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
STREAMING MEDIA WEST
Where the Best Companies and Minds in the Industry Come to Meet and Mingle

Welcome to Huntington Beach and Streaming Media West! We’re excited to spend the next couple of days with you sharing an in-depth look at the streaming video industry. Over the next two days, you’ll hear first-hand how companies are making streaming work for them, as well as tips and tricks from industry veterans that you can put into action as soon as you get back to the office. You’ll meet leading companies in the Exhibit Hall and learn about the latest software, hardware, and network solutions and services being offered.

Be sure to check out the Discovery Track, all pass types have access to these popular sessions. Take advantage of a great opportunity to discover the latest technology innovations, and participate in discussions about the latest trends and hot-button topics with top names in the industry.

Speaking of great opportunities, take a moment now to visit the registration desk to upgrade 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 18–19.

Again, we welcome you and look forward to meeting you at the Sunset Welcome Reception, Exhibit Hall Reception, or the 4th Annual Streaming Media Beer Garden & Networking Event.

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 (Thursday)
Grand Ballroom, Salon G (Friday)

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:

Discovery Track
Open to all conference attendees and Discovery Pass holders, Discovery Track sessions are moderated by Streaming Media magazine editors, and presented by conference sponsors. Sessions are educational and the presentations which typically focus on products and customer case-studies provide a good opportunity to learn more about specific technologies or vendors. BONUS—many Discovery Track sponsors will be raffling off prizes at the end of the session! Located in Grand Ballroom, Salon A.

Continental Breakfast & Breaks
A continental breakfast will be provided for conference attendees each morning before the keynote session from 8:00 a.m. – 9:00 a.m. in the Huntington Ballroom Foyer. Check your program for additional morning and afternoon breaks located in the Exhibit Hall.

Exhibit Hall Hours
Thursday, November 2 10:00 a.m. – 6:00 p.m.
Exhibit Hall Reception 5:00 p.m. – 6:00 p.m.
Friday, November 3 10:00 a.m. – 3:15 p.m.

Sunset Welcome Reception
Wednesday, November 1 5:00 p.m. – 6:00 p.m.
LightHouse Courtyard
Sit back and relax as we kick-off the start of this year’s event with an open bar, live music, and a beautiful sunset! Open to all full-conference attendees, speakers, and exhibitors. (Note: This event is not open to Discovery Pass holders.)

Exhibit Hall Reception SponSored by
Thursday, November 2 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 attendees, speakers and exhibitors.

Live Streaming Summit, a featured event at Streaming Media West
Access to Live Streaming Summit requires separate registration or is included for registered Streaming Media West Platinum and Combo Pass attendees. (See pages 18–19 for full program details.)

4th Annual Streaming Media Beer Garden & Networking Event
Sponsored by IBM Cloud Video
Thursday, November 2 6:00 p.m. – 7:30 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, eats, and live music. Open to all attendees, speakers, and vendors.

Streaming Media Magazine’s Readers’ Choice Awards
Sponsored by
Silver Sponsors
Friday, November 3 9:30 a.m. – 10:00 a.m.
Huntington Ballroom
Join Streaming Media Magazine editor Eric Schumacher-Rasmussen as we announce the winners of the 10th annual Readers’ Choice Awards. This ceremony directly follows the morning keynote.

Live Streaming & Video On-Demand
Streaming Partner
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 Thursday and Friday. All sessions will be archived and available in video on-demand after the conference at streamingmedia.com/ConferenceVideos. In addition, Streaming Media Magazine 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.
LUNCH ON THE LAWN
4TH ANNUAL STREAMING MEDIA BEER GARDEN & NETWORKING EVENT
in the Exhibit Hall
Lighthouse Courtyard
Sponsored by STREAMINGMEDIA.COM/WEST #SMWest

ENCODING & TRANSCODING
A104 • A204
B102 • B201
C102 • C104 • C201 • C202
D103 • D105
DT101 • DT103

formats, protocols & standards
A104 • A204
B102
C103 • C104 • C201 • C202
D103 • D104
DT101 • DT103 • DT104 • DT105

LIVE WEBCASTING
A101 • A105 • A203 • A204
B101 • B103 • B104 • B105
B201 • B202 • B203
C101 • C102 • C104 • C202
D101 • D105
DT101 • DT104 • DT105

MONETIZING CONTENT
A101 • A102 • A103 • A105
A201 • A202 • A203 • A204
B101 • B103 • B105 • B202 • B203
C101 • C103 • C105 • C203
D101 • D104
DT103 • DT105 • DT202

CONTENTS MANAGEMENT & WORKFLOWS
A101 • A102 • A103 • A105
A201 • A202 • A203
B101 • B103 • B105 • B202 • B203
C101 • C105 • C203
D101 • D102 • D104
DT101 • DT103 • DT201

