Welcome to Streaming Media East and New York City. If you’ve been here before, we’re happy to welcome you back. If this is your first time, then we can’t wait to hear how you enjoy your experience.

This year we’ve made finding the sessions you want to attend easier than ever before with dedicated Focus Areas. Just look for the icon that corresponds to your interests, and you’re off. We’re also excited to offer dedicated tracks for OTT and How-To sessions, where you can get the low-down from industry leading instructors, as well as our new Discovery Track which is presented by conference sponsors and moderated by our very own Streaming Media magazine editor, Eric Schumacher-Rasmussen.

And, don’t forget to check out the Expo featuring the always popular Streaming Devices Pavilion and new Facebook Social Lounge.

We hope you enjoy the conference and we look forward to your feedback. If you need help at any time during the show, or would like to meet with me while you are here, you can call my cell phone at 917-523-4562.

Dan Rayburn
Conference Chairman & Executive Vice President, StreamingMedia.com
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<td>10:30 a.m. – 11:30 a.m.</td>
<td>Regent</td>
<td>W3 — Encoding for Multiscreen Delivery: H.264, Protocols and Devices</td>
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<td>C104 — Monetizing the Multi-Screen Consumer Experience</td>
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<td>4:00 p.m. – 5:00 p.m.</td>
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<td>C105 — Demo: Hands-On With Streaming Devices and OTT Platforms (This session will be in the Device Pavilion)</td>
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<td>A102 — Codes, Containers, and Protocols: Digital Media Formats for Online Distribution</td>
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**MONDAY, MAY 11**

**WELCOME & OPENING KEYNOTE** — Marc Heedt, Brand Strategist, Social TV, Twitter — Murray Hill

**COFFEE BREAK** — In the Exhibit Hall

**TUESDAY, MAY 12**

**KEYNOTE** — Scott Olechowski, Co-Founder, Chief Product Officer, Plex — Murray Hill

**COFFEE BREAK** — In the Exhibit Hall

**WEDNESDAY, MAY 13**

**KEYNOTE** — Scott Olechowski, Co-Founder, Chief Product Officer, Plex — Murray Hill

**COFFEE BREAK** — In the Exhibit Hall
needs, and how to plan for scaling video content types as browser
the proper media encoding strategy for your video distribution
video player frameworks such as those provided by JW Player,
how do you plan for uncertainty? This workshop reviews popular
that can respond to these changes as the landscape matures. But
native app playback on mobile—you need to have a video player
producer, distributor, or integrator, you can’t necessarily rely on
Sutton South
10
streamingmedia.com/east

FULL DAY WORKSHOP
9:00 a.m. – 4:30 p.m.  •  Clinton

W1  •  Pre-Flight Drone Training: Best Practices for Aerial Video
The world of low-altitude, radio-controlled flight has provided visual artists with new and fresh ways to move the camera. Radio-controlled helicopters (aka drones) will add new dimensions to your video and photography workflows that will quickly set you apart from others in your market. Your multi-rotor copter will introduce a new learning curve, not for using the camera but for flying the copter itself. Don’t invest in these tools without getting the right training and exposure to ensure safe flight operation. In this workshop, Airbus captain, sUA (small Unmanned Aircraft) expert, and award-winning producer Scott Strimple shares his flight plan for a safe, successful, and legal drone video/photo experience. Most manuals cover every light and switch but fall short of sharing how these features are used in real-life scenarios. Workshop attendees can learn from Scott’s 40-plus years of experience flying RC aircraft in a way that is both practical and useful to the beginning and advanced pilot and video and photo professional.
Topics will include introduction to multi-rotor aircraft; industry best practices; flight mechanics for the aerial videographer; gimbal and camera operations and care; preflight planning/checklists; radio transmitter functions and programming; basic and advanced flight procedures; the FAA NPRM update and what to expect; how to decipher no-fly areas before you break the law; how to ensure your drone is fit for flight; camera techniques for the aerial artist; protecting yourself with the right insurance; and your questions and more!
PRESENTER: Scott Strimple, CinemAerialVisuals

MORNING WORKSHOPS 9:00 a.m. – 12:00 p.m.

Regent

Sutton South

W2  •  Building an Open-Source Encoding Workflow
Fortunately for video specialists, there are many options to create a high-performing scalable video encoding workflow. Powerful and “free” open source options, such as FFmpeg, are appealing to startups and businesses. In this workshop, learn the pros and cons of utilizing open source software in your encoding workflow. Learn how to implement a customized workflow by deconstructing a sample PHP, MySQL, and FFmpeg architecture. We also explore extended encoding options for FFmpeg to maximize compatibility with a wide range of mobile and desktop browsers, as well as streaming media servers such as NGINX, Wowza Streaming Server, and Adobe Media Server.
PRESENTER: Robert Reinhardt, Creator, videoRx.com

W3  •  Encoding for Multiscreen Delivery: H.264, Protocols and Devices
This workshop shows you how to create a set of video files that will play on all devices, from smartphones to computers and OTT devices. The workshop includes a thorough overview of what’s required to produce H.264 files for multiple screen playback, including Flash, HTML5, iOS, Android, Windows Phones, Windows 8, Apple TV, Roku, and other OTT devices. Learn about adaptive streaming, including the implementation status of DASH, the Media Source Extensions (MSE), and the Encrypted Media Extensions (EME). Attendees also learn how to produce multiple files for adaptive streaming, and how technologies like transmuxing can simplify supporting multiple platforms. Attendees walk away knowing the technical requirements for delivering to all key platforms and understanding how to do so.
PRESENTER: Jan Ozer, Principal, Dooce Publishing

Madison

W4  •  Cellular Bonding Backhaul: Technology and Workflows
This workshop offers a journey through the latest enabler in electronic newsgathering and other in-the-field video signal acquisition and backhaul: cellular bonding technology. A look at the evolution of the technology and the current competitive market landscape is followed by a hands-on demonstration of how to get the most out of these devices. Finally, we look at best practices for establishing a cellular bonding workflow for production, special considerations for specific in-the-field scenarios, and the types of productions that become possible with these portable, powerful devices.
PRESENTER: Dom Robinson, Co-Founder and Director, id3as-company ltd

AFTERNOON WORKSHOPS 1:30 p.m. – 4:30 p.m.

