November 19-20
Hyatt Regency • Huntington Beach, 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

Look for Special Sessions

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Welcome to Streaming Media West! We’re excited to be in Huntington Beach for the first time and hope you enjoy your conference experience while you’re here. As in the past, we’ve brought together some of the foremost authorities in the industry to share their knowledge and experience with you, both in the sessions and in the Exhibit Hall.

Speaking of the Exhibit Hall, join us Tuesday evening for a chance to meet and mingle with other attendees and exhibitors. Be sure to check out the new Startup Zone and meet staff from some very innovative companies who are just getting started in the industry.

If you’re registered with a full-conference pass, a speaker or a vendor, stick around for a special networking reception sponsored by Intel. Find out more in the General Information section below.

It’s not too late! If you haven’t already upgraded your pass to include Streaming Media Producer Live, drop by the registration desk and do it now. You won’t want to miss the opportunity to learn about the many ways companies can create, use, and monetize online video.

Again, we welcome you to Streaming Media West.

Dan Rayburn
Conference Chairman & Executive Vice President, StreamingMedia.com
917-523-4562

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### Location Key

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### 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 breaks located in the Exhibit Hall.

### Exhibit Hall Hours

- **Tuesday, November 19**
  - 10:00 a.m. – 6:00 p.m.
- **Wednesday, November 20**
  - 10:00 a.m. – 3:30 p.m.

### Exhibit Hall Reception

- **Tuesday, November 19**
  - 5:00 p.m. – 6:00 p.m.

Enjoy drinks while getting a firsthand look at the leading software, hardware, and network solutions and services in the streaming media industry. Open to all conference attendees, speakers, exhibitors, and exhibits-only attendees.

### Special Networking Reception

- **Tuesday, November 19**
  - 6:00 p.m. – 8:00 p.m. • Lighthouse Courtyard

Join Intel on the lawn under the stars for a special evening. Ask Intel experts and partners questions about products such as Intel Media SDK for Servers and Intel hardware solutions for streaming workloads. Enjoy beer, wine, and hors d’oeuvres. Open to full-conference attendees, speakers, and vendors.

### Streaming Media Magazine's Readers' Choice Awards Luncheon

- **Wednesday, November 20**
  - 12:45 p.m. • Huntington Ballroom

Join Streaming Media Magazine as they announce the winners of the 7th annual Readers’ Choice Awards. Open to full-conference attendees and speakers.

### Online Video & Streaming

Sessions will be archived and available in video on-demand after the conference at www.streamingmedia.com/videos. Have a colleague that couldn’t attend this year’s event? Tell them to check out our live stream of the keynotes and Track A on Tuesday and Wednesday.

### Red Carpet Interviews

Streaming Media TV will be interviewing key speakers, attendees, and vendors. Have an announcement or a specific topic you’d like to discuss on Streaming Media TV during the show? Email the editor, erics@streamingmedia.com, with your request. After the show, watch all the video interviews at www.streamingmedia.com/StreamingMediaTV.

### Email Stations & Power Lounge

Email stations will be available for attendee use in the Exhibit Hall during regular Exhibit Hall hours. Need a place to power up your laptop or other mobile device? Visit the power lounge located in the Exhibit Hall. (Device chargers not provided.)

### Save the Dates!

- **May 13-14, 2014**
  - New York Hilton Midtown • New York, NY
- **November 18-19, 2014**
  - Hyatt Regency Huntington Beach • Huntington Beach, CA
Monday November 18

PRECONFERENCE SEMINARS (priced separately)

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<td>SM2 Encoding for Multiscreen Delivery</td>
<td>SM3 Building a Future-Proof Web Video Player</td>
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<td>1:30 p.m. – 4:30 p.m.</td>
<td>SM4 Wowza Media Server and End-to-End Workflows</td>
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Tuesday November 19

WELCOME & OPENING KEYNOTE • Huntington Ballroom • Dan Ackerman, SVP, Adap.tv

COFFEE BREAK in the exhibit hall

TRACK A • Huntington Ballroom

A101 Online Distribution and Monetization Strategies for the TV Industry

A102 LTE and the Mobile Video Business Opportunity

ATTENDEE LUNCH • Ballroom Foyer

A103 Using Cloud-Based Video Services for the Enterprise

A104 Cutting Through the Hype of HEVC (H.265)

