NOVEMBER 17–18, 2015
Preconference Workshops: Monday, November 16

Hyatt Regency Huntington Beach
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 streaming media

STREAMINGMEDIA.COM/WEST
Welcome to Streaming Media West! If you've been here before, welcome back. If this is your first experience then we look forward to spending the next couple of days with you and sharing an in-depth look at the streaming video industry. This week, you'll have the opportunity to hear first-hand how companies are making streaming work for them. Learn tips and tricks from industry veterans that you can put into action as soon as you get back to the office. Visit with leading companies in the Exhibit Hall to learn about the latest software, hardware, and network solutions and services being offered.

Be sure to check out the Discovery Track (pages 8-9) which is available free to all pass types. This is a great opportunity to discover the latest technology innovations, first-hand, and participate in discussions about the latest trends and hot-button topics with top names in the industry.

Step up your game by upgrading your pass to include Live Streaming Summit. This event is focused exclusively on the challenges and opportunities inherent in delivering large-scale live events and live linear channels to multiple screens. Visit the registration desk now to add this event to your pass. Find out more on pages 20-21.

Again, we welcome you and look forward to hearing about your experience.

Dan Rayburn
Conference Chairman & Executive Vice President
StreamingMedia.com

General Information

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
Discovery Track  ▶  Grand Ballroom, Salon A
Live Streaming Summit  ▶  Fountain Room (Tuesday)
                       Grand Ballroom, Salon G (Wednesday)

Focus Areas
Each of Streaming Media’s over 30 panel discussions, how-to sessions, case studies and presentations is labeled with the business and technology categories or ‘Focus Areas’ it represents, offering you a clear sense of which sessions match your areas of expertise or interest. And, while a few of the sessions are specialized to cater to one of these Focus Areas, most of the sessions are applicable to several, so there’s no shortage of highly relevant content to help you take your streaming activities to the next level, and connect you with leading practitioners in the space.

LOOK FOR THESE ICONS:

- Encoding & Transcoding
- Enterprise & Education
- Monetizing Content
- Formats, Protocols & Standards
- OTT & TV Everywhere
- Content Management & Workflows
- Media, Entertainment & Broadcast
- Devices & Platforms
- Live Webcasting
- Online Video & Streaming

Contemporary Breakfast & Breaks
A continental breakfast will be provided for conference attendees Tuesday 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.

Live Streaming Summit, a featured event at Streaming Media West
Sponsored by USTREAM
Access to Live Streaming Summit requires separate registration or is included for registered Streaming Media West Platinum and Combo Pass attendees. See pages 20-21 for full program details.

Exhibit Hall Hours
Tuesday, November 17 ................................5:00 p.m. – 9:00 p.m.
Exhibit Hall Reception ................................5:00 p.m. – 6:00 p.m.
Wednesday, November 18 ............................5:00 p.m. – 10:00 a.m.
              3:15 p.m.

Exhibit Hall Reception
Tuesday, November 17 .............................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.

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.

Online Video & Streaming
Sponsored by

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.

Discovery Track
Be sure to check out the schedule for the Discovery Track on pages 8-9. Open to all pass holders, these sessions are presented by conference sponsors and offer a unique opportunity to learn about everything from cutting-edge technologies and solutions to vexing challenges at every step in the streaming media ecosystem. BONUS—Many Discovery Track sponsors will be raffling off prizes at the end of their session.

2nd Annual Streaming Media Beer Garden & Networking Event
Sponsored by USTREAM
Tuesday, November 17 ................................6:00 p.m. – 8:00 p.m.
Lighthouse Courtyard
Join us for a fun night on the lawn as you network with industry peers while enjoying a selection of good brews and eats. Open to all attendees, speakers, and vendors.

Streaming Media Magazine’s Readers’ Choice Awards Breakfast
Sponsored by

Wednesday, November 18 .............................8:30 a.m.
Huntington Ballroom
Start your day with Streaming Media Magazine as they celebrate the winners of the 8th annual Readers’ Choice Awards.
## MONDAY NOVEMBER 16  
**PRECONFERENCE WORKSHOPS** *(priced separately)*

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Details</th>
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</thead>
</table>
| 9:00 a.m. –   | **W1**  
9:00 a.m. –   | Encoding 2015: Codecs and Packaging for PCs, Mobile and OTT/STB/Smart TVs     |
| 12:00 p.m.    | **W2**  
11:30 a.m. –  | Best Practices for Building an End-to-End Live Streaming Workflow             |
| 1:30 p.m. –   | **W3**  
10:30 a.m. –  | Making the Switch From Flash to HTML5                                          |
| 4:30 p.m.     | **W4**  
12:30 p.m. –  | Building an Open-Source Encoding Workflow                                      |

## TUESDAY NOVEMBER 17

### WELCOME & OPENING KEYNOTE  
**Huntington Ballroom**  
Corey Smith, Senior Service Engineering Manager, Xbox Live

### COFFEE BREAK in the Exhibit Hall

### TRACK A  
**Huntington Ballroom**

- **A101**  
10:30 a.m. – 11:15 a.m.  
Fine Tuning Your Adaptive Groups With Objective Quality Metrics

- **A102**  
10:00 a.m. – 11:15 a.m.  
Best Practices for Interacting With the Social Platforms

### TRACK B  
**Grand Ballroom, Salon E**

- **B101**  
10:00 a.m. – 11:15 a.m.  
What Corporate Users Really Want From Their Webcasting/Online Video Platform

- **B102**  
10:00 a.m. – 11:15 a.m.  
Emerging Streaming Technologies: H.265, VP9, WebM, DASH, HTML5, & WebRTC

### SPECIAL LUNCH PRESENTATION  
**Mariner’s Ballroom**  
Sponsored by **Elemental**

- **A103**  
12:30 p.m. – 1:45 p.m.  
HEVC Revisited: Status, Justification and ROI in 2016

- **A104**  
1:45 p.m. – 3:00 p.m.  
Streaming Deployment Architectures in Higher Education

### TRACK C  
**Grand Ballroom, Salon F**

- **B103**  
10:00 a.m. – 11:15 a.m.  
Creating Great Video User Experiences That Drive Adoption

- **B104**  
10:00 a.m. – 11:15 a.m.  
World-Class Video: Speaking to the Heart of Enterprise ROI

### TRACK D  
**Grand Ballroom, Salon G**

- **B105(a)**  
10:00 a.m. – 11:15 a.m.  
Best Practices for Future Proofing Your File-Based Workflow

- **B105(b)**  
1:45 p.m. – 3:00 p.m.  
Building an Integrated, Multi-Platform Analytics Solution for TV Everywhere

### COFFEE BREAK in the Exhibit Hall

### 2nd ANNUAL STREAMING MEDIA BEER GARDEN & NETWORKING EVENT  
**Lighthouse Courtyard**  
Sponsored by **Ustream**

## WEDNESDAY NOVEMBER 18

### Streaming Media Magazine’s Readers’ Choice Awards Breakfast  
**Huntington Ballroom**

### KEYNOTE  
**Huntington Ballroom**  
Omer Luzzatti, Senior Director, Head of Yahoo Video Platform

### COFFEE BREAK in the Exhibit Hall

### TRACK A  
**Huntington Ballroom**

- **A201**  
10:30 a.m. – 11:15 a.m.  
DRM In The Age of HTML5: What You Need to Do Now

- **A202**  
11:30 a.m. – 12:15 p.m.  
Bye-Bye Browser: Product Strategy for OTT and TVE in the Post-PC Era

### TRACK B  
**Grand Ballroom, Salon E**

- **B201**  
10:30 a.m. – 11:15 a.m.  
Using OTT Workflows to Create Live-to-VOD Assets

- **B202**  
11:30 a.m. – 12:15 p.m.  
Stream Stitching: Why the Buzz, Where It’s Working, and What Happens Next

### TRACK C  
**Grand Ballroom, Salon F**

- **B203**  
10:30 a.m. – 11:15 a.m.  
Building an Internal Enterprise/Edu Streaming Solution

- **B204**  
11:30 a.m. – 12:15 p.m.  
Creating Great Video User Experiences That Drive Adoption

### DISCOVERY TRACK  
**Grand Ballroom, Salon A**

- **DT201**  
10:30 a.m. – 11:15 a.m.  
• Changing the Channel on the Broadcast Business Model
  • Quickly Build a 4K Live Streaming Workflow

- **DT202**  
11:30 a.m. – 12:15 p.m.  
• Deploying a Live Streaming and Production Solution in 5 Minutes or Less
  • Live Streaming in VR