Sutton South

W5  •  Building a Better Web Video Player
HTML5 web browsers continue to expand the capabilities of video playback across mobile devices and desktops. As a video content producer, distributor, or integrator, you can’t necessarily rely on native app playback on mobile—you need to have a video player that can respond to these changes as the landscape matures. But how do you plan for uncertainty? This workshop reviews popular video player frameworks such as those provided by JW Player, VideoJS, MediaElement.js, 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. We also discuss additional features such as utilizing Chromecast from both mobile and desktop Google Chrome.
PRESENTER: Robert Reinhardt, Creator, videoRx.com

Regent

W6  •  Deploying Your Live Streaming Workflow in the Cloud
Deploying a live streaming workflow in the cloud is an ideal solution for a number of different use cases. Cloud streaming is often the best way to get up and running quickly, even if you have limited streaming experience. The session explores the new Wowza streaming cloud and provides a full walk-through, from easily getting your live feed into the cloud to covering the adjustments that can be made to the audio and video processing and delivery, through to the playback options. We demonstrate multiple end-to-end scenarios and also cover hybrid workflows that span cloud and on-premises deployments. Don’t miss out on this opportunity to gain deep insights into the latest in cloud streaming technology.
PRESENTER: Chris Knowlton, VP, Product Management, Wowza Media Systems

Madison

W7  •  Online Video Marketing, Branding, and Distribution Strategies
This workshop focuses on topics that are essential to online video publishers and brands. Topics include marketing, distribution, branding, social media platforms, video SEO, emerging trends, and leveraging technology for online video. Attendees can expect to leave with practical knowledge and tips that they can apply to their overall video strategy as they identify the viewers they want to reach and develop effective tools for reaching them.
PRESENTER: Stjepan Alaupovic, Creative Director, Clear Online Video

CONNECT: YouTube  •  Facebook  •  LinkedIn  •  Twitter  •  #SMEast
streamingmedia.com/east
9:00 a.m. – 10:00 a.m.

**WELCOME & OPENING KEYNOTE Twitter: The Home of What’s Happening NOW in Streaming Media**

Marc Heedt, Brand Strategist, Social TV, Twitter

Whether coming from brands, consumers, media or a celebrity, the best live content is discoverable by everyone, everywhere on Twitter. Tweeting along with your favorite TV program has become integral to the television consumption experience and now with multiple video formats the experience gets even better.

10:00 a.m. – 10:30 a.m.

**COFFEE BREAK**—In the Exhibit Hall

10:30 a.m. – 11:30 a.m.

**A101 Enterprise Delivery: Building an Internal Streaming Solution**

Whether you want to broadcast a company-wide meeting or new employee training, streaming it through your internal network saves on time, travel costs, and resources. This session dives into the formats, protocols, and architectures that are commonly used for distributing streams to all screens within an enterprise setting, plus touches on reaching remote and mobile workers. The panelists also share recommendations on achieving best-possible quality and securing content, along with best practices they’ve learned the hard way. Join us for this information-packed session on building an internal streaming solution fit your business needs.

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

**PANELISTS:**
Wayne Waterman, Rich Media Engineer, Intel Corporation
Scott Szczurek, Online Video Specialist, CME Group
Additional speakers TBA

**B101 Smart TV Platforms in Action**

In this special session, Dan Rayburn demos the latest connected TV platforms from Samsung, Sony, Sharp, Vizio, LG, and TCL. Attendees see a hands-on overview of what each manufacturer has to offer in terms of the latest content apps, user interfaces, and video quality, and hear how these TV platforms are going to evolve over the coming years. (This will take place at the Device Pavilion, on the show floor.)

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

11:45 a.m. – 12:30 p.m.

**A102 Codecs, Containers, and Protocols: Digital Media Formats for Online Distribution**

This presentation explores the history of codecs, containers, and protocols and its impact on the present state of streaming. Learn what QoS-fact starts do, why h264_mp4aonannexb is sometimes necessary, and the difference between streaming and pseudostreaming. The presenter does a deep dive into the structure of today’s most relevant media formats to discover the advantages and limitations of each to help you pick and choose the right options.

**PRESENTER:** Matthew Szatmary, Senior Video Encoding Engineer, Twitch

**B102 Benchmarking Your Broadcast Video Workflow**

This panel focuses on benchmarking total propagation and playback times for live and on-demand broadcast video workflows. What are industry norms for publishing videos from creation to playback? Is there an ROI from increasing speed? What new approaches are happening to lower streaming propagation and publishing times? We discuss approaches to measuring the effectiveness of a video pipeline and how that compares to other companies in your vertical.

**MODERATOR:** Tim Napoleon, Chief Strategist, AllDigital

**PANELISTS:**
Grant Nodine, SVP, Technical, National Hockey League
Lionel Bringuela, Product Manager, Delivery Products, Elemental Technologies
Ken Zamkow, VP, Marketing, Americas, LiveU

12:30 p.m. – 1:15 p.m.

**LUNCH & NETWORKING BREAK**

1:15 p.m. – 2:15 p.m.

**C101 How OTT Is Disrupting the Pay TV Business**

While broadcasters have largely been hamstring by TV Everywhere’s structural challenges, programmers are now looking to break free and offer content away from the traditional MVPD bundle. This session discusses the rise of virtual MVPDs who have reimagined the traditional cable bundle, as well as a growing array of stand-alone, niche, direct-to-consumer video offerings. Hear what these services look like, the content they offer, and the impact they are having on the traditional pay TV business model.

**MODERATOR:** Rich Greenfield, Media & Tech Analyst, BTG

**PANELISTS:**
Chris Orr-Van Abdem, Associate Director, Video, Bell Media
Alexander Kisch, EVP, Business Development & Affiliates, VIVO
Jon Klein, Founder, CEO, Tapp

**C102 Creating Revenue Streams From New OTT Services**

2015 is poised to be a huge year for OTT, with HBO and Showtime launching their services. These will join full OTT TV offerings like Dish’s Sling TV and potentially new services from Verizon and Vodafone. However, there are still many questions concerning how the TV ecosystem will evolve in light of these new services and how broadcasters and content owners will add additional revenue streams from new OTT services. This session discusses the best ways to monetize OTT content using the latest technologies, such as time-shifted television, device management, household management, deep personalization, social tools, and video applications for mobile and connected devices.