COFFEE BREAK in the exhibit hall

A105 MPEG-DASH: Commercial Deployments and Outlook Towards HEVC and 4K

B101 Reinventing Education With Video

B102 Matching Up Streaming Video Metrics With Traditional TV Ad Buys

B103 YouTube Strategy for Brands

B104 Connected Device Support: Creating OTT Apps

B105 The State of Over-the-Top Video and TV Everywhere Rollouts

C101 Understanding the Significance of HEVC/H.265

C102 HOW-TO: Evaluating Your H.264 Encoder

C103 HOW-TO: Using Google Glass to Capture and Publish Videos

C104 HOW-TO: Picking and Choosing a Video Management Solution

C105 HOW-TO: Using YouTube’s Platform for Live Events

D101 Best Practices for Live Streaming

D102 Best Practices for Implementing Accessible Video Captioning

D103 The Business of TV Everywhere

D104 HOW-TO: Choosing a Cloud Encoder

D105 Overcoming the Challenge of Getting Premium Video to Android Devices

EXHIBIT HALL RECEPTION Sponsored by

SPECIAL NETWORKING RECEPTION Sponsored by Lighthouse Courtyard

Wednesday November 20

KEYNOTE • Huntington Ballroom • Erin McPherson, VP and Head of Video, Yahoo!

COFFEE BREAK in the exhibit hall

TRACK A • Huntington Ballroom

A201 The Keys to HEVC’s Successful Deployment and Growth

A202 Requirements for TV Everywhere Enablement

A203 HOW-TO: Using AWS to Create an End-to-End HLS Streaming Stack

Streaming Media Magazine’s Readers’ Choice Awards Luncheon

Diamond Sponsor • Gold Sponsor • Huntington Ballroom

B201 Truths, Half-Truths and Outright Myths About Live TV and Streaming Consumption

B202 How the BBC Built a Resilient Broadcast Grade System in the Cloud

B203 Best Practices for Building an Enterprise Video Platform

B204 OTT Services and Their Effect on the Bundled TV Model

C201 HOW-TO: Choosing an Enterprise-Class Video Encoder

C202 HOW-TO: Making the HTML5 Video Element Interactive

C203 Building an Open Source DASH-AVC/264 Player

C204 Instagram vs. Vine: Hands On With Social Video Apps

Program On-the-Go!

Lighten your load with the Streaming Media West mobile program. Get easy access to everything you need during the event—anytime you need it.

Enter URL: m.streamingmedia.com
Monday November 18

PRECONFERENCE SEMINARS

**SM1 • Shoot, Switch, Stream! A Webcast Production Workshop** (Beginner to Intermediate)
9:00 a.m. – 4:30 p.m. • Grand Ballroom, Salon E
Webcasting is the fastest-growing niche market in video production and this workshop is targeted at video producers who want to learn how to webcast for their existing event, corporate, conference, worship, and wedding clients, and at those who are already producing webcasts who want to take their services to the next level and learn strategies to expand their client base into new markets. In this workshop we will discuss what equipment you need in order to produce a professional webcast (and what equipment to avoid), how to solve common webcast problems, how to choose a webcast service provider, and how to set up and produce your webcast. We’ll conclude the day by producing a live-switched multi-camera webcast of a panel discussion, with attendees of the workshop in key production roles.

**PRESENTER:** Shawn Lam, Owner, Shawn Lam Video, Inc.

**SM2 • Encoding for Multiscreen Delivery**
9:00 a.m. – 12:00 p.m. • Grand Ballroom, Salon F
Learn how to create a set of video files that will play on all devices, from smartphones to computers and OTT devices. The workshop starts by exploring key concepts such as protocol and container formats and technologies including HTTP live streaming, DASH, and dynamic streaming. Then it moves to a technical overview of the H.264 specification to identify those configuration parameters that impact quality and those that don’t, and how they affect playback compatibility. Then we review the technical requirements for single and multiple file delivery to Flash, HTML5, iOS, Android, Windows Phones, Windows 8, and the Apple TV, Roku, and other OTT devices. Attendees will walk away knowing the technical requirements for delivering to all key platforms and an understanding of how to do so.

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

**SM3 • Building a Future-Proof Web Video Player**
9:00 a.m. – 12:00 p.m. • Grand Ballroom, Salon G
The capabilities of HTML5 web browsers, both on mobile devices and desktops, are changing rapidly. As a video content producer, you need to have a video player that can respond to these changes as browser vendors release new features. But how do you plan for uncertainty? In this workshop, we review popular video player frameworks such as those provided by jPlayer (jQuery plug-in), MediaElement.js, VideoJS, JWPlayer, and others. You also learn how to pick the proper media encoding strategy for your video distribution needs and how to plan for scaling video content types as browser features such as MPEG-DASH begin to emerge.