### LUNCH BREAK visit the Exhibits

### TRACK A  
**Huntington Ballroom**

- **A203**  
12:30 p.m. – 1:45 p.m.  
Windows 10 and Its Impact on the Media Ecosystem

- **A204**  
1:45 p.m. – 2:45 p.m.  
Heart of Enterprise ROI

### COFFEE BREAK in the Exhibit Hall

### CLOSING SESSION  
The Future of Video in a Multi-Screen World
CONFERENCE AT-A-GLANCE

DISSCOYER TRACK
Grand Ballroom, Salon A

DT101
• 9284: Perceptual Quality Optimization for Next-Generation H.264 Encoding
• Technology Trends in Live Production and Streaming

DT102
• Streaming Success: A Look at the Future of Streaming Video
• The Journey of Object Storage in a Data Driven World

DT103
• Technology Trends in Live Production and Streaming
• The Streaming Road Warrior: Overcoming the Challenges of Portable Live Production

DT104
• Myth Busting: The Truth of Delivering to Multiple Devices
• How Media Services Companies are Modernizing their Distribution Workflow

DT105
• Pitfalls to Avoid When Broadcasting a Live Audio Event
• Streaming with Quality and Portability

EXHIBIT HALL RECEPTION
NETWORKING EVENT

TUESDAY
Fountain Room

WELCOME & OPENING KEYNOTE
COFFEE BREAK in the Exhibit Hall
LS101 • Panel: Bridging the Invisible Wall Between Your Show and Your Viewer
LS102 • Live Streaming Insights

SPECIAL LUNCH PRESENTATION
LS103 • Live Encoding and Transcoding Techniques
LS104 • Managing and Protecting the Live Content Flow

COFFEE BREAK in the Exhibit Hall
LS105 • Panel: Turning Live Streams into Profits

WEDNESDAY
Grand Ballroom, Salon G

Awards Breakfast
WELCOME & OPENING KEYNOTE
COFFEE BREAK in the Exhibit Hall
LS201 • Panel: Now That You’ve Got the Viewers, How Do You Make Them Stay?
LS202 • Live Streaming Insights

LUNCH BREAK visit the Exhibits
LS203 • Panel: Measuring the Success of Live Content Delivery
LS204 • Panel: The Future of Live Streaming

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. No download required!

Enter URL: m.streamingmedia.com

FOCUS AREAS

Devices & Platforms
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A102 • B104 • C105 • D104
A105(a) • B105(b) • C203 • D105
A201 • B201 • B204
A203 • B203
A204

Enterprise & Education
A104 • B101 • B105(b) • B203

Live Webcasting
A104 • A201 • A202 • B101 • B105(a) • B105(b) • B105(c) • B203

Formats, Protocols & Standards
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A204 • C203

OTT & TV Everywhere
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Encoding & Transcoding
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A201

Media, Entertainment & Broadcast
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A102 • B104 • C102(a) • D103
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A105(b) • B105(b) • C103
A201 • B202 • C104
A203 • B203 • C201 • C202 • C203

LOOKING FOR WAYS TO ENHANCE YOUR CONFERENCE EXPERIENCE?

YouTube  g+
Facebook  Twitter  LinkedIn

#SMWest

Be social! Connect and collaborate with speakers, exhibitors, and other attendees during and after the event through social media.

STREAMINGMEDIA.COM/WEST
**All Streaming Media University Workshops Include:**

- Light continental breakfast
- Morning and afternoon breaks
- Lunch (when you register for both a.m. and p.m. workshops)
- Access to the Streaming Media West Exhibit Hall on Tuesday, November 17 and Wednesday, November 18

**W1 • Encoding 2015: Codecs and Packaging for PCs, Mobile, and OTT/STB/Smart TVs**

9:00 a.m. – 12:00 p.m. • Grand Ballroom, Salon E

As video resolutions increase and target playback platforms multiply, video producers must leave their H.264/HLS/HDS comfort zone and expand into HEVC, VP9, and MPEG-DASH. This workshop is divided into multiple segments by target platform to teach you the applicable standards and best strategies for delivering live and VOD adaptive video to viewers on that platform, both with and without DRM. Along the way, you learn options for producing H.264, HEVC, and VP9; the status of standards such as the Media Source Extensions (MSE) and Encrypted Media Extensions (EME); and how and when to utilize them. Attendees walk away knowing the technical requirements for delivering to all key platforms the best practices for making it happen.

PRESENTER: Jan Ozer, Principal, Doceo Publishing

**W2 • Best Practices for Building an End-to-End Live Streaming Workflow**

9:00 a.m. – 12:00 p.m. • Grand Ballroom, Salon F

Deploying live streaming can be an ideal solution for so many use cases, but there are many decisions to be made for each step of the workflow. How can you arrive at a plan quickly, especially if you are just getting started with live streaming or retiring an outdated technology platform? This session walks you through some current best practices for several scenarios from start to finish. We cover options for each step, including live event capture, encoding, streaming formats, distribution, content protection, playback technologies, and on-premises vs. cloud vs. hybrid. You see examples for sporting events, concerts, broadcasting, enterprise webcasts, educational lectures, house of worship services, and more.

PRESENTER: Chris Knowlton, VP, Streaming Industry Evangelist, Wowza Media Systems

**W3 • Making the Switch From Flash to HTML5**

1:30 p.m. – 4:30 p.m. • Grand Ballroom, Salon E

Transitioning from Flash to HTML5 is a complicated matter involving a change in player and encoding format and, for some, even new DRM, captioning, and advertising insertion technologies. Learn the current status of the Media Source Extensions and Encrypted Media Extensions. Get advice on your options and strategies for existing encoded content libraries and how to plan and implement the transition. A representative from Elemental Technologies describes the MPEG-DASH standard, details how to encode for MPEG-DASH, and discusses alternatives for adopting or converting existing content libraries. A representative from JW Player also covers development options for creating a MSE/EME compatible player, including open source and OTS options like JW Player, and presents case studies for successful Flash to MSE/EME transitions.

PRESENTERS: Jan Ozer, Principal, Doceo Publishing
Jeff Tapper, Chief Architect, Digital Primates

**W4 • Building an Open-Source Encoding Workflow**

1:30 p.m. – 4:30 p.m. • Grand Ballroom, Salon F

Fortunately for video specialists, there are many options to create a reliable scalable video encoding workflow. Powerful and “free” open source options, such as FFmpeg, are appealing to start-ups and businesses. In this workshop, learn the pros and cons of utilizing open source software in your encoding workflow. You also learn how to implement a customized workflow by deconstructing a sample PHP and FFmpeg architecture. We also explore extended encoding options for FFmpeg including HEVC/H.265, to maximize compatibility with a wide range of mobile and desktop browsers, as well as streaming media servers such as Wowza Streaming Engine.

PRESENTER: Robert Reinhardt, Creator, videoRx.com
that companies need to get video to play across all devices, but also to build a sizable userbase and progressively move users smartly from freemium to advertising, pay-per-view, and subscription business models.

MODERATOR: Daniel Webster, Managing Director, Kaltura Strategic Solutions

PANELISTS:
- Sharmila Aroksar, VP, Business Development, TEN
- Richard Marasci, Global Solutions Leader, Big Data & Analytics, IBM
- Linda Abrams, CRO, 24i
- Jeremy Gerstman, VP, Operations, Jukin Media

D101 • HOW TO: Creating A Great Streaming Channel on the Roku Platform 🎬

In this session, attendees learn the basics of how to develop a streaming channel for the Roku platform as well as more advanced tools and tactics. Roku provides an overview of its software developer kit and proprietary BrightScript language, educating attendees on the resources and services available to help manage channels, including integrated billing, and shares the best practices for creating a great streaming channel. The session also discusses the different ways to monetize content through advertising, on-device promotion and other marketing opportunities.

PRESENTER: Ziba Kaboli-Gerbranda, Director of Content, Roku

9:00 a.m. – 10:00 a.m.
WELCOME & OPENING KEYNOTE
Corey Smith, Senior Service Engineering Manager, Xbox Live

Corey Smith is a senior service engineering manager with Microsoft managing the broadcast solutions team for Xbox Live. Corey’s presentation will walk the audience through the world of live broadcasting for Xbox events and will discuss their approach to linear and live broadcast streaming. Audiences will get to see firsthand the power of the Xbox broadcast services platform, how they deliver live events that engage viewers and see a demo of interactive TV on the Xbox One.