DEVICES & PLATFORMS
A101 • A105 • B203
B104 • B105 • B203
C103
D101 • D102 • D103 • D104
DT104 • DT201 • DT203

OTT & TV Everywhere
A101 • A102 • A103 • A105
A201 • A202 • A203
B101 • B102 • B105 • B202 • B203
C101 • C103 • C105 • C201 • C203
D101
DT202 • DT203

Looking for ways to enhance your conference experience?
Be social! Connect and collaborate with speakers, exhibitors, and other attendees during and after the event through social media.
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 Thursday, November 2 and Friday, November 3
- Certificate of Completion (mailed approximately four weeks after the event)

W1 • The Ins-and-Outs of HTML5: Building an Effective Video Workflow
9:00 a.m. – 12:00 p.m. • Grand Ballroom, Salon E
This workshop provides an in-depth look at the HTML5 video workflow: from mobile and web players to formats, ads, and DRMs. With a special focus on player technologies and optimizations, this workshop looks at the main features and strengths of the open-source media engine frameworks and proprietary players available on the market today. Presenters also discuss how to choose a player adapted to one’s use case, especially in light of the use case and business goals. Finally, an interactive example is shared with attendees of how to add features to an HTML5 player, offering tips and best practices and pointing out potential production issues to be aware of.
PRESENTERS:
Erica Beavers, Head, Marketing & Partnerships, & Nikolay Rodionov, Co-Founder, CPO, Streamroot

W2 • Encoding 2017: Codecs & Packaging for PCs, Mobile, & OTT/STB/Smart TVs
9:00 a.m. – 12:00 p.m. • Grand Ballroom, Salon F
As video resolutions increase and target playback platforms multiply, video producers must leave their H.264/HLS/HEVC/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, attendees 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 and the best practices for making it happen.
PRESENTER: Jan Ozer, Principal, Doceo Publishing

W3 • Creating an Open-Source Encoding Pipeline
1:30 p.m. – 4:30 p.m. • Grand Ballroom, Salon E
Apple’s support for HEVC in HLS is a ground-breaking event that opens up hundreds of millions of HEVC capable players. If supporting this spec is on your short term development schedule, you’ll want to check out this workshop. The workshop starts by reviewing the new spec and sharing playback details, like how well HEVC plays on hardware supported and non-hardware supported devices. Then it focuses on the HEVC codec itself, describing encoding options, royalty costs, and other implementation details. Learn how to create the necessary files and manifest files for mixed H.264/HEVC encoding ladders, and finish with a look at how to produce live content compatible with the new specification.
PRESENTERS: Jan Ozer, Principal, Doceo Publishing
David Hassoun, CEO, & Jun Heider, Director, Technology, RealEyes Media
9:00 a.m. - 10:00 a.m.
WELCOME & KICKOFF SESSION • Live Streaming NFL Thursday Night Football
Earlier this year, Amazon won the rights to stream “Thursday Night Football” games on Amazon Prime for the upcoming season. In this fireside chat featuring experts from Amazon Video and AWS Elemental, insights will be shared about how the league is delivering a new level of live, streamlined sports experiences for fans and the discussion will take a deep dive into the video and cloud infrastructure that’s being used to deliver it.
PRESENTERS:
BA Winston, Global Head of Video Playback and Delivery for Amazon Video
Keith Wymbs, Chief Marketing Officer, AWS Elemental, an Amazon Web Services company

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

10:30 a.m. - 11:15 a.m.
A101 • CDN Optimization: Working Toward Broadcast Economics & Quality at Scale
While CDN prices have never been lower, OTT delivery continues to weigh heavily on broadcasters’ budgets. Growing audiences, higher resolutions, and more immersive video experiences bring both technical and business challenges at scale. This panel explores how content publishers are working to balance fixed revenue per subscriber models with the varying cost of delivery, while also getting the best quality for their money. The session looks at optimization efforts throughout the delivery workflow, with a special emphasis on CDN, multi-CDN, peer-to-peer, multicast, and in-house delivery solutions.
MODERATOR: Erica Beavers, Head, Marketing & Partnerships, Streamroot

B101 • Building a Scalable Next-Generation TV Service
As operators and media companies navigate through the growing mix of technologies and the changing TV environment, content owners continue to experiment with new TV services and OTT solutions. With the goal of finding new revenue streams and retaining audiences, service providers are continuously introducing new, engaging features that cater to today’s personalized viewing habits. This panel dives into the technology landscape for scalable next-generation TV deployments as well as how content owners can tackle scalable content distribution in a cost-effective manner.
MODERATOR: Daniel Webster, Managing Director, Kaltura Strategic Solutions