**PRESENTER:** Robert Reinhardt, Creator, videoRx.com

**SM4 • Wowza Media Server and End-to-End Workflows**
1:30 p.m. – 4:30 p.m. • Grand Ballroom, Salon F
If you’re serious about video, finding a way to simplify delivering your content to any device is critical to maximizing efficiency, productivity, and business results. In this session, learn how Wowza Media Server can streamline and simplify your content delivery system with end-to-end deployment workflows that you can customize to meet your needs. Based on feedback from previous sessions, we dive in deeper and walk through building out several typical workflows using the latest Wowza technologies. Along the way, discover how Wowza works with cloud delivery and stacks up against other media delivery options. You also gain insights about emerging technologies (such as MPEG-DASH, H.265, and HTML5.1) and how to future-proof your streaming media deployment.

**PRESENTER:** Chris Knowlton, VP, Product Management, Wowza Media Systems

**SM5 • Deploying Quality Video for Web Browsers Everywhere**
1:30 p.m. – 4:30 p.m. • Grand Ballroom, Salon G
As the range of mobile devices, desktops, and set top boxes increasingly expands, you need to stay on top of the current technologies that you can use to effectively deliver your video content. In this workshop geared to content creators, integrators, and consultants, you learn how to evaluate the various mobile and desktop browser targets that your viewers will use to watch your content and develop a feature matrix of capabilities available on those browsers. Next, you learn how to plan the server technology you will use to deliver the content: standard HTTP delivery (or progressive download), streaming technologies such as Apple HTTP Live Streaming (HLS), Adobe HTTP/RTMP Dynamic Streaming, and MPEG-DASH/DASH-264. Finally, you learn more about content protection strategies for monetized content that can grow with your deployment budget.

**PRESENTER:** Robert Reinhardt, Creator, videoRx.com

Hotel Floor Plan

Location Key

**Keynotes & Track A**
Huntington Ballroom

**Track B**
Grand Ballroom, Salon E

**Track C**
Grand Ballroom, Salon F

**Track D**
Grand Ballroom, Salon G
10:00 a.m. – 10:30 a.m.

COFFEE BREAK in the exhibit hall

10:30 a.m. – 11:15 a.m.

A101 • Online Distribution and Monetization Strategies for the TV Industry

The internet has disrupted nearly every facet of the TV industry, from programming to distribution to audience. And while the networks still rule the living room, many of them are struggling to find their footing online. In this session, we explore some of the distribution options for those that want to bring their content to online audiences. The panelists delve into the pros and cons of sharing content with YouTube, subscription-based services and syndication networks. They also explore what kind of content—short form vs. long form—makes sense for each outlet.

MODERATOR: Peter Csaathy, CEO, Manatt Digital Media

PANELISTS:
Mara Winokur, SVP, Starz Digital Media
David Toccherman, Head of Digital Media, Innovative Artists
Jessica Sutherland, VP, Content Development, USA Network
Paul Cochrane, Head of Entertainment and Lifestyles, Yahoo! Studio

B101 • Reinventing Education With Video

Flipped classrooms, MOOCs, BYOD, personalized learning—are all new and exciting trends in today’s education industry. This session discusses how today’s leading educational institutions are transforming education with video and next-generation online experiences for YouTube generation students. Learn from universities about deployment challenges and how they can be overcome. Hear from those in the education market about the potential for YouTube generation students. Learn from universities about deployment challenges and how they can be overcome. Hear from those in the education market about the potential for YouTube generation students.

PRESENTERS:
Ferry Feretterman, Director of Customer Success, Kaltura
Raul Burried, Streaming Media Coordinator, Oregon State University

C101 • Understanding the Significance of HEVC/H.265

The most recent video compression standard, HEVC/H.265, was placed into final draft for ratification earlier this year and is expected to become the video standard of choice during the next decade. As with each generation of video compression technology before it, H.265 promises to reduce the overall cost of delivering and storing video assets while maintaining or increasing the quality of experience delivered to the viewer. This session addresses what H.265 is, how it differs from previous generations of compression technology including H.264; key barriers to widespread adoption; and thoughts on when H.265 is likely to be implemented.