10:00 a.m. – 10:30 a.m.
COFFEE BREAK in the Exhibit Hall

10:30 a.m. – 11:15 a.m.
A101 • Fine Tuning Your Adaptive Groups with Objective Quality Metrics 📈

Choosing the number of streams in an adaptive group and configuring them is usually a subjective, touchy-feely exercise, with no way to really gauge the effectiveness and efficiency of the streams. However, by measuring stream quality via metrics like PSNR, SSIM, and VQM, you can precisely assess the quality delivered by each stream and it’s relevancy to the adaptive group. This session identifies several key objective quality metrics, teaches how to apply them, and provides an objective framework for analyzing which streams are absolutely required in your adaptive group and their optimal configuration.

PRESENTER: Jan Ozer, Principal, Docu Publishing

B101 • What Corporate Users Really Want From Their Webcasting/Online Video Platform 📽️

Trying to engage a live audience is difficult, even more so when that audience is online and not in front of you. Most of the burden for driving this engagement falls on the presenter and the content they’re presenting, but there are many ways a platform can enhance engagement during a webcast or video broadcast. This session provides the perspective from seasoned corporate users of what they want from their webcasting and online video platforms to drive better engagement from their audiences.

MODERATOR: Sourabh Kothari, Senior Manager, Rich Media Marketing, Cisco

PANELISTS:
- David Boyll, Director, Media Technology Solutions, Oracle Marketing Brand Creative
- Louis Broome, Senior Content Producer, Microsoft Office
- Dave Ross, Senior Manager, Corporate Marketing, EMC TV

C101 • Making Money With Video in an Unbundled World 📈

The rapid expansion of OTT offerings to the market is creating an abundance of choice for consumers, confusion, content overload and shrinking wallets. This session helps M&E companies and operators understand the software tools needed to build audience awareness and create known users for sustainable economic models. It explores the kinds of systems that companies need to get video to play across all devices, but also to build a sizable
C102(a) • OTT vs. Cable—The Pros and Cons

This presentation analyzes a living room debate millions of Americans are engaging in—deciding whether or not to cut the cord with their cable TV or satellite provider. With the rise of compelling over-the-top services and the distinctly different entertainment consumption habits of Millennial users, it is worth a careful look at the pros and cons of each service. Learn the strengths and weaknesses of OTT services as well as offerings from traditional cable and satellite providers. Attendees hear about the economics and the industry headwinds to help make the decision to keep or shed a cable TV subscription.

PRESENTER: Mark Vena, VP, Worldwide Marketing, Sting Media

C102(b) • A Deep Dive Into the Video Behavior of U.S. Consumers

The way consumers watch video is in flux, but what does that really mean for content producers and service providers? Is the current hot strategy for cable channels to provide streaming options the right move? What types of programming are keeping consumers tied to their service providers? In this interactive session, learn the answers to these questions and others by exploring the latest survey results on cord-cutting/shaving, TV Everywhere, mobile viewing, future viewing plans and more. The presentation breaks down the results by age demographics and features findings not previously released publicly.

PRESENTER: Jonathan Hurd, Director, Allman Vianldre & Company

D102 • HOW TO: Encoding Live and On-Demand Video Using HEVC

This session explores the current status of HEVC, identifying options for encoding live and on-demand video using HEVC and discussing player options in the streaming and OTT markets. Topics include the comparative quality and usability of HEVC encoders—including encoders from x265 and MainConcept—and techniques for maximizing output quality using both codecs.

PRESENTER: Jan Ozer, Principal, Docuo Publishing

D103 • Discovery Track

11:30 a.m. – 11:50 a.m.

Streaming Success: A Look at the Future of Streaming Video

Streaming video is experiencing explosive growth worldwide. In response, leaders from across the ecosystem have formed the Streaming Video Alliance (SVA) to promote collaboration and create a new open architecture for streaming. This session will offer a new perspective on how industry collaboration will accelerate the future of streaming.

PRESENTER: Alan Maor, Co-founder and CEO, Qwilt, SVA Board Member

11:55 a.m. – 12:15 p.m.

Meet AllDigital: From Ground to Cloud to File Based Workflow

Media customers building for big screens, web experiences, mobile/tablet apps, and content for virtual and augmented reality are redefining the digital media landscape. New hardware and software options are bringing high-end digital cinema workflows to productions of all sizes and budgets. This presentation will highlight how to take ProRes HQ workflow from source to destination in a matter of minutes.

PRESENTER: Tim Napoleon, Co-founder and Chief Strategist, AllDigital

12:30 p.m. – 1:45 p.m.

SPECIAL LUNCHEON Presentation sponsored by ELEMENTAL
Why Be a Device Slave?

During this special keynote luncheon, speakers from three major media companies will present case studies detailing how they’ve leveraged software-defined video platforms from Elemental to take the variables out of the multiscreen/OTT content delivery equation.

Gain insights about the single, unified software-defined workflow approach these major enterprises use to provide highly scalable conversion of large amounts of content and assure full redundancy across multiple regions, geographical locations or head-ends. Learn how they simplify support for multiple revenue-generation models.

PRESENTERS: Aslam Khader, Chief Product Officer, Elemental Technologies
David Adams, CPO, EverSport TV

1:45 p.m. – 2:30 p.m.

A103 • HEVC Revisited: Status, Justification and ROI in 2016

Just when we thought the road map for HEVC was crystallizing, a series of disruptions are creating a new set of uncertainties. This talk presents the current state of the HEVC market in terms of point solutions within the end-to-end workflow. It dives deeply into discussing newly emerging challenges, and translates those into implications for HEVC’s value proposition. Attendees also get recommendations on the suggested road map for transitioning to HEVC and what other alternatives are available to content businesses for broadening reach and increasing service profitability.

PRESENTER: Avni Rambhia, Industry Principal, Digital Media, Frost & Sullivan

B103 • Creating Great Video User Experiences That Drive Adoption

We all know that great user experiences are critical to video consumption on mobile and set-top boxes, but how do we go about creating those? And what data do we have to support that investment? This session discusses how content owners can use UI to improve the content consumption experience by focusing on promotion, search and key features such as resume watching. Learn how to tie a multi-platform video experience together, balancing the capabilities of each platform/OS vs. keeping a common brand experience across devices. Data is also shared on the impact of relaunching platforms where the only change was a re-architected UI.

MODERATOR: Tobias Dengel, CEO, WillowTree

PANELISTS:
Jim Spencer, Founder, President, Newsy
Scott Olechowski, Co-Founder, Chief Product Officer, Plex
Mano Kulasingam, Co-CEO, Digifire
Tom Schaefler, CEO, Float Left Interactive

C103 • How Big Data Can Increase OTT Ad Revenue

This session discusses how advertisers can more effectively and efficiently reach a buyer of a product or service with OTT than any other media. Over-the-top TV apps have access to an enormous amount of information about a prospective buyer of a product or service. By using real-time analysis of social media, geo-location, keywords, and historical buying habits, the metadata managed by an OTT platform can be used to predict real-time buying. As a result, this predictive buying translates into a higher cost per point/cost per lead that an advertiser is willing to pay for qualified buyers. Hear about some of the technology being used, the advertising research it enables, and benefits and challenges of this new advertising buying process.

MODERATOR: Steve Wong, Director, Media and Tech, Siemens

PANELISTS:
David Wong, SVP, Product Leadership, Nielsen Global Digital
Andy Beach, Program Manager, Microsoft
Jason Clement, Executive Leadership Team, TBWA/Chiat/Day
Arnav Mendiratta, Data Scientist, USC

D103 • HOW TO: Selecting the Right Video Management Technology

This presentation helps attendees identify their unique requirements for an effective video management solution. It identifies the mistakes that many video management technology buyers make and provides best-practice advice on how to avoid these mistakes.

It looks at the options facing buyers looking for new technology for video review, approval, and delivery. Attendees 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 the right solution is chosen.

PRESENTER: Theresa Regli, Managing Partner & Principal Analyst, Real Story Group
**DT103 • Discovery Track**
1:45 p.m. – 2:05 p.m.

**Technology Trends in Live Production and Streaming**
With the emergence of over-the-top content delivery, there has been a significant transition of live production tools in the live streaming and on-demand content creation markets. In this session, we’ll focus on some of these emerging technologies and detail they can be used in live streaming environments. This will include video acquisition, audio recording, live switching, and recording.