**MODERATOR:** Daniel Webster, Managing Director, Kaltura Strategic Solutions

**PANELISTS:**
Scott Rosenberg, VP, Business Development, Roku
David Fannon, EVP, Screen Media Ventures
Jeremy Landis, Founder, Cainkade
Doug Parrish, President Americas, Head of Global Online Business, AR Media
D102 ▪ HOW TO: Building a Chromecast Application

This session covers the entire Chromecast application workflow, including registering your app and developing, debugging, and publishing it. Attendees learn how the Chromecast user model works and learn more about the design principles of the platform. Get insights into the sender and receiver technology, which displays the content and metadata, and the mobile device or laptop, which controls the playback. Finally, using HTML5 and JavaScript, attendees see how easy it is to build a simple video player and, using Chromecast SDK, fling the content to a receiver.

PRESENTER: Maxwell Da Silva, Director, Video Technology, The New York Times

DT102 ▪ Discovery Track

11:45 a.m. – 12:05 p.m.

Solving the Challenge of Enterprise Video Distribution

Most enterprises are struggling to deliver high-quality video over their internal network. This session demonstrates a solution to this that uses the viewer’s devices as distribution nodes to create a very cost-efficient and easy-to-implement solution with minimum impact on the network.

PRESENTER: Andreas Dahlström, CTO, Hive Streaming

12:10 p.m. – 12:30 p.m.

Secure Media Streaming and Delivery

Storing, preparing, and delivering media content securely involves leveraging systems that can scale and ensure top-of-the-line security. Come find out how AWS can help you implement these workflows in the cloud using highly available, scalable, and secure cloud services such as Amazon S3 (storage), Amazon Elastic Transcoder (transcoding), and Amazon CloudFront (delivery). As part of this session, we demo how you can build a media stack on AWS and use JW Player to deliver protected HTTP Live Streams (HLS) to various devices, including iOS, Android, and Windows desktops.

PRESENTERS:
Nihar Bihani, Principal Product Manager, Amazon CloudFront
Jeroen Wijering, Co-Founder, JW Player

12:30 p.m. – 1:45 p.m.

LUNCH BREAK—A Chance to Visit the Exhibits

1:45 p.m. – 2:30 p.m.

A103 ▪ Dissecting Big Data: Trends in Video Consumption and Behavior

This session discusses how broadcasters, advertisers, and OTT providers are using video consumption data to provide the best end-to-end user experience. It centers on identifying which devices are most popular, which ones provide the most engagement, and the impact they have on OTT services. Learn how to gauge the overall success of your content business based on engagement metrics, user segmentation, globalization, and platform partnership.

MODERATOR: Ade Adeosun, VP, Digital Enterprise, Analytics, comScore

PANELISTS:
Joe Inzerillo, Executive VP, CTO, MLB.com
Michael Dube, Streaming Media Manager, NPR
Jim O’Neill, Principal Analyst, Ovum

B103 ▪ Implementing New Technologies With MPEG-DASH

Ever wanted to zoom in to a player during a live basketball game, or have your cellular network work with your phone to avoid re-buffering? This session explores some of the new technologies being brought to the table by the next version of MPEG-DASH to address these and other enhancements in OTT delivery. This session covers Server and Network Assisted Streaming (SAND), improved DASH streaming using HTTP 2.0, websockets, and tile streaming using spatial relationship descriptors.

MODERATOR: Irjal Sodagar, Multimedia Architect, Microsoft

PANELISTS:
Vishy Swaminathan, Principal Scientist, Adobe Research
Stefan Lederer, CEO, Bitmovin
Alexander Giladi, Sr. Manager, Video Software Architect, InterDigital

C103 ▪ Developing OTT Apps for Multiple Platforms

Time and cost are huge factors when media publishers consider which device platforms they need to support. In this session, a mix of developers and content publishers discuss the strategic view of supporting multiple devices and the realistic cost for deploying across multiple platforms. Learn the logical operations that can easily be repurposed, and what must be unique to each platform. Using the context of existing Windows, iOS, and Android applications that the panelists have been involved with, the conversation also covers the most recent Windows 10 announcements and outlines what is required for content owners to deliver their services to connected devices.

MODERATOR: Andy Beach, Technical Evangelist, Consumer Apps, Microsoft

PANELISTS:
Kirby Grimes, VP, Business Development, Float Left Interactive
Mano Kulasingam, Co-CEO, Digiflare
Michael Her, Co-Founder, CTO, NeoLion

D103 ▪ HOW TO: H.265 vs. H.264—An Under-the-Hood Assessment

The case for H.265, like most new video technologies, is compelling: better compression and faster/cheaper delivery over lower bitrates. For any content distributor seeking to distribute content to mobile devices over congested 3G/4G/LTE networks, these traits are highly desirable. However, the reality of real-world choices can quickly deflate any optimistic plans. 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. Examples of x264 and x265 output are compared for bitrate, compression time, and file size.

PRESENTER: Robert Reinhardt, Creator, videoRx.com

TUESDAY MAY 12 2015

D103 ▪ Discovery Track

1:45 p.m. – 2:05 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, 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

2:10 p.m. – 2:30 p.m.

Building a Petabyte Video Repository With Software-Defined Storage

RTL II, a top German TV station, has more than 2PB of videos and creates more than 200TB of new content a year. To meet growing market share, online video demand, and a planned move to 4K resolution, RTL II needed to dramatically improve its storage infrastructure performance, density, and efficiency. In this session, learn how to evaluate software-defined storage versus traditional storage appliances. See the design and architecture of distributed storage software (Scality RING) on industry standard servers (HP ProLiant) over three sites, serving multiple applications and workloads in a single protected environment.

PRESENTERS:
Hans-Josef Lauer, Manager, IT Operations, RTL II
Lee Leung, VP, Corporate Marketing, Scale

2:45 p.m. – 3:30 p.m.