PRESENTER: Jan Ozer, Principal, Docebo Publishing

D101 • Best Practices for Live Streaming

Live streaming is now largely being fueled by businesses using live video as a socially fueled communications platform. This session discusses tips and tricks, best practices, and lessons learned regarding the technical setup of live streaming production. Learn how to stream multiple formats, use social networking overlays, and leverage adaptive bitrate streaming. Speakers in this session are the ones in the trenches, producing some of the largest live events you see on the web today.

MODERATOR: Jon Orlin, Executive Producer, TechCrunch

PANELISTS:
Aiden Fertig, Sr. Manager, Product Marketing, Ustream
Bill McCandless, VP, Video Programming and Production, Bleacher Report
Jack Ferry, Independent Director & Producer
Chris Mangum, Sr. Digital Media Manager, Live & On-Demand Video Streaming, Yahoo!

11:30 a.m. – 12:30 p.m.

A102 • LTE and the Mobile Video Business Opportunity

With the deployment of 4G LTE and the emergence of yet another enhancement to video compression in the form of HEVC, is mobile video now at a tipping point? In this session, operators and content owners discuss how they see the technical and business aspects of media over LTE unfolding and how the different implementation options and their respective business models evolve over time. Learn how wireless on demand content and broadcast delivery of linear content by conventional means can come together in a hybrid broadcast/streaming service.

MODERATOR: Vera Kennehan, Strategic Product Manager, LTE Broadcast, Ericsson

PANELISTS:
Jack Arky, Principal Member of Technical Staff, Product Development, Verizon Wireless
Cedric Fernandes, CTO, MobiTV
Norman Tyrrell, Director Technical Marketing, Qualcomm Labs
Theodore May, SVP, Strategy and Business Affairs, Synacor

B102 • Matching Up Streaming Video Metrics With Traditional TV Ad Buys

Advertising in digital video has the opportunity to marry the power of the sight, sound, and motion of TV with the analytic and targeting capabilities of digital ads. For practical reasons, many marketers want to utilize their high production TV spots and want to understand how to make these effective across digital platforms. Multiple data vendors are now providing guidance with their data points that allow marketers to get a 1+1=3 result of their video efforts. As more and more streaming options are provided, what are the considerations that marketers can look at for analyzing their ROI?

MODERATOR: Pat Dunbar, President, Founder, DMA Strategy Group

PANELIST:
Eric Mathewson, CEO, WideOrbit
Keith Camoosa, Managing Director, Research and Analytics, MAGNA GLOBAL
Carol Hinnant, SVP, National Television Sales, Rentrak

C102 • HOW-TO: Evaluating Your H.264 Encoder

Not all video encoders are created equal. In this session, the real-world video output of top commercial H.264 encoders are compared, including Telestream Episode, Harmonic ProMedia Carbon, Sorenson Squeeze, and Adobe Media Encoder, as well as those available in the open source community such as FFmpeg and x264. Live streaming hardware and output are also compared. Learn what features you should have available in an encoding tool before you invest your organization’s budget to the effort.

PRESENTER: Robert Reinhardt, Creator, videoRx.com

D102 • Best Practices for Implementing Accessible Video Captioning

This session discusses captioning and transcription solutions implemented by enterprise and media companies. The panelists explore the costs and benefits derived, as well as best practices and tips for implementing accessibility technologies. The panel also discusses strategies for meeting upcoming accessibility legislation and emerging standards that impact online video captioning.

MODERATOR: Josh Miller, Co-Founder, 3Play Media

PANELIST:
Brad Ellis, YouTube Product Manager, Google
Bill McCarthy, Manager, Corporate Multimedia, Dell
Ali Daniali, Web Developer, T-Mobile USA

12:30 p.m. – 1:45 p.m.

LUNCH BREAK visit the exhibit hall
B103  Using Cloud-Based Video Services for the Enterprise

It seems all you hear about these days is public, private, and hybrid clouds. Are cloud services applicable for enterprise video as well? This session discusses the deployment options for cloud-based services for enterprise video with a focus on two primary methods of moving services to the cloud, encoding in the cloud, and media management in the cloud. The session addresses many questions around cloud-based enterprise services, including bandwidth concerns, pricing, and security. If you are considering moving to the cloud, this is a must-attend session.

