. Successful customer business models and suggested areas of focus for efficiency efforts will also be discussed.
P2P: The Content Delivery Platform for the Future of the Internet

Ashwin Navin, President and Co-Founder, BitTorrent

With the growth of high-speed broadband access, digital content owners are facing a surge in demand for Internet content. At the same time, consumer expectations are rising for reliable access to high-bandwidth movies, music, games, and software. This flood of new traffic is straining traditional content delivery platforms designed for a different era and, as a result, is taxing content owners with dramatically increasing content delivery costs. Content owners are now under pressure to find new content delivery solutions and are increasingly looking to peer-assisted networking technology. It's arguably the only way to successfully deliver video on the net.

YouTube for the Enterprise

A new breed of user-friendly video centric sites and video software has helped to make video as much a part of our online experience as music and photos. More and more, we're seeing enterprise companies invest in equipment that provides their employees with new ways to communicate using video, or even to create their own content. Whether companies are leveraging Web video to conduct employee trainings, bring together geographically disparate employees, or enhance corporate communications, the technology fosters easy and effective collaboration that is critical to achieving and maintaining a competitive edge. Come hear how this shift is spurring a new model of business communication across the enterprise, both internally and externally.

Moderator: Rod Bacon, CEO, Media Publisher Inc.
Panelists:
- Chris Knowlton, Sr. Lead Program Manager, Microsoft Corporation
- Gladys Alegre-Kimura, Product Marketing Manager, Polycom Corporation

Choosing A Software-Based Streaming Media Encoder

When buying a streaming media encoding product, you want to make sure that it offers competitive speed, quality, and automation features. This session discusses the limitations of Adobe Media Encoder and Final Cut Pro's Compressor, then compares Grass Valley ProCoder/Rhozet Carbon Coder, KulaByte's Flash Encoder, Sorenson Squeeze, and Telestream Episode Pro, identifying respective quality and performance when outputting H.264, Windows Media, and Flash files for streaming and progressive download. Those new to the products will get a good overview and short demonstration, while those familiar with them will see a thorough quality/performance analysis.

Presenter: Jan Ozer, Principal, Doceo Publishing

Exhibit Hall

Streaming Media West offers conference attendees a firsthand look at the leading software, hardware, and network solutions and services in the streaming media industry. Admission to the Exhibit Hall is included with all Streaming Media West 2007 conference registrations.

Tuesday, November 6 5:00 p.m. – 7:00 p.m.
Grand Opening Reception

Wednesday, November 7 10:00 a.m. – 4:30 p.m.

Thursday, November 8 10:00 a.m. – 3:30 p.m.

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Making Effective Online Video for Education

The tools for making video are becoming increasingly accessible and easy to use. But when it comes to providing quality education, simply making video is not enough. To be truly useful, video must not detract from the content, and ideally should enhance it. In this panel experts in the field will discuss methods and tips for producing programs that make the most of online video’s advantages in order to create a better learning experience.

MODERATOR: Paul Riismandel, Manager, Digital Media Production and Support, University of Illinois ATLAS

PANELISTS:
Richard Bloom, Coursecast Administrator, UC Berkeley
Charles Allen, Team Leader, Instructional Development and Support, Cal State San Marcos
John Tubbs, Media Comm. Specialist, University of Illinois
Scott Szczurek, Online Video Specialist, CME Group, Inc.

TV’s Last Gasp: How Broadcasters Are Making the Move to the Web

Recent numbers showing that TV viewership might actually be on the decline continues to motivate traditional media companies to move their content into the online world. This brave new world of instant access and ultra-niche content has frustrated some companies but also given unexpected new areas of growth to others. Find out how traditional media is using the power of online video to access new audiences and engage with current users. Hear from our panelists about specific tactics and strategies they are using to leverage the power of new media. What does the future of online interaction look like as TV takes its last breath?

MODERATOR: Jose Castillo, President, thinkjose LLC

PANELISTS:
Ross Angert, Group Creative Director, WWE Digital Media
Clark Pierce, VP, Emerging Technologies, FOX Sports
Ben Reneker, Senior Analyst, SNL Kagan

CDN Pricing: Costs for Outsourced Video Delivery

Whether you’re in an organization that needs to deliver lots of video or a smaller company that needs to deliver only a few videos, the going rate for these services can still be hard to figure out. What variables determine the final price? What is the going rate when you outsource delivery and storage to a third party? This presentation will offer real pricing numbers from large, globally focused content delivery networks as well as smaller regional service providers. Hear what the going rate is today for video delivery and learn what you should really be paying for these services.

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

Compelling Video Advertising Campaigns

How can content companies and ad agencies create the most compelling video ads? What is the best way to leverage the brand awareness and interactivity that online video advertising has to offer? This session will focus on the creative side of online video advertising and will teach you some best-practices for creating the right content that’s best suited for online viewing. Come see firsthand examples of some of the most creative and successful online video campaigns running today, hear how they were made, and learn what makes them successful.