**PRESENTER:** Deon LeCointe, Product Manager, Sony Electronics

**2:10 p.m. – 2:30 p.m.**

**The Streaming Road Warrior: Overcoming the Challenges of Portable Live Production**
Gone are the days of needing a production truck to broadcast a live show, but there are still many challenges producers face when live streaming on the road. In this session you will learn some of the tricks of the trade in addition to some new portable production solutions to make your job easier.

**PRESENTER:** Martin Sinclair, Founder, vMix

**2:45 p.m. – 3:30 p.m.**

**A104 • Streaming Deployment Architectures in Higher Education**
In an attempt to facilitate new modes of teaching, such as online and flipped classrooms, the behind-the-scenes process of building a course has quickly changed. On-demand video portals, recording studios, and web-conference sessions are working their way into many universities. This session explores the workflow universities have developed to deliver their online and flipped classes, along with the tech they use to make it possible. This session highlights what schools have found to be successful, efficient technologies and highlight lessons learned.

**MODERATOR:** Christopher Miano, Senior Technology Support Specialist, Temple University Fox School of Business

**PANELISTS:**
- Jim O’Neill, Principal Analyst, Ooyala
- Derrick Freeman, Program Manager, MedNet21 Webcast Producer, The Ohio State University Wexner Medical Center
- Christopher Martin, IT & Multimedia Manager, University of Pennsylvania
- Jonathan Schwartz, Digital Video Manager, University of Southern California

**B104 • World-Class Video: Speaking to the Heart of Enterprise ROI**
To deliver video ROI, global enterprises need to touch as many people as possible. Increasing video search, reach, access, and engagement are key. Video captions are proven to increase video views and completions as much as 40%. And getting local culture right is critical for growing new markets, teams, and future revenues. Translated subtitles can connect your company to millions more hearts and minds. This panel of multinational video pros discusses what works—and doesn’t—and shares insider how-to’s on questions like these: Where’s the most ROI? If quality is critical to your company, what are “good enough” translations? And what are the risks of missing deadlines, cultural faux pas, and brand damage of bad translations.

**MODERATOR:** Peter Crosby, Chief Revenue Officer, Dotsub.com

**PANELISTS:**
- Charlie Ung, Workforce Communications and Enablement, IBM Digital Media
- Anja Schaefer, VP, Lionbridge Global Solution Team

**C104 • The Business Strategy Behind the Fragmenting OTT Market**
From Netflix, HBO and Showtime, to broader offerings such as Dish’s Sling, CBS’s All Access, Comcast’s Stream, and Apple TV, rumored to launch in the fall, there are a lot of OTT options. Are we ensuring differentiated experiences for consumers, or are we building a slew of “me too” services? With reports showing OTT revenues are expected to top $10B within the next few years, are content owners building a healthy marketplace with enough competition and differentiation for revenues to continue to grow? This panel explores the business strategies behind the unbundling and unraveling of the industry as it moves from cable to the cloud and the subsequent sprint to build new OTT experiences.

**MODERATOR:** Jim O’Neill, Principal Analyst, Ooyala

**PANELISTS:**
- Amit Ziv, VP, Business Development, Epix
- Michael Dube, Streaming Media Manager, NPR
- Jimmy Schaefller, Chairman, CSO, The Carmel Group
- Cary Grant, CEO, PREMO

**D104 • HOW TO: Choosing the Best Streaming Player for the Right Device**
With so many devices, browsers and operating systems in the market, companies are often left with confusing choices when it comes to their video players. Do you use open source technologies, or are you waiting for a proprietary player? Should you build your own, or use one from a third party? Can you use the same player stack across all the devices you need to support, or will you need multiple solutions? Is it viable to still stream to the desktop with Flash and Silverlight, or can you build a streaming solution without any plug-ins? These and other questions are answered in this how-to session that outlines your options and explores the code necessary to build a modern streaming player.

**PRESENTER:** Jeff Tapper, Chief Architect, Digital Primates

**DT104 • Discovery Track**
2:45 p.m. – 3:05 p.m.

**Myth Busting: The Truth of Delivering to Multiple Devices**
Everyone knows delivering your video at broadcast quality to any device, in the right format, globally is hard. But does it have to be? In this session, we’ll challenge conventional wisdom and show how, with the right processes, expertise, and technology in place, secure, monetizable video delivery to any device is easier than you think.

**PRESENTERS:**
- Jason Thibeault, Principal Technical Evangelist, Limelight Networks
- Charlie Kraus, Solutions Marketing, Limelight Networks

Stop by the Streaming Media booth during exhibit hours and watch as we interview key speakers, attendees, and vendors. We may even pick you to answer a few questions!
presentation shares a case study of enterprise usage of instant live streaming at T-Mobile.

PRESENTER: Leo Leung, VP, Corporate Marketing, Scalityx

COFFEE BREAK in the Exhibit Hall

4:00 p.m. – 5:00 p.m.

A105(a) • Best Practices for Future-Proofing Your File-Based Workflow

Media customers building for big screens, web experiences, mobile/tablet apps, and content for virtual and augmented reality are redefining the digital media landscape. New hardware and software options are bringing high-end digital cinema workflows to productions of all sizes and budgets. This presentation highlights how to take ProsRes HQ workflow from source to destination in a matter of minutes. Learn how to process videos for new vertical placements on social and mobile media and best practices for getting the most out of your file based workflow.

PRESENTER: Tim Napoleon, Chief Strategist, AllDigital

A105(b) • Building an Integrated, Multi-Platform Analytics Solution for TV Everywhere

Many publishers use multiple analytics solutions from various OVPs (client), CDN (server), or other specialized providers, and thus find their data fragmented into silos and difficult to interpret. This presentation focuses on the software architecture and general approach BYUtv used to create an integrated analytics solution that combines video, page, and app performance data into a single data repository for all TV Everywhere platforms. Learn how to make the challenge of measuring video consumption, user behavior, and app performance easier across multiple devices.

PRESENTER: Ryan Holmes, Director, Digital Media, BYU Broadcasting

B105(a) • Best Practices for Content Monetization & Distribution on Twitter

This presentation discusses how TV networks, sports leagues, and MCNs distribute and monetize their content on Twitter. Hear how Twitter is envisioning and enabling the publishing and monetization of video at an even-greater scale going forward. Attendees learn some of the latest video trends taking place on Twitter, how content partners are using the platform, and which type of video content, from short-form video to live broadcasting with Periscope, is having the most success.

PRESENTER: David Grossman, Head of TV & Entertainment, Content Partnerships, Twitter

B105(b) • How T-Mobile’s CEO Uses Periscope to Engage With Customers

John Legder, CEO of T-Mobile, has more than 1 million Twitter followers and is redefining the wireless telco industry. His early-adopter personality keeps T-Mobile’s social media and corporate communicators on their toes, making sure they keep up with him. Legder recently has hyper-adopted Periscope and is using it to live-stream himself at all times of the day. This presentation shares a case study of enterprise usage of instant live streaming at T-Mobile and chat with Legder about his thinking for using this technology in the wireless industry.

PRESENTER: All Daliani, Technical Lead, T-Mobile

C105 • The Future of 4K and Ultra HD on Streaming Services

OTT service providers have already gone ahead of the traditional VOD providers by providing 4K content to their subscribers. But is it giving the consumers the wow factor that they’re looking for, and is it really ultra HD? Internet deployment models have continued to push traditional broadcast video with more choices and evolving viewer experiences that are deployed quickly and often without heavy reliance on standards. What does this mean for ultra HD in OTT services? How does it scale across the industry and how is the term ultra HD ultimately defined? This panel features senior experts from content owners, studios, technology providers and service operators who give their individual perspectives on how ultra HD will scale across the industry and the evolution of the viewing experience within the next 5 years.

MODERATOR:
David Price, Vice-Chair, Ultra HD Forum, VP, Business Development, TV & Media, Ericsson

PANELISTS:
Nick Colsey, VP, Business Development, Sony
Thomas Edwards, VP, Engineering & Development, FOX Networks Engineering and Operations
Eric Grab, Co-CTO, NeuLion
Richard Doherty, Director, E-Media Strategy, Office of the CTO, Dolby Laboratories

D105 • Real-World Comparisons of H.265 and H.264 Compression

As momentum behind HEVC/H.265 grows, questions around the readiness of the new technology surface daily. The hype is compelling: better compression and faster/cheaper delivery over lower bitrates. For content distributors distributing content to mobile devices over congested 3G/4G/LTE networks, these traits are highly desirable. In this session, learn if and how H.265 compression and deployment options can be utilized in typical online streaming workflows, and, more importantly, if your target audiences can benefit. Up-to-date examples using FFmpeg with x264 and x265 output are compared for bitrate, compression time, and file size.