A104 ▪ Measuring the ROI on a HEVC Deployment

As HEVC begins to find its stride in the industry, operators are grappling with the challenge of whether and how to begin to swap out MPEG-2 and possibly AVC encoders for HEVC codecs. While HEVC is still many months away from mainstream deployment, it is important for companies to take an ROI-centric look at the technology and evaluate where and when it makes sense to incorporate HEVC into their transcoding and content delivery workflows. This presentation discusses factors to keep in mind when evaluating HEVC products and while strategically planning future digital media road maps, updated with findings up to NAB 2015.

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

B104 ▪ Expanding Outside YouTube: Creating a Multi-Channel Network Strategy

This session discusses how traditional and nontraditional media companies are looking at extending their YouTube monetization to other platforms and apps that give them greater control and flexibility. Hear how content owners can diversify their content distribution and convert and seek out a new global audience, and find out what kind of revenue can be garnered from various platforms. Learn how to expand your content distribution and audience for new revenue opportunities using syndication technologies and apps that are facilitating these expansions.

MODERATOR: Phoenix Gonzalez, Co-founder & CEO, DotStudio

PANELISTS:
Chris Finan, Sr. Product Manager, Digital Video & Emerging Products, Cox Media Group
Sarah Colodoner, East Coast Director, Sales, Kin Community
Evan Vernon, Head, Product Development & Technology, Whistle Sports
Ross Clark, Director, Business Development & Strategy, Condé Nast Entertainment
how advertisers, agencies, and publishers are engaging programmatic platforms to take their video ad strategies to the next level. Learn about the rise of private marketplaces, automation, and premium video content colliding, as well as the economics behind it all.

MODERATOR: JoAnna Foyle, SVP, Client Services & Operations, Adap.tv

PANELISTS:
- David Avalon, VP, Digital Director, Heineken USA, MediaVest
- Robert Cukierman, VP, East Coast Sales & Audience, Vero
- Joey Trotz, VP, Data & Monetization Tech Strategy, Turner Broadcasting

B105 From the Classroom to the Athletic Fields: Streaming in Educational Institutions (This will take place at the Device Pavilion, on the show floor.)

In this special session, Dan Rayburn presents a hands-on comparison showcasing the leading streaming devices, and content platforms. Devices from Apple, Amazon, Google, Microsoft, Roku, and Sony are compared, along with content services from Amazon, Hulu, Netflix, MLB, YouTube, NFL, and many others.

Attendees also see a demo of some of the newest content offerings in the market from Sting TV and HBO, and learn how to stream content from phones and tablets and display it on their TVs.

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

D105 HOW TO: Building a Video Player

With so many devices, browsers, and operating systems in the market, companies are often left with confusing choices when it comes to video players. Should you build a player yourself or use an open source video player like JWPlayer or Video.js? What technologies should be used? How do you build a streaming video application without any plug-ins? Are Flash, Silverlight, and other plug solutions still a viable answer today? This session explores these questions and digs into the code necessary to build a modern streaming application.

PRESENTER: Jeff Tapper, Chief Architect, Digital Primates

DT105 Discovery Track

Social Syndication Meets TV Everywhere

The rise of social networks, along with their role in augmenting our TV and video experiences, is quickly taking shape. When you consider the size of addressable audiences (and massive numbers of video views) on Facebook and Twitter alone, it’s no surprise that major network brands look to them as table stakes destinations. In this session, Anvato explains the value in social syndication and offers suggestions on how you can distribute content in near real-time to these major sites without causing operational headaches or breaking your budget.

PRESENTER: Matt Smith, Chief Evangelist, Anvato

4:25 p.m. – 4:45 p.m.

Navigating the Transition to TV Everywhere

Bridging the gap from the traditional video ecosystem to a flexible IP-based OTT platform poses significant technical challenges for content owners and distributors alike. Discover how Comcast confronted some of these challenges and pioneered a transition to a TV Everywhere platform while maintaining the highest level of content quality, expanding audience reach and enabling emerging monetization models.

PRESENTER: Barry Tishgart, VP, Comcast Wholesale

5:00 p.m. – 6:00 p.m.

NETWORKING RECEPTION—In the Exhibit Hall

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D104 HOW TO: Creating a Streaming Channel on Roku’s Platform

This session educates attendees on how to develop a channel using Roku’s software developer kit and Roku’s proprietary BrightScript language, from basic VOD channels to full subscription-based services. Attendees learn about the resources and services available to developers to best manage their channel, including integrated billing, and 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: Scott Rosenberg, VP, Business Development, Roku
9:00 a.m. – 10:00 a.m.

KEYNOTE

Scott Olechowski, Co-Founder, Chief Product Officer, Plex

As the streaming industry continues to evolve and video consumption grows, Plex solves the problem of organizing and streaming your media collections to any screen. And while the world plunges headlong into VOD, the reality is consumers want easy, immediate access to all of their personal content, as well—those personal videos, photos, movies, and TV shows. With millions of worldwide users on nearly every platform available, Plex is the only solution prepared to bring all owned media collections into one entertainment “media hub” making Plex an important part of today’s media landscape and highly sought after by device and TV manufacturers alike. This keynote will look at the opportunities and challenges associated with the unbundling of your content and how Plex is a key component to connecting your media center of the future.

10:00 a.m. – 10:30 a.m.

COFFEE BREAK—in the Exhibit Hall

10:30 a.m. – 11:30 a.m.

A201 Best Practices for Adding Redundancy to Live Encoding & Delivery ☑️☑️☑️

This session takes a deep dive into how some of the leading content owners address redundancy in their live encoding and delivery workflows. Hear what technical challenges keep these video broadcasters up at night and how some of the leading experts mitigate risk through their encoding stack, CDN delivery, scalable authentication methods, and more. Learn the best practices for reacting and responding in real time to issues in your encoding and delivery workflow to ensure a seamless experience for your viewers.