MODERATOR: Liz Gannes, Editor, NewTeeVee, Staff writer, GigaOM

PANELISTS:
Scott Wensman, Director, Media Strategy and Content, Interpublic Emerging Media Lab
Lester Craft, Jr., Editorial Director, GPS Maniac
Steve Chazin, VP of Marketing, Tubes Networks

Entertainment Devices: How TiVo, Xbox, and iPods Are Changing the Content Landscape

Today, with the influx of new entertainment devices, consumers no longer rely on just the PC for their online video consumption. Between iPhones and iPods, their XBOXes and TiVos, consumers now have many ways to get their video fix. So what are the new business models that will be created from these new devices? What current hurdles need to be solved 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: IdaRose Sylvester, Senior Analyst, IDC

PANELISTS:
Justin Eckhouse, Senior Product Manager, CNET TV
Carl Freemont, EVP, Digitas

Exhibit Hall Grand Opening Reception
Wednesday, November 7

9:00 a.m. - 9:30 a.m. Welcome & Keynote
Online Video: The Road Ahead
Erick Hachenburg, CEO, Metacafe
Online video is experiencing explosive growth as it moves from a distribution platform to an entertainment experience. The next generation of online video will be based on quality programming and compelling content as it breaks out of the early-adopter phase to become a mass-market medium. While a small fraction of consumers watch online videos regularly, the imbalance between online video and traditional video is shifting. Video creators are key to changing the way people view videos as content improves, but distributors and producers also have an important role to play as they find opportunities in key challenges such as building business models, protecting intellectual property, securing infrastructure, and managing content.

9:30 a.m. - 10:00 a.m. Video as a Strategic Entertainment Platform
Betsy Scoblnik, President, National Geographic Digital Media
Whether creating new programming or repurposing archival content, what are the most effective methods to impact consumers and develop a lasting brand identity for your company? Consumers aren’t the only ones faced with myriad distribution options. From video to podcasts, content providers and creators encounter enormous challenges as they attempt to effectively identify and create meaningful connections with target audiences. Betsy Scoblnik, President of National Geographic Digital Media, will discuss the challenges of intelligently creating or syndicating short- and long-form programming as well as address how a company can evaluate new distribution opportunities that resonate with consumers. National Geographic Digital Media is actively addressing these issues through content distribution on new and emerging platforms from YouTube to MySpace and by producing award-winning broadband programming and podcasts.

10:00 a.m. - 10:30 a.m. Coffee Break in the Exhibit Hall

10:30 a.m. - 11:30 a.m. Using Video to Drive Revenue Growth in the Enterprise
Today, companies’ uses of enterprise video deployments are typically justified with the ROI metric of cost savings. While there is no doubt that this is part of the value proposition, some data suggests that revenue generation—rather than cost savings—is the true “killer app” for the enterprise. This panel of corporate users will discuss the implications of using video in the enterprise with an eye towards revenue generation, and they’ll explain how streaming video can accelerate a product launch or bring new sales people up to speed, resulting in revenue growth.
MODERATOR: Mike Mitchell, Director, Rich Media Communications, Cisco
PANELISTS: Fritz Petree, President, Petree & Associates, LLC
Bryan Williams, Head of Web and Multi-Media Services, NEC Unified

Adobe Media Player: Distributing, Viewing, and Monetizing Video Content
Session attendees will learn about Adobe Media Player, a lightweight download that delivers innovation for both content owners and viewers. For viewers, Adobe Media Player enables higher-quality Flash format playback, the ability to download and view videos offline, ways to discover interesting new shows, full-screen playback, one-click viewer ratings, and a powerful Favorites feature that automatically downloads new episodes of favorite TV shows or video podcasts.
PRESENTER: Jens Loeffler, Flash Media Server Evangelist, Business Development Manager, Adobe

11:45 a.m. - 12:30 p.m. Can They Be Monetized?
Consumer-Generated Video Sites: Can They Be Monetized?
Over the past twelve months, user generated video has become one of the hottest topics and terms in the industry. With nearly a hundred video portals or service offerings all based on user-generated video, and more launching each day, can any of them survive? What business models need to be put in place for these companies to make it in the long run? Will advertising ever provide the revenue they need or even help them cover their bandwidth bills? With so many sites that seemingly do all the same thing, how will these sites distinguish themselves from one another? Come hear directly from some of these UGC sites and learn what they are doing to try and lead the charge to profitability.
MODERATOR: Dan Rayburn, Executive Vice President, StreamingMedia.com
PANELISTS:
David Eckoff, VP, New Product Development and Innovation, Turner Broadcasting
Chris Carvalho, Director of Business Development, Lucasfilm
Joel Sanders, Sr. Director of Site and Operations, AtomFilms, MTV Networks

Evaluating and Choosing the Right Methods of Video Delivery
With all of the various means of distribution and protocols available for video today—CDN, P2P, streaming, progressive download—there is still no single solution that will meet all customers’ needs perfectly across all platforms and devices. Learn the various methodologies for content distribution, as well as the pros and cons of each type. Speakers will also discuss which methodologies apply best to which platforms and geographic locations based on type of content, length and format of video, and target audiences. Panelists will also provide you with guidelines and formulas for determining the best single and/or hybrid solution for your online video distribution needs.
MODERATOR: Tejpaul Bhatia, President, Tej Media Networks, Inc.
PANELISTS:
Bob Leverone, VP, Television, Dow Jones Online
David Stubenvoll, CEO, Wowza Media