MODERATOR: Andy Howard, Founder & Managing Director, Howard & Associates

PANELISTS:
- Dave Adams, Associate Director, Teaching & Learning Technologies, University of Utah
- Tim Baldwin, VP, Internet Media Services, Haivision
- Jeff Mafkin, President, Encoding.com

B104  Connected Device Support: Creating OTT Apps

For a content service to benefit fully from today’s broad connected device ecosystem they must contend with an application support environment comprised of hundreds of disparate platforms, API’s and SDK’s each requiring different technology frameworks and development approaches. This session will outline current platform trends and discuss popular technologies including HTML5, Webkit, Flash and Android. Attendees will hear what silicon vendors and CE device manufacturers are doing to help content distributors facilitate device coverage.

MODERATOR: Mark Donnigan, GM, Dune HD

PANELISTS:
- Kurt Hoppe, Director, Smart TV Innovation and New Business, LG Electronics
- Mark Arana, Executive Director, Strategy & Innovation, Walt Disney Studios
- Imran Maskatia, Senior Director, Product Management, Redbox Instant by Verizon
- Cedric Fernandes, CTO, MobiTV

C104  HOW-TO: Picking and Choosing A Video Management Solution

This presentation will help attendees identify their unique requirements for an effective video management solution. We’ll look at what particular techniques are necessary to deliver high-impact, brand-enhancing messages with video and imagery in a multi-channel way. We’ll look at the options facing buyers looking for new technology for video review, approval, and delivery on mobile devices. Get advice on how to get to a vendor short list, submitting brief and useful RFPs, what questions need to be asked, and other tips to ensure you choose the right solution.

PRESENTER: Jarrod Gingras, Analyst and Director of Advisory Services, Real Story Group

D104  HOW-TO: Choosing a Cloud Encoder

The session starts by describing what cloud encoding is and how it works for both live and on-demand applications. Then it details the types of applications that work well with cloud encoding, using mini-case studies of actual users. Next, it identifies factors to consider when choosing an on-demand and live-cloud encoding service, including qualitative and performance results from recent reviews. Attendees leave knowing how cloud encoding works, which applications are particularly well-suited for the cloud, and how to choose a cloud provider.

PRESENTER: Jan Ozer, Principal, Doceo Publishing

COFFEE BREAK in the exhibit hall

3:30 p.m. – 4:00 p.m.

A105  MPEG-DASH: Commercial Deployments and Outlook Towards HEVC and 4K

This panel gives frontline reports on the first trials and commercial MPEG-DASH deployments, presents available products that enable the end-to-end delivery of MPEG-DASH content, and gives demos of MPEG-DASH on various platforms. DASH-IF recently published the DASH-AVC/264 Implementation Guidelines and launched interoperability tests amongst its members. The panelists discuss lessons learned from that process and provide insights into the latest guidelines being developed that address ad insertion, multichannel audio, HEVC, as well as 4K/UDI video streaming. The audience benefits from firsthand experiences of the MPEG-DASH experts and learn what’s up next.

MODERATOR: Richard Doherty, Director, E-Media Technology Strategy, Dolby Laboratories

PANELISTS:
- Baptiste Coudurier, Principal Software Development Lead, Hulu
- Thierry Fautier, VP, Solutions and Strategy, Harmonic
- Aytac Biber, Sr. Product Manager, Qualcomm

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**Tuesday November 19**

**B105 • The State of Over-The-Top Video and TV Everywhere Rollouts**

Despite the success of standout services including Netflix and Hulu, it's generally been slow going for OTT and TV Everywhere in making consumer-desired TV programming widely available online. This panel reviews the state of OTT and TVE rollouts, examines the reasons behind the “slow going,” and explores how tech and business friction issues are being addressed. Learn what the OTT prospects are for TV incumbents vs. online enterprises such as Netflix, Hulu, Amazon, and Intel.

**MODERATOR:** Bill Niemeyer, Senior Analyst, TDG Research

**PANELISTS:**
- Matthew Durgin, Director, Smart TV Content, LG Electronics
- David Schlacht, Senior Director, Technology Ventures, DIRECTV
- Campbell Foster, Director of Product Marketing, Video Solutions, Adobe
- Brian Jaquet, Director, Marketing and Communications, Sling Media

**C105 • HOW-TO: Using YouTube's Platform for Live Events**

YouTube's live platform offers content owners a free toolset for broadcasting live events, opening up a huge opportunity to reach a large audience around the world. During this presentation, YouTube shows you how its platform can help you build a following and how tools, APIs, and their scalable infrastructure make it very easy for you to do so.