MODERATOR: Dylan Armajani, Technical Account Manager, Conviva

PANELISTS:

Eric Black, VP, Technology, NBC Sports Group
Ivan Yang, Senior Director, Technology & Engineering, Vevio
Troy Caucey, Director, Product Technology, March Madness, Turner Sports
Allen De La Cruz, SWP, Engineering, Major League Gaming

B201 UHD Codec Update: Legitimate Challengers to HEVC ☑️☑️☑️

If you thought HEVC was the only UHD codec in town, you’re got it wrong. In addition to VP9, which has been in use by YouTube for over 12 months, we have the open source Daala, from Xiph.org, RMBS from RealNetworks, and the new PERSEUS codec from V-Nova. In this session, you’ll get an update on where these codecs are in their development life cycle, their comparative performance, where they’re being used, and their potential for use in streaming to desktops, mobile and OTT.

PRESENTER: Jan Ozer, Principal, Daceo Publishing

C201 Business Strategies to Break Out of the OTT Crowd ☑️☑️☑️

We’re used to thinking of the OTT technology landscape in terms of technology components—transcoders, origin servers, advertising servers, players, DAM systems, and so forth. But these silos are rapidly breaking down. The need for scalability, agility, and automation, coupled with the demand for continuously state-of-the-art systems in an increasingly competitive environment, is forcing a change in how the vendor community should be planning, developing, deploying, and marketing their offerings. This talk discusses, from an analyst perspective, how the industry and its needs have changed in recent months and how they will change over the next 2–3 years.

PRESENTERS:

Avni Ramkhalawon, Industry Principal, Digital Media, Frost & Sullivan
Mukul Krishna, Senior Global Director, Digital Media, Frost & Sullivan

11:45 a.m. – 12:30 p.m.

A202 4K/UHD Streaming: Definitions, Challenges, and Champions ☑️☑️☑️

For the past few years, manufacturers and content producers have been championing 4K as the latest and greatest technology. This session cuts through the 4K hype and discusses what real-world impact 4K could have and what the requirements really are to stream in 4K. It also tackles the 4K/UHD definition division, physical media versus streaming, and bandwidth requirements to make 4K possible. Hear from experts from various corners of the industry on what you need to know about 4K, when it will become adopted, and what you should plan for.

MODERATOR: Tim Albright, Founder, AVNation TV

PANELISTS:

Malissa Dillман, Director, Training and Education, Kramer USA
Joel Woodruff, Senior Sales Manager, Evertz
Justin Kennington, GM, Digital Media, Crestron Electronics
Thomas Edwards, VP, Engineering & Development, FOX Networks

B202 Replacing Flash: Adaptive Streaming and DRM in HTML5 ☑️☑️☑️

The Media Source Extensions and Encrypted Media Extensions are the standardized toolsets that enable browsers to deliver adaptive streaming and digital rights management without plug-ins. This session details what these extensions are, how they are being supported by different browser and tools vendors, and how soon those delivering premium content will switch over from plug-in-based technologies to these standards. If you are considering replacing Flash with HTML5-based standards technologies, this session details how and when you can do it.

MODERATOR: Jan Ozer, Principal, Daceo Publishing

PANELISTS:

Stefan Lederer, CEO, Bilbrow
Tobias Patella, Technical Consultant, castlabs
Pieter-Jan Speelmans, Co-Founder, C200, OpenTelly

C202 Twitter, Facebook, & Snapchat: On-Demand Social Video & the Real-Time Feed ☑️☑️☑️

Existing social platforms such as Facebook and Twitter are making substantial investments to bring more video to their users. This panel discusses how these new video platforms differ from established online video providers and how measurement and monetization work for both the content creator and the platform provider. As these platforms become the real-time feeds more consumers use, learn how they are integrating video into their platforms, the role of programmatic algorithms, social discovery, and the competition they are giving traditional broadcast outlets.

MODERATOR: Erik Schwartz, Head of Product, BitTorrent

PANELISTS:

Jesse Redniss, Co-Founder, Brave Ventures
Dan Patterson, United Nations Correspondent, Technology Advisor
Mike Berkely, SVP, Product Management, Vimeo
D202  HOW TO: Selecting the Right Video Management Technology

This presentation helps attendees identify their unique requirements for an effective video management solution. We identify the mistakes that many video management technology buyers make and provide best-practice advice on how to avoid these mistakes. We examine 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 RFIs, what questions need to be asked, and other tips to ensure you choose the right solution.

PRESENTER: Theresa Regli, Managing Partner & Principal Analyst, Real Story Group

DT202   Discovery Track
11:45 a.m. – 12:05 p.m.
The Challenges & Pitfalls of Live Streaming

Learn how to work around the potential problems that may arise from streaming live video on location. Topics include security and protection of streaming technology and how infrastructure decisions affect outcomes.

PRESENTER: Jon Landman, VP, Sales, Teradek

12:10 p.m. – 12:30 p.m.
What to Look for in Modern Streaming Hardware

Video streaming hardware has evolved significantly in recent years. With so much on the market, aimed at such a wide variety of applications, it can be difficult to determine which products and features are best suited to your particular needs. This session helps you make sense of it all by explaining each key feature and providing examples. Expect to leave knowing how and when each streaming hardware feature provides good bang for the buck.

PRESENTER: David Kirk, Vice President, Product Marketing, Epiphan

12:30 p.m. – 1:45 p.m.
LUNCH BREAK — A Chance to Visit the Exhibits

1:45 p.m. – 2:45 p.m.
A203 Video Management Technology’s Role in Delivering Optimal User Experiences

You may have a video management solution, but how should video and digital asset management technology integrate and fit in with other content-based technologies in your enterprise? In this session, we explain how to create an ecosystem of technologies that allow you to build optimal digital experiences for your end users. We discuss the critical categories of technologies that you should be thinking about and illustrate the vendor landscapes in each of these categories. We also give examples of successful integrated technology toolkits from some of the world’s leading enterprises across a variety of industries, and specifically show how video fits in.

PRESENTER: Theresa Regli, Managing Partner & Principal Analyst, Real Story Group

B203  The Future of Branded Content

The ‘brand as publisher’ model is increasingly becoming the expectation for marketers and brand teams—forcing many of them to create more content than ever before. Meanwhile, the vendor options to generate content are growing exponentially, with more and more brands taking on the responsibility of taking content creation in house. This session addresses the challenges and opportunities associated with these options. Learn how brands grow an audience and keep up with the virtual demand for content. How do they choose what platforms and partnerships to strike up to ensure the content is seen? We explore these questions with our panelists of Fortune 500 brand managers, agencies, and publishers.