12:30 p.m. - 1:45 p.m. Lunch Break — Visit the Exhibits

1:45 p.m. - 2:45 p.m. Streaming to the Television: It’s Not Just a Big PC
Streaming to the Television: It’s Not Just a Big PC
This session will examine the problems that must be overcome in order to allow Internet operators to stream video directly to the TV. We will examine the major barriers to delivering a television experience over broadband, including how to achieve a standard for authoring a 10-foot interface, how to navigate an endless ocean of content with a television remote, and the meaning of channels in the Internet world. TV is not (yet) an interactive medium but are there signs viewers will interact; this session explores some of the ways that interaction might occur.
MODERATOR: Colin Dixon, VP, Practice Manager, The Diffusion Group
PANELIST: Matt Smith, Video Architect, Yahoo!

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Beyond Pre-Roll: What’s Next for Online Video Advertising?

Despite all the talk of how well online video advertising works and the projections of it being a billion-dollar business by next year, whether or not content owners and portals are actually making any money is still open to debate. How has the shift in ad budgets from TV to the Internet affected the online video advertising industry? Which type of advertising works best online: pre-roll, post-roll, in-stream, sponsorship, or all of the above? Does revenue come with the audience, or will a sudden spike in popularity sink your production under a mountain of bandwidth costs before you ever get a chance to swim? Come hear the factors that are affecting the current business models for online video advertising and the hurdles that need to be overcome to truly allow content to be monetized on the Web.

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

PANELISTS:
Scott Williams, VP, Business Development & Mobile, Time Inc. Interactive
Brad Murphy, VP, Business Development, Revision3
Robert Victor, Product Manager, Emerging Media, DoubleClick
Cheryl Kellond, Sr. Director, Global Ad Product Strategy, Yahoo!

The Enterprise Streaming Ecosystem

As the acceptance and appreciation of streaming has grown within the enterprise, so have the expectations of the user base. Today it takes much more than just a few strategically placed capture boxes to meet those expectations—it takes a streaming ecosystem that makes it easy and convenient to create, manage, and distribute content to a globally dispersed user community. This panel of end-user and industry vendor experts will discuss the elements of a streaming ecosystem and provide tips on selecting the proper solutions and integrating them effectively. For organizations seeking to deploy or fix an already deployed enterprise-wide streaming solution, this session is not to be missed.

MODERATOR: Ira Weinstein, Senior Analyst & Partner, Wainhouse Research, LLC

PANELISTS:
Michael Hallinan, Captain, US Marine Corps
Bruce “Zip” Zieper, Sr. Product Manager, Americas, TANDBERG
Tim Claxton, Senior Product Manager, Getty Images
Mark D’Andrea, Streaming Media Engineer, Roche Pharmaceuticals

P2P and Next-Generation Delivery Networks

Within the past year, a host of new content delivery companies based on P2P and other delivery solutions are stepping up to challenge the traditional way of delivering video. But confusion still reigns as to exactly how their technology works, what their value propositions are, and how they differ from other solutions in the market. This special demo session will give four new companies in the space the chance to showcase their technology and answer questions about their solutions. Come see first-hand what Move Networks, Itiva, Grid Networks, Solid State Networks and BitGravity have to offer. Bring any questions you may have, as these companies will join Dan Rayburn for a Q&A session after their demos.

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

PANELISTS:
Tony Naughtin, CEO, Grid Networks
Perry Wu, Co-Founder & CEO, BitGravity
Bob Bryson, Sr. VP of Sales and Business Development, Move Networks
Rick Buonincontri, CEO, Solid State Networks
Michel Billard, Chairman and CEO, Itiva Networks

Expression Encoder, Publishing Media to Microsoft Silverlight

This session will show you how you can encode video and audio assets to be published to the Web using Microsoft Expression Encoder. This session will cover Expression Encoder’s tools for encoding, enhancing and publishing both file-based and live sources to Microsoft Silverlight. Come see firsthand how Microsoft’s new Expression Encoder software works and what some of the key benefits are that can be achieved with the platform.

PRESENTER: Jim Thill, Senior Product Manager, Silverlight Media, Microsoft

The Outlook for Investment in the Online Video Sector

This panel is focused on the investment side of the online video space. As industry participants, we already know who our customers are, what they want, and how we are going to deliver it, but how many of us really know how much an online video company is worth? The experts on this panel will tell you what you need to know, from seed funding to going public to one day being sold. Panelists will discuss how Wall Street looks at the online video sector, how it values our companies, where it thinks the industry is heading, and what it is most excited about. This is a panel you don’t want to miss!

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

PANELISTS:
Colby Synesael, SVP, Equity Research, Telecom Services, Merriman Curhan Ford & Co.
Katherine Egbert, Software Research Analyst, J effries and Company
David Eller, Principal, Primary Research, Reuters
Aaron Kessler, Senior Research Analyst, Piper Jaffray & Co.
Content Production for the Web

With the explosion in online media content, new audiences are interacting with new kinds of content in new ways. Industry standard values have become disrupted and traditional content creators are adapting. What are some of the underlying threads in media content productions that are enduring and what new qualities are taking hold? What changes have new Web structures brought about? What kinds of expectations must content creators have when the audience is in control? How is the audience different? Who is contributing, who is filtering and who is consuming? These are some of the questions we will address while looking into this exploding arena of information and entertainment for the Web.