**PRESENTER:** Varun Talwar, Partner Product Manager, YouTube

**D105 • Overcoming the Challenge of Getting Premium Video to Android Devices**

While one may think it’s easy to take a single video clip and simply repurpose it for playback on multiple devices, the fact is, delivering video to so many different Android platforms and screen sizes is extremely challenging. This presentation shows you how the

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**Wednesday November 20**

**Keynote**

9:00 a.m. – 10:00 a.m.

**Erin McPherson,** VP and Head of Video, Yahoo!

Erin McPherson oversees video programming and original video at Yahoo, including the award-winning Yahoo Studios. In her tenure at Yahoo, Erin has also headed business development and partnerships for the Yahoo Media Network. Prior to joining Yahoo, Erin practiced entertainment and media law, representing a wide number of individuals and companies in the industry, including Halle Berry, Kevin Spacey, Zachary Quinto and others. Erin has more than 16 years experience in the media industry, including serving as in-house counsel and strategist for LivePlanet, the media company founded by Matt Damon and Ben Affleck, and z.com, an early digital media start-up. Erin is passionate about the opportunities presented by digital media and is actively involved in various industry and trade organizations, including as a member of the Board of Directors of NATPE.

10:00 a.m. – 10:30 a.m.

**COFFEE BREAK** in the exhibit hall

10:30 a.m. – 11:15 a.m.

**A201 • The Keys to HEVC’s Successful Deployment and Growth**

This panel discussion provides a practical guide to HEVC deployment for different markets and through the evolving video ecosystem. It features subject-matter experts associated with video codec development as well as end users considering or having already deployed HEVC. Hear which type of video applications can best take advantage of H.265, which devices will be upgradeable, and when products will be shipping. Participants also discuss the barriers to faster HEVC adoption and what impact they think 4K will have on the market.

**MODERATOR:** Michelle Abraham, Sr. Analyst, MRG

**PANELIST:**
- Keith Wymbs, VP, Marketing, Elemental Technologies
- Eric Grab, VP, Technology, Rovi
- Aidan O’Rourke, Senior Marketing Director, IP Multimedia Access, Broadcom

**B201 • Truths, Half-Truths and Outright Myths About Live TV and Streaming Consumption**

The realities of how most consumers experience live video content shows just how far we have to go before we cut our cords. The path to live video streaming dominance is a dense thicket of old consumer habits, resilient technology, and billions of dollars in traditional advertising that need to be rerouted towards a new experience. This presentation examines the trends and differences in consumer consumption of live streaming media versus broadcast. Where are they coming together in ways that are working for the audience, the content companies, and their advertisers? Learn what the competitive landscape looks like for streaming mass media and who is winning.

**PRESENTER:** Caleb Silver, Director, Business News, CNN

**C201 • HOW-TO: Choosing an Enterprise-Class Video Encoder**

This session discusses factors to consider when choosing on-demand enterprise video encoding systems from the likes of Digital Rapids, Elemental, Harmonic, Sorenson, and Telestream. Factors incorporated into the analysis include performance, output quality, quality control options, format support, expansion options, programmability, and other variables. If you’re considering buying an enterprise encoder or upgrading your current systems, you’ll find this session particularly useful.

**PRESENTER:** Jan Ozer, Principal, Doceo Publishing
11:30 a.m. – 12:30 p.m.

**A202**  • Requirements for TV Everywhere Enablement

This panel discussion by members of the Open Authentication Technology Committee (OATC) provides an insight into how authorization will be critical to future TVE implementations. Speakers discuss topics including how best to determine a user’s entitlement to view content, how enabling visibility to viewing behaviors benefits both research metrics gathering and credential sharing prevention, and how a common approach to live signaling allows for stream restrictions and digital program insertion. The panel also discusses efforts around improving and harmonizing user experience and TV Everywhere availability.

MODERATOR: Peter Rosenberg, Enterprise Architect, Digital Media, NBC Universal

PANELISTS:
- Hillary Henderson, Director of Product, Clearleap
- Christen Chambers, VP, Business Operations and Software Solutions, Fox Networks Group
- Michael Wise, VP, Multi-Platform Distribution Technologies, Turner Broadcasting System
- David Schlacht, Senior Director of Technology Ventures, DirecTV
- Joel Huff, Group Product Manager, Primetime, Adobe

**B202**  • How the BBC Built a Resilient Broadcast Grade System in the Cloud

The BBC iPlayer is the largest VOD service in the U.K., with 6 million users every month. Last year it served 36.5 billion minutes of content and supports over 600 different devices from IPTVs to mobile phones and games consoles. This presentation details how the BBC moved its live and on demand transcoding workflow to the cloud and highlights the performance and flexibility benefits they got in return. Learn how the BBC integrated cloud-based systems with its broadcast infrastructure to build a resilient video solution.