PRESENTER: Robert Reinhardt, Creator, videoRx.com

DT105 • Discovery Track

Sponsored by USTREAM

Join us for a fun night on the lawn as you network with industry peers while enjoying a selection of good brews and eats. Open to all attendees, speakers, and vendors.
8:30 a.m.

**STREAMING MEDIA MAGAZINE’S READERS CHOICE AWARDS BREAKFAST**

**C201 • Benefits of Deploying Multicast-Assisted ABR Within an Operator Network**

As operators transition to all-IP they are looking at opportunities to conserve access network bandwidth. Multicast-assisted ABR (M-ABR) is a low cost and easy to deploy solution that allows operators to see multicast gains on all in-home devices leveraging their TV Everywhere infrastructure. This panel, organized by CableLabs, will discuss how M-ABR can be deployed over any multicast-capable access network and effectively extends the operator’s CDN into the home by caching content on the gateway. Learn how multicast-assisted ABR allows operators to transition to all-IP, which enables it to be used in the short-term or as a long-term solution to bandwidth conservation on the access network.

**MODERATOR:** Matt White, Principal Architect, IP Video Technologies, CableLabs

**PANELISTS:**
- David Grubb, CTO, Cloud Solutions, ARRIS
- Coby Young, Senior Director, Software Engineering, Comcast VIPER
- Raj Nair, VP, Technology, Ericsson
- Parissa Pandikhou, Director, Technology, Product Development, Verizon

**10:30 a.m. – 10:50 a.m.**

**DT201 • Discovery Track**

**Changing the Channel on the Broadcast Business Model**

While there has been much attention placed on new revenue streams created from the move to OTT content delivery, there has been less discussion of how the move to OTT requires a shift in the way publishers and syndicators conduct business. No longer are publishers going to rely on traditional syndication deals centered around content or catalogs, but rather the syndication of the consumer viewing experience. Join Conviva’s Chief Strategy Officer, Keith Zubchevich, where he’ll discuss Experience Syndication and the future of broadcast consumption.

**PRESENTER:** Keith Zubchevich, Chief Strategy Officer, Conviva

**11:00 a.m. – 11:50 a.m.**

**B202 • Stream Stitching: Why the Buzz, Where It’s Working, and What Happens Next**

Stream stitching and server-side ad insertion are picking up steam as approaches that let content owners beat ad blockers on the desktop and provide better ad delivery on the mobile web—among other benefits. However, the technology is still early in its adoption curve, with a lot of innovation in the works to drive its deployment across more devices and use cases. This session reviews the data to see where server-side ad insertion and stitching have been helpful to publishers and broadcasters and explore how it is evolving to support analytics, interactivity, programmatic and other components of online video advertising.

**MODERATOR:** Mike Green, VP, Marketing & Business Development, Brightcove

**PANELISTS:**
- Matt Smith, Chief Evangelist, Anvato
- Jarred Wilichinsky, VP, Ad Operations, CBSI
- Sean Doherty, CEO, Wurl
- Allen Dove, CTO, SpotX
**C202 • Friction-Free TV Everywhere Authentication**

For TV Everywhere to reach adoption, the current authentication process needs be made as user friendly as possible, removing any obstacle standing between consumers and their content viewing experience. In this strategic session, we look at the recommended best practices that the OATC (Open Authentication Technology Committee) has proposed to achieve such Friction-free authentication and discuss a set of guidelines that aim to create a seamless user experience in the first instance.

**MODERATOR:**
 Jonathan Schwartz, Senior Director, TV Everywhere Content & Product Strategy, Comcast Cable

**PANELISTS:**
 - Horia Galatanu, Senior Product Manager, Adobe Systems
 - Brian Brinkmann, Senior Technical Director, Platform Strategy & Architecture, Turner Broadcasting System
 - Kimberly Hicks, Senior Director, User Platform Products, Viacom
 - James Hutchins, Principal Product Manager Identity Management, Synacor

**DT202 • Discovery Track**

11:30 a.m. – 11:50 a.m.

**Deploying a Live Streaming and Production Solution in 5 Minutes or Less**

Live event webcasting/streaming and recording doesn’t have to be complicated. David Kirk will demonstrate how to set up an engaging and dynamic live streaming environment using just two simple cameras and a laptop paired with the Epiphan Pearl.

**PRESENTER:**
 David Kirk, VP Product Marketing, Epiphan Video

**SESSION:**
 11:55 a.m. – 12:15 p.m.
  **Live Streaming in VR**

What are the differences between video as a window on the world and video in a virtual reality headset?

**PRESENTER:**
 Nicolas Burtey, CEO, VideoStitch

**LUNCH BREAK**

12:30 p.m. – 1:45 p.m.

**COFFEE BREAK** in the Exhibit Hall

**2:45 p.m. – 3:15 p.m.**

**C203 • Creators, Fans and Brands: How to Win in a Content-Rich World**

YouTube and Vine stars are rewriting the rules on how audiences discover and engage with content, leading to a swath of non-traditional pathways for exploration by brands, marketers, and fellow creators. It is a world devoid of the gatekeeping that dominates traditional media, allowing creators and brands to build direct relationships with the most engaged consumers. With that opportunity comes all the challenges of social media (community management, publishing strategy), plus an added layer of responsibility to the audience members themselves. In this session, successful creators and business leaders discuss how to work with video stars, what advertising means in this new space, and how the deep connection between stars and their superfans drives engagement with brands.

**MODERATOR:**
 Mandane Mellano, Partner, Media Director, Ogilvy West

**PANELISTS:**
 - Tariq Walker, VP, Creative Development, AOL
 - Meghan Camarena, YouTuber, Entrepreneur, Strawberry17
 - Thai Randolph, VP, Consumer Marketing, Relentless Generator
 - Anthony Layser, U.S. Content Director, Dailymotion

**DT203 • Discovery Track**

1:45 p.m. – 2:05 p.m.

**All About Live Streaming Cameras and PTZ Camera Control Options**

This presentation will review connectivity options for live streaming cameras including HD-SDI, HDMI, USB 3.0, Network and CVBS. Now that we are streaming video, we will discuss camera control options including: VISCA over IP, RS-232, RS-485, ONVIF, TCP/UDP and UVC.

**PRESENTER:**
 Matthew Davis, Lead Engineer, PTZOptics

**2:45 p.m. – 3:15 p.m.**

**CLOSING SESSION • The Future of Video in a Multi-Screen World**

**It goes without saying that consumption of video is changing as new platforms, formats, and industry dynamics evolve. From the dawn of 4K to Snapchat Discover, the quality, quantity, and sheer variety of video experiences are growing every day. This panel looks at the future of broadcast and video services in a multi-screen world, attempting to peer in to the near future to explore issues both at the fore, such as 4K, and still on the fringe, such as virtual reality.**

**MODERATOR:**
 Michelle Abraham, Senior Research Analyst, Technology, SNL Kagan

**PANELISTS:**
 - Sara Trohanis, Managing Director, National Markets, Major Accounts, The Associated Press
 - Danny Fishman, Partner, Believe Entertainment Group
 - Ben Huang, VP, Marketing, Ericsson
 - Samir Ahmed, CTO, M-GO

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**Panelists**

- **C202 • Friction-Free TV Everywhere Authentication**
  - Jonathan Schwartz, Senior Director, TV Everywhere Content & Product Strategy, Comcast Cable
  - Horia Galatanu, Senior Product Manager, Adobe Systems
  - Brian Brinkmann, Senior Technical Director, Platform Strategy & Architecture, Turner Broadcasting System
  - Kimberly Hicks, Senior Director, User Platform Products, Viacom
  - James Hutchins, Principal Product Manager Identity Management, Synacor

- **DT202 • Discovery Track**
  - David Kirk, VP Product Marketing, Epiphan Video
  - Nicolas Burtey, CEO, VideoStitch

- **B202 • Building an Internal Enterprise/ Edu Streaming Solution**
  - Chris Knowlton, VP, Streaming Industry Evangelist, Wowza Media Systems
  - Eric Hards, Manager, Visual Communications, Lockheed Martin Space Systems
  - Kay Guerry, Information Technology, Webcast Facilitator, Raytheon
  - Andy Howard, Founder, Managing Director, Howard & Associates
  - Jonathan Schwartz, Digital Video Manager, USC Sol Price School of Public Policy

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**OTT & TV Everywhere**

- **Content Management & Workflows**

**Live Webcasting**

- **Devices & Platforms**

**Webcasting**

- **Networks & Equipment**

**Streamingmedia.com/West**
Tuesday, November 17 • All sessions will take place in the Fountain Room unless otherwise noted.