MODERATOR: Andrew Baron, Creator, Producer, Rocketboom

PANELISTS:
- Zadi Diaz, Executive Producer and Host, The Jet Set Show
- Robert Scoble, VP Of Media Development, PodTech.network
- Jeff Macpherson, Creator and Host, TikiBarTV

Tools and Best Practices for the Enterprise Streaming Media Department

This session will bring together four frontline streaming media professionals to discuss their favorite tools and techniques for producing enterprise communications and training content. The emphasis will be on in-house production with “off-the-shelf” tools and apps, rather than turnkey or outsourced solutions. Premiere or Final Cut Pro? Camtasia or Captivate? Flash or Silverlight? Or all of the above? What works and what should be avoided? All this and more will be covered in this enterprise-focused session.

MODERATOR: Jeff Hanley, Manager, MultiMedia Corporate Learning Center, KLA-Tencor

PANELISTS:
- Nathan Greene, Multimedia Manager, Arizona Heart Institute
- Dan Seoane, Media Services Manager, Covad
- Adam Hessler, Manager, Media Network Infrastructure, Cisco

Industry Drivers: Leading Analysts Discuss Future Trends and Business Models

This wrap up session will be an open discussion with some of the leading analysts who cover the infrastructure, advertising and content markets within the online video industry. Come hear what analysts at IDC, Wainhouse, Forrester and others think about where the market is going, where the real opportunities are and what the disruptors will be in the ecosystem for online video. Learn about new business and revenue models these analysts are tracking and find out what technologies they are most excited about. Attendees are encouraged to bring their questions for the analysts for some lively Q&A interaction.

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

PANELISTS:
- Ira Weinstein, Senior Analyst & Partner, Wainhouse Research, LLC
- Melissa Webster, Program VP, Content & Digital Media Technologies, IDC

Marketing Your Institution with Media

Online video has been well adopted by the corporate world. The ROI is getting better, and the toolsets are leading to rapid development of media assets. But while corporations are using Web video as a targeted marketing tool to drive customers to their businesses, academia has yet to embrace this opportunity to drive student enrollment. Learn how and why several of the major institutional areas can benefit from online video and explore why educational institutions should be using online media as a marketing and institutional growth tool.

MODERATOR: Tony Klejna, Director, Educational Technology and New Media, Daemen College

PANELISTS:
- Kevin Roach, Executive Producer-Video, Associated Press
- Michael Peralta, VP, North America and Global Accounts, Head of Research, Advertising.com
- Pete Deutschman, Founder, The Buddy Group
- David Kurz, Senior Web Developer, WOUB Center for Public Media, Ohio University

Selling Content Online and IPTV: Can Independent Producers Succeed?

With the promise of expanded distribution outlets for independent, content creators there are significant challenges. What are the steps you need to know in order to achieve success selling your content online, or within a closed IPTV platform? Which aggregators and super aggregators are active in their search for niche market content? Can indie producers make a living on-line? Which small to medium size producers have found success and how have they achieved success? What specific case studies exist? These are some of the questions we will address while looking into this exploding arena of information and entertainment for the Web.