PRESENTER: Stephen Godwin, Senior Technical Architect, BBC

2:45 p.m. – 3:15 p.m.

**C202**  • HOW TO: Making the HTML5 Video Element Interactive

The HTML5 Video element has now become widely used by browsers and supported in a broad set of websites for streaming video content. With some JavaScript and CSS, we can leverage the HTML5 video element to create highly interactive experiences for the viewer in both traditional and mobile browsing environments. This hands-on session explores the integration of events with the video timeline, creating positioned hotspots with links and dynamic content, and capturing user input. In addition, the session examines supporting mobile platform browsers along with future opportunities with the HTML5 video tag. Get sample code, ideas, and best practices for making the HTML5 video element an engaging interactive experience for your viewers.

PRESENTER: Chuck Hudson, Co-Author, HTML5 Developer’s Cookbook

12:45 p.m. – 1:45 p.m.

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

1:45 p.m. – 2:45 p.m.

**A203**  • HOW TO: Using AWS to Create an End-to-End HLS Streaming Stack

Come see how you can create an end-to-end, production-quality HLS streaming stack using the AWS ecosystem. Learn the best practices for ingesting, transcoding, packaging, delivering and playing back media on multiple devices using HLS. See how Amazon S3, Amazon Elastic Transcoder, Amazon CloudFront and JW Player from Longtail video are delivering and playing back media on multiple devices using HLS. See how Amazon S3, Amazon Elastic Transcoder, Amazon CloudFront and JW Player from Longtail video are delivering and playing back media on multiple devices using HLS.

PRESENTERS:
- David Sayed, Principal Product Manager, Amazon Web Services
- Jeroen Wijering, Founder, Head of Product, JW Player

2:45 p.m. – 3:15 p.m.

**COFFEE BREAK**

3:15 p.m. – 4:15 p.m.

**A204**  • The Future of Digital Entertainment in a Multiscreen World

This panel of leading content owners, syndicators and distributors discusses how they solve some of the challenges in delivering the creator’s intended entertainment experience across new devices and consumer use cases. The panel also shares their vision on where the future of digital entertainment is heading and key industry drivers that could enable the next-generation entertainment experience on mobile and tablet devices.

MODERATOR: Sarah Barry James, Senior Reporter, SNI Kagan

PANELISTS:
- Luke Kallis, SVP, West Coast Sales, Vevo
- Jonathan Mantell, VP, Mobile Entertainment and Video, CBS Interactive
- Piers Lingle, VP, Product Development, Comcast Cable
- Ken Shapiro, SVP, Digital Ad Sales, Turner

**B204**  • OTT Services and Their Effect on the Bundled TV Model

Key industry trends such as the escalating cost of pay TV, changes in consumer behaviors, proliferation of mobile devices, and the surge in OTT subscription models, suggest that the industry’s traditional bundled TV model could be tested during the next few years. This panel explores the current state of the market as consumers express clear preferences for free and ad-supported offerings and subscription VOD services. It also examines the increasing willingness of consumers to pay for quality differentiated online video services and the key elements they will most strongly demand.

MODERATOR: Mark London, VP, Ad Solutions, Fox Networks Group

PANELISTS:
- Hui Zhang, CEO, Conviva
- Christophe Louvion, CTO, M-GO
- Kyle Okamoto, Director, Product Management and Development, Verizon

**C204**  • Instagram vs. Vine: Hands On With Social Video Apps

Is it 7 seconds of video enough to tell a story? Is 15 seconds too long? The social video app battle between Facebook’s Instagram and Twitter’s Vine is more than just a distraction for early adopters. Major brands and companies are using these tools to launch products, market services, and tell their stories in an increasingly distracted world. Learn more about how these tools work as we look at real-world examples, create our own videos, and share them online in this hands-on, interactive presentation.

PRESENTER: Jose Castillo, President, thinkjose
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Keith Wymbs
VP, Marketing, Elemental Technologies

Hui Zhang
CEO, Conviva

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See the onsite schedule for vendor and speaker interview times.
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