C101 • Evolution of Encoding Options in the Market
There’s a growing number of vendor options when it comes to encoding video, but each one is different in terms of feature sets, distribution functions, audience reach, monetization opportunities, interactivity, and many other factors. This session compares the panelists’ offerings, discussing the technical features they are bringing to market and where they see demand for new capabilities from their customers. This panel helps you understand which platforms and approaches are best-suited for specific video content and consumer use-cases as well as overall business goals. It also discusses how the market for encoding services is evolving and what we should expect to see in the next 6 to 12 months.
MODERATOR: Dan Robinson, Contributing Editor, StreamingMedia.com

D101 • HOW TO: Handling First-Mile Networking Challenges
You’re at a venue with poor Internet connectivity and need to get your HD contribution feed to the cloud for live streaming delivery. What are your options? Join our panel for an interactive discussion about how to plan for and get around such hurdles, using bonded cellular devices, inexpensive satellite solutions, and networking technologies such as FEC, QUIC, SRT, Zoox, and others. We’ll compare the pros and cons of each, and answer your questions.
PRESENTER: Chris Knollman, Partner, BlueFrame Technology

DT101 • Discovery Track
Can’t We Do Better Than TCP? Streaming High-Quality Live Content With RTMP, HLS, or DASH Over Aspera FASPStream
Successfully streaming high-quality near-live content over the internet can quickly become a near-impossible task. Bad network conditions, latency, and distance are known to dramatically impair video streaming. Various products and services have been introduced, such as forward error correction over UDP, peer-to-peer distribution, and CDNs. However, none provide the same universal quality and “zero-delay” transmission needed for a great experience. Aspera FASPStream is the first open video transport solution capable of live streaming high-quality video globally over commodity Internet networks with low buffering and negligible startup time. This session outlines how to integrate the Aspera fasp.io software suite with standard RTMP, HLS, and DASH workflows on browser, desktop, mobile, and set-top box platforms.
PRESENTER: Guillaume Egles, Senior Software Engineer, Aspera, an IBM Company

11:30 a.m. - 12:30 p.m.
A102 • Approaching Zero Latency Streaming With WebRTC
WebRTC is an emerging technology supported by the majority of web browsers that helps solve the latency issue but introduces its own set of challenges. This session discusses what makes a successful deployment of WebRTC. Learn what open source and proprietary technologies can be used to jump-start a deployment and what the impact of NAT traversal for peer-to-peer deployments of WebRTC (STUN, TURN, ICE) has. Hear what tools enable WebRTC in a plugin-based architecture that is composed of fully open source software and how you can put it to use.
PRESENTERS:
Bob Huggard, VP, Strategy & Operations, Redspace
Jamie Stackhouse, Product Owner, Ingest.io
Jim Clements, Moderator:

technologies to capture and display it to methods for streaming and interacting with it, as well as PRESENTER: Gabriella Mirabelli,
data in 2017 and beyond. The session presents actionable strategies for entertainment brands to

video companies can be boiled down to simple concepts you don’t have to be a data scientist to

out of H.264, but with the newness of HEVC, video encoding engineers may be struggling to

Reverse-Engineering Netflix Data: Best Practices You Don’t

This session covers some of the strategies we’ve used to handle dynamic cloud encoding and

high adaptability and agility to meet your needs now and in the future. When working with cloud

encoding, there are several transcoding and packaging options, and the APIs for these options will

change over time. We talk about how to build a more dynamic cloud encoder that can use the best

tool for a specific job by decoupling the tools from the core application, as well as how to mix and

match multiple operations concurrently on a single encoding task. Operations include WebVTT

and AAC sidecar manifests, DASH assets, metadata, video quality, and stream muxing/demuxing.

This session covers some of the strategies we’ve used to handle dynamic cloud encoding and

packaging for live and VOD delivery.

PRESENTERS: Jan Ozer, Principal, Dooce Publishing

David Hassoun, CEO, RealEyes Media

DT103 • Discovery Track

1:45 p.m. – 2:05 p.m.

Buy This Encoder 🌟

Think you know everything about encoding? Teradek’s Jon Landman thinks otherwise. Dive deeply

into the world of hardware codecs, from compression technologies such as HEVC to transport

protocols and delivery. If you’re still unsure about joining the cutting edge of IP video before the

broader industry, Jon Landman is here to show you the way.

PRESENTER: Jon Landman, VP, Sales, Teradek

2:10 p.m. – 2:30 p.m.

Next-Generation Advertising Workflows and Server-Side

Ad Insertion With VAST 4.0 🌟

VAST 4.0 represents the first opportunity for a fully integrated, standards-based, server-side ad

insertion workflow. Join this sessions to learn how it will impact your workflows and enable you
to maximize your revenue by circumventing ad blockers, reaching more devices, and improving

viewers’ experience.