9:00 a.m. – 10:00 a.m.
WELCOME & OPENING KEYNOTE  • Huntington Ballroom
Corey Smith, Senior Service Engineering Manager, Xbox Live

10:00 a.m. – 10:30 a.m.
COFFEE BREAK in the Exhibit Hall

10:30 a.m. – 11:15 a.m.
LS101 • Panel: Bridging the Invisible Wall Between Your Show and Your Viewer
This session examines different methods for ingest, transmission, and backhaul—satellite, fiber, cellular, and even good old-fashioned Ethernet—all of which should have a place in your live streaming toolbox. From small to large events, what are some of the ways we can utilize new technologies without sacrificing time-tested best practices? How do you balance budgetary concerns against redundancy and make sure your event goes off flawlessly?
MODERATOR: Corey Behinke, Producer & Co-Founder, LiveX
Mark East, Executive Director, Live Event Operations, iStreamPlanet
Gus Elliott, Senior Director, Video Operations and Technology, Silver Chalice
Peter Hartz, VP Sales, West, The Switch
Alden Fertig, Vice President, Product Marketing, Ustream

11:30 a.m. – 12:30 p.m.
LS102 • Live Streaming Insights
11:30 a.m. – 12:00 p.m.
Backstage With TourGigs
Learn what it is like to don a production badge and take a backstage tour with the CTO of TourGigs. In this session, we review what it takes to pull off a live multi-camera concert film, backhaul a compressed stream from a crazy location, and deliver it at scale to users on multiple screens. We also cover different monetization models, rights management, policy enforcement, royalties, and why some shows go perfectly well and others go perfectly wrong.
Casey Charvet, Director of Technology and Innovation, TourGigs

12:00 p.m. – 12:30 p.m.
Who’s Winning at Live Streaming? Presented by Roker Labs
With the explosive popularity of Meerkat and Periscope, live streaming has become the new live television while also adding a multidimensional, collaborative, one-to-one layer to social media. Now more than ever before, content creators are moving toward becoming media companies that create and broadcast their own content—a perfect storm for independent creators who have a place in your live streaming toolbox. From small to large events, what are some of the ways we can utilize new technologies without sacrificing time-tested best practices? How do you balance budgetary concerns against redundancy and make sure your event goes off flawlessly?
Jan Burk, Director of Content Marketing and Digital Strategy, Al Roker Entertainment

1:45 p.m. – 2:30 p.m.
LS103 • Live Encoding and Transcoding Techniques
Live event transcoding used to be simple: You did it all in-house and you needed capacious outbound bandwidth, all of which cost a fortune. Now there are more live encoding schemas than you can shake a stick at, including live cloud transcoding and packaging from traditional encoding vendors as well as OVPs, CDNs, and other service providers. In this session, Jan Ozer will survey the available encoding/transcoding options and service providers, and present a structured comparison that includes critical factors such as cost, stream redundancy, packaging flexibility, bandwidth requirements, DRM and captioning support, scalability, and player and distribution network integration.
Jan Ozer, Principal, Doceo Publishing

2:45 p.m. – 3:30 p.m.
LS104 • Panel: Managing and Protecting the Live Content Flow
There’s much more to producing and pulling off a successful webcast than setting up acquisition gear and pushing the stream. Today’s live webcasts generate significant amounts of metadata that must be synchronized with live streams, and the content itself must be properly protected for live delivery and packaged for VOD syndication. This panel looks at how to best address these challenges without slowing down the live streaming workflow.
MODERATOR:
Tim Siglin, Co-Founder, Braintrust Digital, & Contributing Editor, Streaming Media Magazine
Casey Charvet, Director of Technology and Innovation, TourGigs
Joe Einstein, Architect, Verizongo90
Derek Gebler, Founder and CEO, Field59
Deke Hooper, CIO, Right Brain Media and Mirror Image

3:30 p.m. – 4:00 p.m.
4:00 p.m. – 5:00 p.m.
LS105 • Panel: Turning Live Streams Into Profits
Today’s complex content monetization landscape confronts live streaming professionals with more technological and strategic options than ever before. How can you determine which approach—advertising, subscription, transactional, or even branded—will let you maximize the revenue from your live events and channels? In this panel, monetization experts break down the challenges facing live event monetization and offer insights into innovative ways to make sure you’re not leaving money on the table.
MODERATOR:
Philip Nelson, Chief Relationship Officer, NewTek
Kris Nagel, SVP Monetization, Worldwide Field Operations, Vindicia
Greg Ellis, VP, Business Development & Sales, DaCast
Luke Carriere, Head of Business Development, U.S., Cleeng
Tom Jeffs, Director, Digital Program Management, PGA Tour

5:00 p.m. – 6:00 p.m.
EXHIBIT HALL RECEPTION
6:00 p.m. – 8:00 p.m. • Lighthouse Courtyard
STREAMING MEDIA BEER GARDEN & NETWORKING EVENT
sponsored by USTREAM

Tuesday, November 17: Presenter: Alden Fertig, West, The Switch; Gus Elliott, Silver Chalice; David Adams, CTO, EverSport TV; Jon Burk, Director of Content Marketing and Digital Strategy, Al Roker Entertainment; Casey Charvet, Director of Technology and Innovation, TourGigs; Jan Ozer, Principal, Doceo Publishing; Tim Siglin, Co-Founder, Braintrust Digital, & Contributing Editor, Streaming Media Magazine; Joe Einstein, Architect, Verizongo90; Derek Gebler, Founder and CEO, Field59; Deke Hooper, CIO, Right Brain Media and Mirror Image; Philip Nelson, Chief Relationship Officer, NewTek; Kris Nagel, SVP Monetization, Worldwide Field Operations, Vindicia; Greg Ellis, VP, Business Development & Sales, DaCast; Luke Carriere, Head of Business Development, U.S., Cleeng; Tom Jeffs, Director, Digital Program Management, PGA Tour; Aslam Khader, Chief Product Officer, Elemental Technologies; David Adams, CFO, EverSport TV.

livestreamingsummit.com
Live Streaming Summit is a brand-new conference, produced in conjunction with Streaming Media West, that focuses exclusively on the challenges and opportunities inherent in delivering large-scale live events and live linear channels to multiple screens. The best practices presentations will cover every step of the live video workflow, including ingestion, transcoding, management, protection, distribution, analytics, and post-event evaluation. It’s open to Live Streaming Summit, Platinum, and Combo pass holders.

Wednesday, November 18 • All sessions will take place in Grand Ballroom, Salon G unless otherwise noted.

9:00 a.m. – 10:00 a.m.
KEYNOTE • Huntington Ballroom
Omer Luzzatti, Senior Director, Head of Yahoo Video Platform

10:00 a.m. – 10:30 a.m.
COFFEE BREAK in the Exhibit Hall

10:30 a.m. – 11:15 a.m.
LS201 • Panel: Now That You’ve Got the Viewers, How Do You Make Them Stay?

Today’s live streaming viewers are savvy and fickle, and while some tentpole events might be must-see, you still need to make sure your user experience is compelling enough to keep viewers watching. By putting control in the hands of viewers via interactive, easy-to-use players; giving them the tools to comment and share clips; and, most of all, delivering a compelling viewing experience from start to finish, you’ll differentiate your content from the rest of the pack.

MODERATOR: Robert Reinhardt, CTO, videoRx
Brian Ring, President, Ring Digital
Ryan Currier, Head, Digital Products, Pac-12 Networks
John Luther, SVP, Product Strategy, JW Player
Adam Babkes, Creative Director, Baby Steps

11:30 a.m. – 12:30 p.m.
LS202 • Live Streaming Insights

Playing Big: Live Streaming Infrastructure Insights

Online media and services leaders increasingly are finding that hardware-based infrastructures and other traditional approaches are obstacles when it comes to keeping up with consumer demand and assuring future scaling. During this informal fireside chat, experts from Fox, Elemental, and AWS will offer insights and customer deployment anecdotes into the virtualized, software-defined video infrastructures needed to power these experiences.