MODERATOR: Brendan Gahan, Founder, Episignal

PANELISTS:
Greg Rivera, Senior Director, Advertising Solutions, Microsoft
Jeremy Levine, SVP, Digital Sales, Live Nation
Jason Harris, CEO, President, Mekanism
James Del, VP, Programming, Gawker Media

C204 HOW TO: Producing and Distributing 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, Dooce Publishing

DT204 Discovery Track
1:45 p.m. – 2:05 p.m.
Taking the Initiative in Online Video Service With Server-Side Ad Stitching

Every content provider wants more transparent data and revenue from its advertising. In this session, learn about stitching ads into online video content on the server side and delivering ad-stitched video streams to any device dynamically to control the ad delivery and ad revenue directly. This session presents a successful case study that demonstrates how server-side ad stitching technology makes it simple.

PRESENTER: Richard Wingard, CEO, EuclidQ

B204 Integrating Streaming, Video Conferencing, and Unified Communications Solutions

Traditionally in enterprises, video streaming and video conferencing have been deployed as two completely separate solutions. However, companies are figuring out that integrating these solutions provides tremendous value to their organization. This session discusses trends across unified communications, video conferencing infrastructure, production studios, and how it allows for streaming technology to be budgeted as part of a larger video communications platform.

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

PANELISTS:
Jackson Hayek, Director, Production Services, Upper Iowa University
Harold Turk, Senior Engineering Advisor, Social & Collaboration Engineering, Aetna
Aaron Roe, Director, CTO/ITS, Deloitte Services LP
Brad Huntstle, CEO, Founder, Ustream

C204 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 into the near future to explore issues both at the forefront, such as 4K, and still on the fringe, such as virtual reality.

MODERATOR: Justin Hendrix, Executive Director, NYC Media Lab

PANELISTS:
Sowmya Gottipati, VP, Media Labs, NBCUniversal
Mark Vera, VP, Worldwide Marketing, Sling Media
Sam Landman, Principal, Comcast Ventures
Dirk Van Dall, VP, Multimedia Strategy, MLBAM

DT204 Discovery Track
3:15 p.m. – 3:35 p.m.
Why Perceptual Optimization Significantly Lowers Streaming Bandwidth

Is the industry still innovating H.264 encoding techniques? EuclidIQ will demonstrate how to generate more than 20% bandwidth savings without requiring pre-processing and without impacting video quality. The session explains how spatial complexity and temporal contrast measurements mimic the human eye to focus compression on the most watched areas of each video frame.

PRESENTER: Richard Wingard, CEO, EuclidIQ
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<tr>
<th>Name</th>
<th>Position and Company</th>
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<tbody>
<tr>
<td>Ade Adeosun</td>
<td>VP, Digital Enterprise, Analytics, comScore</td>
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<td>Stjepan Alaupovic</td>
<td>Creative Director, Clear Online Video</td>
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<td>Tim Albright</td>
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<td>Dylan Armajani</td>
<td>Technical Account Manager, Conviva</td>
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<td>David Avalon</td>
<td>VP, Digital Director, Heineken USA, MediaVest</td>
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<tr>
<td>Stephen Bach</td>
<td>VP, Business Development, News Distribution Network (NDN)</td>
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<td>Michael Bair</td>
<td>CEO, The Bleachers</td>
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<td>Craig Barberich</td>
<td>Head of Media Solutions, Zuora</td>
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<td>Andy Beach</td>
<td>Technical Evangelist, Consumer Apps, Microsoft</td>
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<td>Russell Beattie</td>
<td>Technical Evangelist, Amazon Lab126</td>
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<td>Mike Berkely</td>
<td>SVP, Product Management, Viacom</td>
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<td>Nihar Bihani</td>
<td>Principal Product Manager, Amazon CloudFront</td>
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<td>Eric Black</td>
<td>VP, Technology, NBC Sports Group</td>
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<td>Jim Blakely</td>
<td>Visual Cloud Computing General Manager, Data Center Group, Intel Corporation</td>
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<td>Lionel Bringuier</td>
<td>Product Manager, Delivery Products, Elemental Technologies</td>
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<td>Nigel Burmeister</td>
<td>VP Product &amp; Solutions Marketing, Limelight Networks</td>
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<td>Keao Caindec</td>
<td>CMO, 365 Data Centers</td>
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<td>Troy Causey</td>
<td>Director, Product Technology, March Madness, Turner Sports</td>
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<td>Ross Clark</td>
<td>Director, Business Development &amp; Strategy, Condé Nast Entertainment</td>
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<td>Sarah Colodoner</td>
<td>East Coast Director, Sales, Kin Community</td>
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<td>Robert Cukierman</td>
<td>VP, East Coast Sales &amp; Audience, Vevo</td>
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<td>Maxwell Da Silva</td>
<td>Director, Video Technology, NYTimes</td>
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<td>Andreas Dahlström</td>
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<td>Thomas Edwards</td>
<td>VP, Engineering &amp; Development, FOX Networks</td>
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<td>David Fannon</td>
<td>EVP, Screen Media Ventures</td>
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<td>Chris Finan</td>
<td>Sr. Product Manager, Digital Video &amp; Emerging Products, CMG Digital</td>
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<td>JoAnna Foyle</td>
<td>SVP, Client Services &amp; Operations, Adap.tv (a division of AOL Platforms)</td>
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<td>Phoenix Gonzalez</td>
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<td>Rich Greenfield</td>
<td>Media &amp; Tech Analyst, BTIG</td>
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<td>Kirby Grines</td>
<td>VP, Business Development, Float Left Interactive</td>
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<td>Imry Halevi</td>
<td>Director, Multimedia and Production, Department of Athletics, Harvard University</td>
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<td>Jason Harris</td>
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<td>Marc Heedt</td>
<td>Brand Strategist, Social TV, Twitter</td>
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<td>Andy Howard</td>
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<td>Brad Hunstable</td>
<td>CEO, Founder, Ustream</td>
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<td>Jonathan Hurd</td>
<td>Director, Altman Vilandrie &amp; Company</td>
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<td>Joe Inzerillo</td>
<td>Executive VP, CTO, Major League Baseball Advanced Media</td>
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<td>Simon Jones</td>
<td>Vice-President of Marketing, Conviva</td>
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<td>Justin Kennington</td>
<td>TM, Digital Media, Crestron Electronics</td>
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<td>David Kirk</td>
<td>Vice President, Product Marketing, Epiphon</td>
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<td>Alexander Kisch</td>
<td>EVP, Business Development &amp; Affairs, Vevo</td>
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<td>Jon Klein</td>
<td>Founder, CEO, Tapp</td>
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<tr>
<td>Chris Knowlton</td>
<td>Vice President and Streaming Industry Evangelist, Wowza Media Systems</td>
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<td>Mukul Krishna</td>
<td>Senior Global Director, Digital Media, Frost &amp; Sullivan</td>
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<td>Mano Kulasingam</td>
<td>CEO, Digiflare</td>
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<td>Jeremy Landis</td>
<td>Founder, Cainkade</td>
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<td>Jon Landman</td>
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<td>Sam Landman</td>
<td>Principal, Comcast Ventures</td>
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<td>Dan Lantz</td>
<td>Director, Video Production, Fox School of Business, Temple University</td>
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<td>Hans-Josef Lauer</td>
<td>Manager, IT Operations, RTL II</td>
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<td>Stefan Lederer</td>
<td>CEO, Bitmovin</td>
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<td>Leo Leung</td>
<td>VP, Corporate Marketing, Scality</td>
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<td>Jeremy Levine</td>
<td>Digital Sales, Live Nation</td>
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<td>Mike Lucero</td>
<td>VP, Connected TV Strategy, Ratio</td>
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<td>Abby Muraskin</td>
<td>Head of Strategy and Business Development, Associated Press</td>
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<td>Tim Napoleon</td>
<td>Chief Strategist, AllDigital</td>
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<td>Grant Nodine</td>
<td>SVP, Technology, National Hockey League</td>
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<td>Josh Normand</td>
<td>VP, Sales, North America and Europe, Media, Brightcove</td>
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<tr>
<td>Scott Olechowski</td>
<td>Co-Founder, Chief Product Officer, Plex</td>
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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!