MODERATOR: Adrian Smith, Executive Producer, IPTVEvangelist.com

PANELISTS:
- Mike Hudack, CEO, blip.tv
- Noah Olavaro, COO, Barrio 305/Taste Digital Media
- Miguel Montevede, Director of Video Programming, AOL
<table>
<thead>
<tr>
<th>Name</th>
<th>Title/Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gladys Alegre-Kimura</td>
<td>Product Marketing Manager, Polycom Corporation</td>
</tr>
<tr>
<td>Charles Allen</td>
<td>Team Leader, Instructional Development and Support Cal State San Marcos</td>
</tr>
<tr>
<td>Ross Angert</td>
<td>Group Creative Director, WWE Digital Media</td>
</tr>
<tr>
<td>Rod Bacon</td>
<td>CEO, Media Publisher</td>
</tr>
<tr>
<td>Andrew Barron</td>
<td>Creator and Producer, Rocketboom</td>
</tr>
<tr>
<td>Tejpal Bhatia</td>
<td>President, Tej Media Networks, Inc.</td>
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<tr>
<td>Michel Billard</td>
<td>Chairman and CEO, Itiva Networks</td>
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<tr>
<td>Richard Bloom</td>
<td>Coursecast Administrator, UC Berkeley</td>
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<tr>
<td>Larry Bouthillier</td>
<td>Educational &amp; Multimedia Technology Architect, Harvard University</td>
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<tr>
<td>Bob Bryson</td>
<td>Sr. VP of Sales and Business Development, Move Networks</td>
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<tr>
<td>Rick Buonincontri</td>
<td>CEO, Solid State Networks</td>
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<tr>
<td>Chris Carvalho</td>
<td>Director of Business Development, Lucasfilm</td>
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<tr>
<td>Jose Castillo</td>
<td>President, thinkjose LLC</td>
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<tr>
<td>Gordon Castle</td>
<td>SVP, Turner Broadcasting/CNN</td>
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<tr>
<td>Suranga ChandratiIlke</td>
<td>CEO, binkx</td>
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<tr>
<td>Tim Claxton</td>
<td>Senior Product Manager, Getty Images</td>
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<tr>
<td>Mark D’Andrea</td>
<td>Streaming Media Engineer, Roche Pharmaceuticals</td>
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<tr>
<td>Pete Deutschman</td>
<td>Founder, The Buddy Group</td>
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<tr>
<td>Zadi Diaz</td>
<td>Executive Producer and Host, The Jet Set Show</td>
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<tr>
<td>John Dillon</td>
<td>CMO, CacheLogic</td>
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<tr>
<td>Colin Dixon</td>
<td>IP Practice Manager, The Diffusion Group</td>
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<tr>
<td>Justin Eckhouse</td>
<td>Senior Product Manager, CNET TV</td>
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<tr>
<td>David Eckoff</td>
<td>VP, New Product Development &amp; Innovation, Turner Broadcasting</td>
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<td>Software Research Analyst, J efferies and Company</td>
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<tr>
<td>David Eller</td>
<td>Principal, Primary Research, Reuters</td>
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<tr>
<td>Carl Freemont</td>
<td>EVP, Digitas</td>
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<tr>
<td>Liz Gannes</td>
<td>Editor, NewTeeVee</td>
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<tr>
<td>Nathan Greene</td>
<td>Multimedia Manager, Arizona Heart Institute</td>
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<tr>
<td>Erick Hachtenburg</td>
<td>CEO, Metacafe</td>
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<tr>
<td>Michael Hallinan</td>
<td>Captain, U.S. Marine Corps</td>
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<tr>
<td>Jeff Hanley</td>
<td>Manager, Multimedia Corporate Learning Center, KLA-Tencor</td>
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<tr>
<td>Mike Hudack</td>
<td>CEO, blip.tv</td>
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<td>Todd Johnson</td>
<td>SVP, Worldwide Marketing, VeriSign</td>
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<tr>
<td>Travis Kalanick</td>
<td>Senior Director, Engineering, Akamai</td>
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<tr>
<td>Phil Kaplan</td>
<td>CSO, Internap</td>
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<td>Rose Karpel</td>
<td>Director, Video Products, Reuters</td>
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<td>Cheryl Kelland</td>
<td>Sr. Director, Global Ad Product Strategy, Yahoo!</td>
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<td>Senior Research Analyst, Piperj affray &amp; Co.</td>
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<tr>
<td>Tony Klejna</td>
<td>Director, Educational Technology &amp; Distance Learning, Daemen College</td>
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<td>Larry Kless</td>
<td>Production Manager, Videoconferencing, Kaiser Permanente, Northern California</td>
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<tr>
<td>Chris Knowlton</td>
<td>Sr. Lead Program Manager, Microsoft Corporation</td>
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<td>David Kurz</td>
<td>Senior Web Developer, Ohio University</td>
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<tr>
<td>Bob Leverone</td>
<td>VP, Television, Dow Jones Online</td>
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<tr>
<td>Jens Loeffler</td>
<td>Flash Media Server Evangelist, Business Development Manager, Adobe</td>
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<tr>
<td>Jim Louderback</td>
<td>CEO, Revision3</td>
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<tr>
<td>Jeff Lunsford</td>
<td>Chairman &amp; CEO, Limelight Networks</td>
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<tr>
<td>Jeff Macpherson</td>
<td>Creator and Host, TikiBarTV</td>
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<tr>
<td>Mike Mitchell</td>
<td>Director, Rich Media Communications, Cisco Systems, Inc.</td>
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<tr>
<td>Miguel Monteavere</td>
<td>Director of Video Programming, AOL</td>
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<tr>
<td>Tony Naughtin</td>
<td>CEO, Grid Networks</td>
</tr>
<tr>
<td>Ashwin Navin</td>
<td>President &amp; Co-Founder, BitTorrent</td>
</tr>
</tbody>
</table>
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Head of Web and Multi-Media Services, NEC Unified

Perry Wu  
Co-Founder & CEO, BitGravity

Bruce Zieper  
Senior Product Manager, Americas, TANDBERG
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DEMO ROOM

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Tuesday, November 6
5:00 p.m. – 7:00 p.m.
Grand Opening Reception

Wednesday, November 7
10:00 a.m. – 4:30 p.m.

Thursday, November 8
10:00 a.m. – 3:30 p.m.

November 6-8, 2007 | San Jose McEnery Convention Center
Abacast, Inc.
1902 SE 6th Avenue
Camas, WA 98607
PH: 360-835-5205
FAX: 360-838-0120
www.abacast.com

Booth #717
Abacast unique technology is the cornerstone of a full service CDN product offering that includes live and on-demand streaming, unicast, peer-to-peer, and hybrid delivery options, ad/content Injection, detailed real-time statistics and royalty reporting, digital rights management, IP geo-coding and blocking, subscription systems, encoding software, media player/web design and 24/7 premium service, education, and support.