Nihar Bhani, Principal Product Manager, Amazon Web Services
Dustin Encelwski, Director of Product Management, Virtualization, and Management Solutions, Elemental Technologies

12:00 p.m. – 12:30 p.m.
Blurred Lines: The Convergence of Broadcast & Digital Inside the NFL

From the preseason to the Super Bowl, the NFL is making it easy for fans to watch all the action wherever they want, on the device of their choice. The league has been offering live streaming of games to all major connected OTT and mobile devices. This presentation offers a look at how the NFL has embraced digital as a complement to its successful broadcast game.

Shannon Rutherford, Director of Digital Media Video Operations, NFL

12:30 p.m. – 1:45 p.m.
LUNCH BREAK visit the Exhibit Hall

1:45 p.m. – 2:45 p.m.
LS203 • Panel: Measuring the Success of Live Content Delivery

The final steps in the live streaming workflow—delivery and analytics—are in some ways the most vexing, but they’re crucial to measuring the success of your event or channel. Analytics come in all shapes and sizes, from quality of experience (including customer-facing players and authentication tools) to quality of service (including live event CDN redundancy and postevent analytics). We explore all of these areas in this informative session.

MODERATOR: Tim Siglin, Co-Founder, Braintrust Digital, & Contributing Editor, Streaming Media Magazine
Dylan Armajani, Video Consultant, Conviva
Chris Mangum, Lead Architect for Live Video, Yahoo
Justin Liu, Lead Engagement Manager, Media & Gaming, Akamai Technologies
Igor Dreper, Project Management Director, Comcast Wholesale

2:45 p.m. – 3:15 p.m.
COFFEE BREAK in the Exhibit Hall

3:15 p.m. – 4:00 p.m.
LS204 • Panel: The Future of Live Streaming

Viewers today demand instant-on, HD streaming of live events. What will they demand in the future? 4K? 8K? HDR? VR? What role will services such as Periscope and live streaming on Facebook play? Our panel of experts brings their knowledge of the past and present to bear as they make predictions about what viewers will expect in 5 or 10 years, and which content types, technologies, and monetization models the live streaming industry must embrace to meet those expectations.

MODERATOR: Eric Grab, CTO, NeuLion
Robert Klug, CEO, Streaming Media Hosting, Inc.
Mike Rotman, CEO & Founder, Streamin Garage
Chris Knowlton, VP & Streaming Industry Evangelist, Wowza Media Systems
Rich Robinson, SVP, Digital, World Surf League
Jeff Varnell, VP, Channel Sales & Supply Chain, Livestream

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Arnav Mendiratta  
Data Scientist, USC

Christopher Miano  
Sr. Technology Support Specialist, Online & Digital Learning, Temple University

Alex Mostoufi  
CTO, Mitu Networks

Kris Nagel  
SVP Monetization, Worldwide Field Operations, Vindicia

Raj Nair  
VP, Technology, Ericsson

Tim Napoleon  
Chief Strategist, AllDigital

Philip Nelson  
Chief Relationship Officer, NewTek

Andrew Ng  
Director of Marketing, Teradek

Jim O’Neill  
Principal Analyst, Ooyala

Scott Olechowski  
Co-Founder, Chief Product Officer, Plex

Igor Oreper  
Comcast Wholesale

Jan Ozer  
Principal, Doceo Publishing

Parissa Pandkhou  
Director, Technology, Product Development, Verizon

Scott Paul  
VP, Product, Maker Studios

Chris Poe  
Director of Technology, Machinima

David Price  
Vice-Chair, Ultra HD Forum

Avni Rambha  
Industry Principal, Digital Media, Frost & Sullivan

Thai Randolph  
VP, Consumer Marketing, Relentless Generator

Theresa Regli  
Managing Partner & Principal Analyst, Real Story Group

Robert Reinhardt  
CTO, videoRx

Brian Ring  
President, Ring Digital

Tomas Robertson  
Commercial Director, Deltatre

Rich Robinson  
Senior Vice President, Digital, World Surf League

Dave Ross  
Senior Manager, Corporate Marketing, EMC TV

Mike Rotman  
CEO and Founder, Streamin Garage

Shannon Rutherford  
Director of Digital Media Video Operations, NFL

Anja Schaefer  
VP, Lionbridge Global Solution Team

Tom Schaeffer  
CEO, Float Left Interactive

Jimmy Schaeffer  
Chairman, CSO, The Carmel Group

Jonathan Schwartz  
Digital Video Manager, USC Sol Price School of Public Policy

Tim Siglin  
Co-Founder, Braintrust Digital & Contributing Editor, Streaming Media magazine

Martin Sinclair  
Founder, vMix

Corey Smith  
Senior Service Engineering Manager, Xbox Live

Matt Smith  
Chief Evangelist, Anvato

Mike Smith  
Director of Solutions Engineering, Mirror Image

Jim Spencer  
Founder, President, Newsy

Jeff Tapper  
Chief Architect, Digital Primates

Jason Thibeault  
Principal Technical Evangelist, Limelight Networks

Nate Thompson  
CEO, Ratio

Sara Trohanis  
Managing Director, National Markets, Major Accounts, The Associated Press

Charlie Ung  
Workforce Communications and Enablement, IBM Digital Media

Jeff Varnell  
Vice President of Channel Sales & Supply Chain, Livestream

Mark Vena  
VP, Worldwide Marketing, Sling Media

Tarig Walker  
VP, Creative Development, AOL

Daniel Webster  
Managing Director, Kaltura Strategic Solutions

Matt White  
Principal Architect, IP Video Technologies, CableLabs

Jeroen Wijering  
Founder, JW Player

Jarred Wilichinsky  
VP, Ad Operations, CBSi

Steve Wong  
Director of Media and Telco, Siemens

David Wong  
SVP, Product Leadership, Nielsen Global Digital

Coby Young  
Senior Director, Software Engineering, Comcast VIPER

Amit Ziv  
VP, Business Development, Epix

Keith Zubchevich  
Chief Strategy Officer, Conviva

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Open to all attendees and Discovery Pass Holders. Located in Grand Ballroom, Salon A.

EXHIBIT HOURS
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Exhibit Hall Reception
5:00 p.m. – 6:00 p.m.

WEDNESDAY, NOVEMBER 18
10:00 a.m. – 3:15 p.m.
AllDigital
6 Hughes
Irving, CA 92218
www.alldigital.com

Booth No. 215
Gold Sponsor
AllDigital engineers software and hardware solutions to accelerate and optimize the distribution of digital video. AllDigital is the developer of AllDigital Brevity, a software and hardware-based solution designed to move digital video files at high speeds, with patented technology to optimize the digital workflow by encoding digital video files during high-speed transmission. Visit our website for your free trial today.

Channel B
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Calgary, AB T2M 3Y7
www.channelb.com

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Cleversafe
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www.cleversafe.com

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Cleversafe, the web-scale storage market share leader, delivers a breakthrough private cloud software platform that solves beyond-the-petabyte storage challenges. Relied upon by the world’s largest data repositories, Cleversafe reduces 80% or more of storage costs while providing carrier-grade security. 15 mines of reliability and simplified storage management.

Conviva
989 E. Hillsdale Boulevard, Suite 400
Foster City, CA 94404
www.conviva.com

Booth No. 306
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Conviva partners with top-tier media companies and premium OTT video broadcasters and operators like HBO, ESPN, and Viacom to deliver optimized viewing experiences that maximize customer engagement. The Conviva Experience Platform helps providers meet and exceed ever-changing audience expectations for video experience, across a multi-screen viewing environment. Using a unique real-time map of the internet video delivery ecosystem, the platform provides 360-degree visibility across all users, maximizes picture fidelity, and eliminates playback delays and interruptions. Multidimensional reports and analyses of the top-tier OTT market, based on Conviva’s tracking of 50 billion streams annually, enable data-driven decisions, supporting successful development of market-leading services. Conviva is based in Silicon Valley, with offices in New York and London.

Datavideo Corporation
7048 Elmer Avenue
Whittier, CA 90602
www.datavideo.com

Booth No. 506
Datavideo Corporation is revolutionizing live video by providing complete production and streaming solutions that are reliable, affordable and easy to use. This year, Datavideo celebrates 30 years of serving the broadcast, education, sports and house of worship markets.

DVEO
11409 West Bernardo Court
San Diego, CA 92127
www.dveo.com

Booth No. 101
DVEO is a strong supplier to telco TV, cable TV, and OTT operators around the world. We provide software-based encoders, decoders, transcoders, ad insertion solutions, live/VOD media servers, playout servers, H.265 encoders, and packet recovery technology. Our affordable ($1,995) turnkey appliance, Atlas Streaming Server 1, streams live events to 1,000 simultaneous users.