See the onsite schedule for vendor and speaker interview times.
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**Exhibit Hall Hours**

- **Tuesday, May 12** 10:00 a.m. - 6:00 p.m.
- **Wednesday, May 13** 10:00 a.m. - 4:00 p.m.
1 Beyond offers products to help you stream and record your multi-camera events: the StreamMachine switcher-recorder-encoder, the StreamCam AutoTracker Camera that follows a speaker–no camera operator required—and the new USwitch player that lets the viewer choose the camera angle to watch as the video streams to the browser.

Anvato is the only complete TV Everywhere solution that can guarantee the delivery and monetization of video on every connected device. From signal origination through distribution and playback, each function in the digital media supply chain is engineered by Anvato and managed in a streamlined cloud-based platform. Anvato powers TV Everywhere for leading brands including NBCUniversal, FOX Sports, Univision, Hearst Television, Disney, Viacom, Ovation, and Gray Television.

B Live is a full-service live streaming company with a platform designed to allow content owners to unlock more value out of their digital video assets. Our live and VOD widgets allow top brands like Michael Kors, Lincoln Center and Calvin Klein to drive transactions, fully engage viewers and collect business intelligence around integrated elements.
operators to deliver optimized viewing experiences that maximize customer engagement. The Conviva Intelligent Control Platform helps providers meet and exceed audience expectations for video experience, across a multi-screen environment. Using a unique real-time map of the internet video delivery ecosystem, Conviva’s platform provides 360-degree visibility across all users, maximizes picture fidelity, and eliminates unnecessary 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 that support the successful development of market-leading services.

DVEO Division of Computer Modules, Inc.
11409 West Bernardo Court
San Diego, CA 92127
www.dveo.com

Booth No. 111
DVEO is a rapidly growing supplier of servers and appliances to the video streaming industry. We offer single/multichannel live encoders and decoders, transcoders, ad servers, live/VOD media servers, playlist servers, and an H.265 encoder. Our patent-pending “DOZER” IP video traffic smoothing technology won the Society of Broadcast Engineers 2014 Technology Award.

Elemental Technologies
225 SW Broadway, Suite 600
Portland, OR 97205
www.elementaltechnologies.com

Booth No. 109
Elemental Technologies is the leading supplier of software-defined video solutions for content delivery that help pay TV operators, content programmers, broadcasters and enterprise customers bring video to TVs, PCs, tablets and mobile phones.

Epiphan Systems
116 University Avenue, Suite 100
Palo Alto, CA 94301
www.epiphan.com

Gold Sponsor
Booth No. 318
Epiphan Systems is a world leader in high-resolution HDMI, SDI, VGA, DVI and audio/video capture, encoding, recording and streaming hardware. Backed by rock-solid customer support, our products allow you to capture, encode, record, stream and replay virtually any high-resolution video signal.

HeyWatch — cloud encoding for developers
148 Rue Breteuil
Marseille, 13006 France
www.heywatchencoding.com

Corporate Sponsor
HeyWatch is a scalable and powerful cloud-based video encoding platform built for developers. HeyWatch enables them to outsource, automate and optimize their video encoding workflow with just a few lines of code.

FluidCast
4717 Rosinante Road
El Paso, TX 79925
www.fluidcast.net

Startup Zone
FluidCast is a content management and monetization software platform. Content owners utilizing FluidCast’s framework can upload, manage, encode and monetize video, audio, digital and nondigital content and publish and sell it onto almost any web-enabled device such as desktop computers, mobile devices, tablets, Roku devices and smart TVs.

INSIDE Secure, Inc.
5116 Summit Hill Drive
Dallas, TX 75227
www.insidesecure.com

Booth No. 321
INSIDE Secure (Euronext Paris FR0010291245 -NSID) provides comprehensive embedded security solutions. World-leading companies rely on INSIDE Secure’s mobile security and secure transaction offerings to protect critical assets, including connected devices, content, services, identity and transactions. Unmatched security expertise combined with a comprehensive range of IP, semiconductors, software and associated services gives INSIDE Secure customers a single source for advanced solutions and superior investment protection. For more information, visit our website.