Accordent Technologies, Inc.
300 N. Continental Blvd.
Suite 200
El Segundo, CA 90245
PH: 310-374-7491
FAX: 310-374-7391
www.accordent.com

Booth #705
Accordent provides enterprise-wide rich media communications solutions that enable world-class organizations to inform, train and engage their audiences online. More than 1500 customers worldwide rely on Accordent solutions to create, manage, distribute and measure the effectiveness of their multimedia presentation assets. Learn more about Accordent’s award-winning products at www.accordent.com.

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FAX: 408-536-7900
www.adobe.com

Booth # 507
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Visit Adobe at SMW to see our latest range of Web and streaming solutions including Flash authoring tools, Adobe Media Player and Flash Media Server. See how Flash technology delivers the most effective experiences for rich content, applications and communications across browsers, operating systems, and devices. Please visit us at Booth # 507, or www.adobe.com.

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http://dev.aol.com

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AOL is a global Web services company that operates some of the most popular Web destinations and offers a comprehensive suite of free software and services. The AOL Developer Network, available at dev.aol.com, provides third-party developers with direct access to AOL’s technology platforms and open APIs. A majority-owned subsidiary of Time Warner Inc., AOL LLC is based in Dulles, Virginia and has operations across Europe, Asia, and North America.

BayTSP
PO Box 1314
Los Gatos, CA 95031
PH: 408-341-2300
FAX: 408-341-2399
www.baytsp.com

Booth # 628
BayTSP’s Internet tracking and removal services for digital content owners protects their valuable properties from illegal distribution. BayTSP is showcasing its newest and most innovative tracking system, the Content Authentication Platform (CAP), which provides content owners with a safe and secure way to monitor their copyrighted videos on UGC sites.

BroadRamp, Inc.
40 NE Loop 410, Suite 400
San Antonio, TX 78216
PH: 210-828-4451
FAX: 210-822-2883
www.broadramp.com

Booth # 623
Gold Sponsor
BroadRamp, Inc. of San Antonio, TX is a full-service content delivery solutions provider dedicated to ushering an offline world of content online—into a highly interactive, dynamic, rich multimedia Internet experience that is unrivalled in the industry. BroadRamp’s Managed Content Delivery Services (MCDs) combines CDS encoding/compression, managed hosting, streaming media, and a managed content delivery network with multi-source distribution, into a single cohesive offering that allows clients to work with one provider while significantly reducing their current costs of online content distribution.

CacheLogic, Inc.
One Market Street
36th Floor
San Francisco, CA 94105
PH: 415-293-8222
FAX: 415-293-8152
www.cachelogic.com

Booth # 620
Gold Sponsor
CacheLogic is a global provider of Content Delivery Network (CDN) services. With its innovative new network and groundbreaking asset-based business model, CacheLogic has revolutionized both the “mechanics” and economics of content delivery, enabling the Internet to become the preferred delivery mechanism for large digital media assets.

Continental Breakfast & Breaks
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Fremont, CA 94538
PH: 510-284-1457
FAX: 510-284-1499
www.digitalfountain.com
Booth # 627
Digital Fountain software optimizes the delivery of digital media over any network. Digital Fountain technologies are used today by leading content providers, mobile operators, IPTV providers, and national defense agencies throughout the world, and have been standardized by leading international standards bodies, including DVB, 3GPP, and IETF.

Digital Rapids
90 Allstate Parkway, Suite 700
Markham, Ontario
L3R 6H3
Canada
PH: 905-946-9666
FAX: 905-352-0716
www.digital-rapids.com
Booth # 526
Digital Rapids develops market-leading hardware and software solutions for capturing, encoding, transcoding, streaming and delivering content—with emphasis on the network-enabled platforms defining the future of digital video. Digital Rapids products empower applica-
tions including IPTV, VOD, post-production, Web streaming, mobile video, corporate and government communications, education, archive and more.

EContent
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143 Old Marlton Pike
Medford, NJ 08055
PH: 609-654-6266
FAX: 609-654-4309
www.econtentmag.com
Booth # 429
EContent magazine is the premier source for strategies and resources for the digital content industry. Published by Information Today, Inc., each issue offers timely news analysis; product, company, and executive profiles; and analysis of industry trends. Its editorial is uniquely focused on the digital content industry, which makes it the forerunner in reporting on electronic content, the content infrastructure, and the business of digital content.

EventDV
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Medford, NJ 08055
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FAX: 609-654-4309
www.eventDV.net
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EventDV helps event videographers meet the different expectations that their clients bring to each project. To start your FREE subscription, simply complete the form at www.eventDV.net/

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San Jose, CA 95134
PH: 408-571-3500
FAX: 408-571-3550
www.force10networks.com
Booth # 522
Force10 Networks is a pioneer in building and securing reliable, high performance networks. Committed to delivering the innovative and reliable technology that will allow customers to transform their networks into strategic assets, Force10 has pioneered advances in high density Gigabit Ethernet and 10 Gigabit Ethernet switching, routing and security.