Epiphan Video
225 SW Broadway, Suite 400
Portland, OR 97205
www.epiphan.com

Booth No. 205
Gold Sponsor
Epiphan Video is a world leader in high-resolution HDMI, SDI, DVI and VGA video capture hardware. Our line of streaming, switching and recording systems ranges from lightweight, portable appliances to scalable rack-mountable systems.

EuclidIQ
30 Monument Square, Suite 212
Concord, MA 01742
www.euclidiq.com

Booth No. 310
Corporate Sponsor
EuclidIQ’s innovative IQ264 compression suite yields industry-leading bitrate reductions. We integrate with standards-based H.264 encoders to gain more than 20% bandwidth savings without impacting video quality. IQ264 intelligently combines spatial complexity and temporal contrast measurements, using perceptual optimization discovery to mimic the human eye, focusing on the most watched areas of every single video frame. Discover why video compressed by an IQ264-powered encoder is the future of H.264 encoding.

KenCast, Inc.
535 Connecticut Avenue, Suite 304
Norwalk, CT 06854
www.kencast.com

Video Partner
KenCast specializes in secure, ultra-reliable content delivery over wireless and wired networks. Clients include Hollywood movie studios, military, government agencies and major news networks. The EdgeSpan product line comprises hardware solutions for specific content delivery applications such as digital signage, digital cinema, interactive distance learning (IDL) and mobile video delivery.

Limelight Networks
222 South Mill Avenue, Suite 800
Tempe, AZ 85281
www.llnw.com

Booth No. 107
Gold Sponsor
Limelight Networks, a global leader in digital content delivery, enables organizations to securely manage and globally deliver live and on-demand video at broadcast quality, to any device. Its Orchestrate Video Solution streamlines video management and distribution. Tight integration with a massively provisioned global delivery network, patented optimization techniques and robust cloud storage ensures exceptional multi-screen experiences. With the Limelight Orchestrate suite, you’ll have the tools you need to improve brand awareness, drive revenue, and enhance customer relationships—all while reducing costs.

Mobeon
www.mobeon.com

Streaming Media Partner
Mobeon is an advanced media studio that produces immersive content for virtual cinema, live VR video streaming and interactive VR experiences. We transform how companies engage, connect, and share with audiences across the digital landscape.

Magewell
www.magewell.com

Digital Video Essentials
Nanjing Magewell Electronics Co., Ltd
Room 701, Building C, No. 55, Jiangjun Road
Jiangning Development Zone
Nanjing, 211100 China
www.magewell.com

Booth No. 323
Magewell has focused on the core technology of audio and video processing. Based on its powerful development, the brand of Magewell has been established and it has released a series of capture cards, such as SD Series, HDMI/SDI/DVI Series, capture boxes and capture dongles.
video and audio content platform delivers a total solution for data-driven viewer experiences with the best ROI of any video platform. Companies benefiting from Ramp’s solutions include Janssen Pharmaceuticals, EBSCO, Energy Transfer, Entercam, Levi’s and many more. Learn more about Ramp at our website, and follow us on Twitter at @RAMPINC.

Recurly
Recurly
400 Alabama Street, #404
San Francisco, CA 94110
www.recurly.com

Booth No. 110
Recurly, Inc. provides enterprise-class recurring billing management for thousands of subscription-based businesses worldwide, including OTT leaders like CBS Interactive, Twitch.tv and Sling Media. Recurly makes billing a strategic advantage, helping companies focus on their core business while simultaneously reducing billing-related application development costs, increasing revenue and customer LTV, and reducing churn. For more information, visit our website.

Roland
5100 S. Eastern Avenue
Los Angeles, CA 90040
proav.roland.com

Booth No. 316
Streaming Media Partner
Check out Roland’s new V-1200HD a 2 M/E live production and broadcast switcher along with the popular VR-50HD all-in-one AV Switcher with 1080p USB 3.0 output for streaming or recording. Check out the lossless VC-1 video converters with audio embedding and de-embedding, and 3G-SDI.

Sony Electronics Inc.
1 Sony Drive
Park Ridge, NJ 07656
Sony.com/professional

Booth No. 213
Gold Sponsor
Imagine what you could do with great production tools that are easy-to-use and affordable. Visit Sony’s booth #213 to learn more about our exceptional PTZ cameras, servers, and switchers. These live streaming tools are specially designed for smaller broadcast and production companies in the faith ministry, education, government, and corporate markets. When you pair the SRG-300 PTZ camera with the Anycast Touch live content producer, or the PWS-100RK1 server with the PXW-X180 or PXW-200 camcorder, you’ve got a combination ready for any live production challenge!

SSIMWave Inc.
295 Hagey Boulevard
First Floor, West Entrance
Waterloo, ON N2G 0A1
www.ssimwave.com

Startup Zone
Created by world-renowned technology leaders, SSIMWave provides the multimedia, communication and entertainment industries with disruptive, high-performance, high-speed, low-cost, and easy-to-use tools to predict, manage, and improve the visual quality-of-experience of end consumers. Our customers benefit from SSIMWave’s products by saving bandwidth, optimizing video monetization, and improving their respective brand’s image.

Streaming Media Magazine
143 Old Marton Pike
Medford, NJ 08055
www.streamingmediaglobal.com

Booth No. 327
Media Sponsor
Streaming Media magazine is the trusted resource for organizations investing in enterprise, news/entertainment, and education applications for streaming and other digital media. Online audio and video are now the delivery methods of choice for both business and consumer content, and Streaming Media magazine covers the processes, products, and services that make it happen. Sign up for your free subscription today at our website.

Streaming Video Alliance (SVA)
48377 Fremont Boulevard, Suite 117
Fremont, CA 94538
www.streamingvideoalliance.org

Corporate Sponsor
The Streaming Video Alliance (SVA) brings together thought leaders, industry experts and innovators who are deeply committed to building the future of online video. As an
industry, we have united through an open alliance in order to accelerate the creation of an open architecture, new standards and the best practices that are crucial to cost-effective scaling and broad adoption of streaming video.

Streamlyzer
830 Stewart Drive, #204
Sunnyvale, CA 94085
www.streamlyzer.com

Booth No. 208
Offering the most advanced analytics for streaming service, Streamlyzer provides advanced analytics for streaming businesses, e.g., streaming provider or publisher, to help them understand their audience’s actual content engagement and determine actionable KPIs. We provide customizable dashboards that can help you navigate your business in real time so you can make the right decision to enhance your streaming performance and keep your business growing.

Telestream
848 Gold Flat Road
Nevada City, CA 95959
www.telestream.net

Booth No. 312
Telestream provides digital video tools and file-based workflow solutions for ingest, transcoding, captioning, and delivering any type of video. Products include: Vantage video transcoding and workflow automation software; Wirecast live streaming production software; Switch multiformat media playback, inspection and conversion software; Episode multiformat media encoding software; and Gameshow game streaming software.

Teradek
348 Mauchly
Irvine, CA 92618
www.teradek.com

Booth No. 100
Gold Sponsor
Teradek, a Vitec Group brand, manufactures wireless video devices for live streaming, remote video capture, live ENG backpack and real-time monitoring. For complex IP video systems, Teradek’s cloud-based workflow management platform allows users to remotely operate a fleet of Teradek encoders in real-time from anywhere in the world. All Teradek products are designed and manufactured in the USA.

Ustream
410 Townsend Street, Suite 400
San Francisco, CA 94107
www.ustream.tv

Corporate Sponsor
Live Streaming Summit Sponsor
Ustream is a leading provider of live and on-demand video solutions. Our cloud-based platform empowers organizations to be more transparent and productive by combining high-quality video streaming, enterprise-grade security and scalability to reach millions of viewers.

Verizon Digital Media Services
13031 West Jefferson Boulevard, #900
Los Angeles, CA 90094
www.verizondigitalmedia.com

Corporate Sponsor
Verizon Digital Media Services’ next-generation enterprise-grade CDN is secure by design, scalable, and globally prepares, delivers, and consistently displays high-quality content experiences for mobile, tablet, PC, or television for websites, live broadcast, video on-demand, games and software delivery. We keep 6,000+ customers sites running fast. See how at our website.

Wowza Media Systems
523 Park Point Drive, Suite 300
Golden, CO 80401
www.wowza.com

Corporate Sponsor
Wowza Media Systems powers video and audio with customizable software and cloud services for organizations to build, deploy, and manage professional-quality live and on-demand streaming solutions.