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

Gold Sponsor
Booth No. 214
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 streaming experience.
MPE specializes in postproduction workflow, transform how companies engage, connect, and experience live streaming and interactive VR experiences. We enable immersive content for virtual cinema, live VR video services with low latency and worldwide coverage. Network (DDN) provides highly scalable online services for breaking news, sports, and high-profile events around the world. With top-tier customers in 60+ countries, MPE’s solutions are used regularly for breaking news, sports, and high-profile events.

Panasonic

2 Riverfront Plaza
Newark, NJ 07102
www.panasonic.com/broadcast

Booth No. 325
In 2013, Panasonic introduced IP-based workflows that let you control remote cameras, mix live and broadcast HD video with little more than a Panasonic camera and a web browser. Today our newest PTZ, the AW-HE130, raises the bar again with razor-sharp 1080/60p HD video at 1000 TV lines of resolution and PoE+. One of the largest postproduction rental inventories in the U.S., more than 60,000 square feet of edit suites and production offices at our NYC headquarters, and we serve locations nationwide and abroad. We are the publisher of Motion Picture TV & Theatre Directory.

SRI International

SRI International
201 Washington Road
Princeton, NJ 08540
www.sri.com

Booth No. 317
SRI offers easy-to-interpret video test patterns and audio clips that reveal errors in lip sync, transcoding, loudness, compressions, and more—anywhere in the digital signal chain. Broadcasters, content creators, equipment manufacturers, and system integrators rely on our Sarnoff test tools to evaluate video quality. Formats range from SD to 4Kp60.

Scality

Scality
Four Embarcadero Center, Suite 2550
San Francisco, CA 94111
www.scality.com

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SMPTE

SMPTE
3 Barker Ave FL 5
White Plains, NY 10601
www.smpte.org

Association Sponsor

Booth No. 208
The Oscar and Emmy Award-winning Society of Motion Picture and Television Engineers (SMPTE), is a leader in the advancement of the art, science, and craft of the image, sound, and metadata ecosystems worldwide across the communications, technology, media, and entertainment industries.

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The Streaming Video Alliance’s (SVA) charter is to encourage deeper collaboration across the entire online video ecosystem, which will include the development of standards, best practices and policy for an open architecture that will span the entire online video value chain. The SVA is currently focused on identifying issues and solutions related to open architecture, quality of experience and interoperability.

SRI International

SRI International
201 Washington Road
Princeton, NJ 08540
www.sri.com

Booth No. 317
SRI offers easy-to-interpret video test patterns and audio clips that reveal errors in lip sync, transcoding, loudness, compressions, and more—anywhere in the digital signal chain. Broadcasters, content creators, equipment manufacturers, and system integrators rely on our Sarnoff test tools to evaluate video quality. Formats range from SD to 4Kp60.
Streamlyzer provides comprehensive analytics to add real-time visibility into audience engagement and streaming quality. With Streamlyzer, you can understand how every single content is consumed and how audiences are engaged with contents in real-time and historic perspective over time. For more information, visit our website.

Tulix Systems is a leading provider of digital distribution and monetization solutions. With a full suite of streaming services that includes live and VoD encoding, ingest, delivery, security, and video applications, Tulix helps broadcasters and content aggregators reach global audiences on all devices.

Twin Prime is an innovator in mobile data delivery optimization. Its mobile app acceleration solution powers the delivery of dynamic, static and encrypted content on both cellular and Wi-Fi networks. Twin Prime’s unique technology can increase mobile app content delivery speeds by more than 100% without caching, compression or content modification.

Varto Technologies designs, integrates and installs solutions for live production studios and postproduction workflows. Varto Technologies is a proud NewTek Elite partner, Authorized Training Center, and ProTek Elite Service Center. We also represent hundreds of great brands making sure we always have a solution for our clients.

Streamlyzer, Inc.
19503 Stevens Creek Boulevard, #153
Cupertino, CA 95014
www.streamlyzer.com

Booth No. 207
Streamlyzer provides comprehensive analytics to add real-time visibility into audience engagement and streaming quality. With Streamlyzer, you can understand how every single content is consumed and how audiences are engaged with contents in real-time and historic perspective over time. For more information, visit our website.

Tulix Systems
55 Marietta Street, Suite 1740
Atlanta, GA 30303
www.tulix.com

Booth No. 124
Tulix Systems is a leading provider of digital distribution and monetization solutions. With a full suite of streaming services that includes live and VoD encoding, ingest, delivery, security, and video applications, Tulix helps broadcasters and content aggregators reach global audiences on all devices.

Twin Prime
805 Veterans Boulevard
Redwood City, CA 94013
www.twinprime.com

Booth No. 210
Twin Prime is an innovator in mobile data delivery optimization. Its mobile app acceleration solution powers the delivery of dynamic, static and encrypted content on both cellular and Wi-Fi networks. Twin Prime’s unique technology can increase mobile app content delivery speeds by more than 100% without caching, compression or content modification.

Varto Technologies, Inc.
195 Hackensack Street
East Rutherford, NJ 07073
www.vartotechnologies.com

Booth No. 301
At Varto Technologies we design and integrate reliable, cost-effective audio, video, digital media and live broadcast solutions. We specialize in the design, integration and installation of live production studios and postproduction workflows. Varto Technologies is a proud NewTek Elite partner, Authorized Training Center, and ProTek Elite Service Center. We also represent hundreds of great brands making sure we always have a solution for our clients.

www.vartotechnologies.com

The Studio—B&H
420 Ninth Avenue
New York, NY 10001
www.bandh.com/thestudio

Booth No. 001
The Studio—B&H is a unique service-based environment dedicated to providing comprehensive solutions to all professional media markets. The Studio offers unmatched access to high-end technology as well as a superior level of expertise in all aspects of camera acquisition, live broadcast production, streaming technology and post-production. The Studio has assembled a highly skilled team of experts who can provide targeted answers for nearly any media environment and digital workflow.

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

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VITEC
931 Benicia Avenue
Sunnyvale, CA 94085
www.vitec.com

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