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PH: 408-850-3665
FAX: 408-289-9205
www.GNi.com
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Ignite Technologies, Inc.
3211 Internet Blvd., Suite 300
Frisco, TX 75034
PH: 972-348-6400
FAX: 972-348-7400
www.ignitetech.com
Booth # 621
Gold Sponsor
Ignite Technologies, privately-held and headquartered in Dallas, Texas, provides the industry’s most secure and scalable Content Delivery Solution enabling customers to efficiently publish, deliver and manage digital assets from rich media content for communications and training to software patches and virus updates to anyone, anywhere, at any time.
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**Influxis**

28110 Avenue Stanford, Unit D
Valencia, CA 91355
PH: 661-775-3936
FAX: 661-775-4911
www.influxis.com

Booth #723

Influxis is a Flash Media Server specialist company fueled by an innovative team of professional developers driven to enhance the Flash experience. Combining true RTMP streaming, instantly deployable applications, and affordable hosting, Influxis services businesses, universities, and designers worldwide with exceptional customer support.

**Inlet Technologies**

1121 Situs Ct., Suite 330
Raleigh, NC 27606
PH: 919-856-1080
FAX: 919-256-8123
www.inlethd.com

Booth #724

Inlet Technologies enables new media for new networks. Inlet’s advanced encoding solutions produce the highest quality video, faster and more efficiently than any other solution. Inlet empowers content creators and distributors to reach more customers over any IP network, supporting resolutions from mobile to Web to high-definition.

**Internap**

Internap Network Services
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PH: 800-254-7554
FAX: 714-549-5310
www.internap.com

Booth #601

Platinum Sponsor

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PH: 858-573-0736
FAX: 309-285-5535
www.internetvideomag.com

Media Sponsor

Internet Video Magazine is the leading site to those who want to learn how to shoot, edit and post their videos and movies to the Web. In addition, Internet Video Magazine provides a guide to finding the best online videos, animations and films, as well as to the sites that host and share Web video.

**IP Access International**

31831 Camino Capistrano
Suite 301
San Juan Capistrano, CA 92675
PH: 949-499-1000
FAX: 949-240-8072
www.ipinternational.net

Convention Center Entrance

IP Access International provides satellite Internet, video, voice and data connectivity solutions to businesses around the world. This includes high-end streaming platforms over satellite for companies and individuals to Webcast any event, live, anywhere in the U.S.A., Canada, Mexico, Central or South America. Streaming plans are available by the hour, day, month or year with dedicated bandwidth speed up to 4.5Mb.

**Itiva Networks**

165 University Ave.
Palo Alto, CA 94301
PH: 650-330-1300
FAX: 650-330-0342
www.itiva.com

Booth #521

Itiva Networks is the first cost-effective Video Content Delivery Network. The Itiva Delivery Network is widely scalable and efficient, allowing delivery of DVD or HD quality content to mass audiences in a cost-effective manner. Itiva’s Quantum Transport Technology increases bottom line revenue for leading media companies and enables new business models in the rapidly escalating content delivery market.

**Kulabyte**

241 N. LBJ Drive
San Marcos, TX 78666
PH: 512-795-4228
FAX: 512-392-0271
www.kulabyte.com

Booth #625

Kulabyte is a leading developer of advanced video encoding optimization solutions for multi-format capturing, encoding, transcoding, and live streaming of digital video. All products incorporate Kulabyte’s multi-core TimeSlice technology that significantly accelerates the encoding process by major multiple factors (up to 16× times faster), increases picture quality, and reduces the required bandwidth for video file transmission. Live 2 pass Variable Bit Rate (VBR) and faster-than-real-time video can be encoded and transmitted at full SD and HD quality at consumer-level broadband speeds. Kulabyte solutions consist of software and hardware products which are scalable, high performing, and extremely cost effective. They are geared from individuals to full enterprise and universal workflows; perfectly suited for anyone that is producing or distributing video.

**Level 3 Communications**

1025 Eldorado Boulevard
Broomfield, Colorado 80021
PH: 720-888-1000
FAX: 918-547-1118
www.level3.com

Booth #709

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Level 3 Communications is the choice for companies who need the surest way to deliver content. Whether you’re broadcasting live events in HD, distributing video, providing gaming services, or handling advertising insertions, software downloads or user-generated content, our complete portfolio of services supports early-stage companies to global brands. We reach 18 of the top 20 broadband ISPs in North America accounting for 75 percent of eyeballs to shorten your distance to global Internet destinations. Level 3 is the industry leader to trust for network scalability, international coverage and superior performance.

**Limelight Networks**

2220 West 14th Street
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PH: 866-LIGHT-31
FAX: 602-850-5001
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Limelight Networks is the leading CDN for digital media. Limelight’s global content delivery services are designed for on-demand and live delivery of video, music, games, and social media to broadband and mobile audiences. Limelight leads the industry in “Delivering the Digital Lifestyle.”
Proven live streaming technology, our online solution provides the most advanced live streaming technology in the industry. Our core product offers you: high quality streaming video at 15 -30 frames per second at 320 x 240 resolution, high quality streaming audio with less than 1/3 second delay, customized interfaces reflecting the look and feel of your company, friendly, courteous customer service.

Mzima Networks
707 Wilshire Blvd., #4737
Los Angeles, CA 90017
PH: 888-446-9462
FAX: 213-947-1048
www.mzima.net
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Gold Sponsor
Mzima Networks is the premier high-performance network service provider. Mzima is the leading provider of 10 Gig solutions for streaming media applications, operating a Force10-powered backbone network designed for limitless capacity and extreme performance. With network reach around the world, Mzima delivers streaming video to endusers worldwide.

NaviSite, Inc.
400 Minuteman Road
Andover, MA 01810
PH: 978-682-8300
FAX: 978-688-8100
www.navisite.com
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NaviSite is the leading, single-source provider of content delivery and hosting solutions, offering complete accountability across the delivery continuum. Our Content Delivery and Acceleration services extend beyond the network to drive rich media and application content into the hands of clients, end users, and partners. From complex streaming and everyday caching of HTML to file downloads and application acceleration, NaviSite’s Content Delivery and Acceleration Services place the value of online content within reach of every organization.

Netbriefings
421 Wabasha St. N, 2nd Floor
St. Paul, MN 55102
PH: 651-225-1532
FAX: 651-225-1533
www.netbriefings.com
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Netbriefings is the leading Webcast technology provider with flash solutions for smaller, rich media presenta-
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On2 Technologies, Inc.
1560 Broadway, 10th Floor
New York, NY 10036
PH: 646-292-3533
FAX: 646-292-3534
www.on2.com

Booth # 525
On2 Technologies is a leader in video compression software and solutions. On2’s TrueMotion codecs have more than a billion deployments worldwide, and are the de-facto industry. On2’s Flix product line offers the industry’s broadest encoding solutions for the leading video compression formats including H.264 and VP6 for Adobe Flash Player.

Booth # 613
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Peering Portal is at the forefront of multimedia streaming software based on Grid Delivery Technology. Peering Portal’s software is the most widely applied grid delivery solution in the market, including the AoD, VoD and IPTV sectors. The value proposition is the significant reduction of both network bandwidth and the number of servers, up to 95%, with proven QoS and enhanced reliability, speed and security.

Booth # 421
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Booth # 410
Peer 1 Network
75 Broad Street, 2nd Floor
New York, NY 10004
PH: 800-683-7747
FAX: 604-683-4634
www.peer1.com

Booth # 400
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Booth # 423
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Booth # 626
RCS, the world’s leading provider of broadcast software, is the expert in music scheduling systems: GSelector®, radio station automation: NexGen Digital and Master Control, HD solutions, newsroom production software: RCSNews, audio logging & archiving: TRACKER, internet solutions: RCS RADIOSHOW and iSelector and contest tracking software: PrizeWatch. See it all on our Web site.

Booth # 701
RealNetworks is the leader in digital media delivery. With multi-format Helix software from Real, encode and broadcast your content to PCs or mobile devices. Or outsource your content delivery including Windows Media, Flash Video and live events to Real’s own hosting provider, the Real Broadcast Network. Visit www.rbn.com for info.

Booth # 527
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with extra clips available at StreamingMediaDojo.com. With a streaming background since 2000 and based in Los Angeles, Jay Wertzberger (jay@jaysTV) is now calling the shots. Sign up for the email blast and tune in every week. Know What I’m Sayin’?

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Booth # 715

Sonic Foundry is the only Web communication and content management system that gives you the power to create affordable multimedia Webcasts and the tools to manage and secure those presentations. Mediasite eliminates time-consuming and costly production by automating the delivery of presentations with audio, video and accompanying graphics.

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SSUSA provides strategy, consulting, training and services to help companies integrate streaming media into their Web sites and business models. Using our expertise and partnerships, we offer clients an objective perspective on the best technologies for their projects and help implement successful and profitable media delivery strategies. We specialize in delivering the highest-quality results that cutting edge technologies can deliver. Based in New York City, SSUSA was founded by Dale Sorenson in 1997.

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Booth # 519

Streaming Media Hosting is a full-service CDN that can stream your content live and on-demand as well as handle production, encoding and integration. Excellence, Reliability, Affordability, and Speed. We focus on understanding our client’s needs, developing innovative solutions, and delivering world-class experiences with our state of the art infrastructure. From Digital Rights Management to sophisticated dynamic reporting tools, Streaming Media Hosting delivers.

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Booth # 721

TalkPoint delivers the Tools, Technology and Services for Interactive Internet Broadcasting. TalkPoint specializes in Web-based audio and video Webcasting solutions. TalkPoint’s technology is built on our reliable internally developed system which provides a product that is both industrial strength and user friendly.

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Booth # 725

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Booth # 406

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Wowza Media Systems is an emerging interactive streaming media server software leader. Its flagship product, Wowza Media Server Pro, is an innovative, high-performance, scalable RTMP Flash streaming server with a total cost of ownership up to 80% less than the leading alternative, Adobe Flash Media Server.

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Grand Opening Reception
All attendees are invited to a networking reception in the Exhibit Hall on Tuesday from 5:00 p.m. - 7:00 p.m. Enjoy a glass of wine and light hor d’oeuvres while you visit with exhibitors, speakers, and other conference attendees.

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