PRESENTER: Stefan Lederer, CEO, Bitmovin

2:45 p.m. – 3:30 p.m.

A104 • Case Study: The Evolution of The

New York Times’ Video Platform 🌟

During the last year, among all the other initiatives on digital, The New York Times invested in

reinventing the ingest and encoding pipeline of its on-demand videos. The chosen approach was

built with a set of open source components that leverages cloud services for fast, scalable, and

reliable encoding jobs. This case study walks through the new achievements and improvements


that were built on the services set, including a thumbnails service for improving the click through rate, closed captions support, on-the-fly packaging and fragmented MP4s for adaptive streaming formats, and analytics integration.

PRESENTERS:
Maxwell Da Silva, Executive Director, Engineering, The New York Times
Flavio Ribeiro, Lead Engineer, The New York Times

B104 • Predicting the TV Content Consumers Crave

For decades, TV ratings have been the main barometer of commercial television success. But with the instant delivery of programming across all types of devices, content providers need to understand what viewers want before it arrives on their TVs, tablets, and phones. Featuring top executives from the TV industry, this session explores findings from Altman Vilandrie & Co.’s annual consumer video survey, which for the first time features data on how and why consumers make viewing decisions—including the importance of program themes, networks, actors, and creators.

MODERATOR: Jonathan Hurd, Director, Altman Vilandrie & Co.

 PANELISTS:
Sherry Brennan, EVP, Marketing and Strategy, ViacomCBS
Michele Edelman, EVP, Marketing and Content Strategy, Viubidity
Jamison Tilsner, Business Development, VHX

C104 • The Future of Video Codecs: VP9, HEVC & AV1

The upcoming support of HEVC on iOS is bringing new dynamics into the video codec world, and by end of the year AV1 is going to be released. At the same time, VP9 is gaining a lot of popularity among content providers, especially for web browsers as well as Android devices. This panel discusses the status of the different video codecs today, the benefits and problems, and how this will change in the future. It also discusses this question: if the internet is getting into a codec war again, when content providers will have to support multiple video codecs in parallel to reach all devices.

MODERATOR: Stefan Lederer, CEO, Bitmovin

 PANELISTS:
David Sayed, VP, Product Strategy & Product Marketing, Brightcove
Joel Korpi, Director Of Product, JW Player
Andy Beach, Principal SDE, Communications & Media at Microsoft
Timothy Terriberry, Principal Research Engineer, Mozilla

D104 • HOW TO: Selecting the Right Streaming & Video Management Technology

Despite all the vendor marketing hype and so-called “objective” white paper publications, there is no one “best” system: There’s one that’s right for you, your business needs, your technical requirements, your integration points, and your budget. This presentation helps attendees identify their unique requirements for an effective video management solution. We identify the mistakes that many technology buyers make and provide best practice advice on how to avoid these mistakes. We discuss 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 useful RFPs, what questions need to be asked, and other tips to ensure you choose the right solution.

PRESENTER: Jarrod Gingras, Managing Director & Analyst, Real Story Group

DT104 • Discovery Track

2:45 p.m. – 3:05 p.m.

Practical Social Streaming: Tips & Tricks for Brand Success

Live streaming for social media audiences is exploding and brands are getting onboard in a big way. LiveU’s Dan Pisarski will present some tips and tricks to get brands started. He’ll cover the ins and outs of Facebook Live and other platforms, creating content beyond “behind-the-scenes,” and share some live success stories.

PRESENTER: Dan Pisarski, VP, Technology, LiveU

3:10 p.m. – 3:30 p.m.

Learn How to Build 4K & VR/360 Live Streaming Workflows in Minutes

Starting from scratch, we show how to do 4K live streaming in minutes. Using technologies from Wowza and others, we deliver live adaptive bitrate streaming, record the video for on-demand playback, and deliver the live feed with global any-screen streaming. In the remaining time, we see how to leverage 4K to create an immersive VR/360 experience.

PRESENTER: Tim Dougherty, Senior Solutions Engineer, Wowza Media Systems

3:30 p.m. - 4:00 p.m.

COFFEE BREAK in the Exhibit Hall

4:00 p.m. – 5:00 p.m.

A105 • Case Study: Delivering an Immersive 360-Degree, VR Sports Experience

This panel features participants from Harmonic, Nokia, and PCCW to discuss the challenges that PCCW Global faced to deliver an immersive 360-degree, VR sports experience during the 2017 Cathay Pacific/National Hong Kong Sevens rugby tournament. Speakers detail the workflow used, revealing how PCCW Global delivered exceptional UHD quality to VR head-mounted devices. By the end of the presentation, attendees have a greater understanding of how they can elevate the sports fan experience, unveiling each and every angle of the action in exceptional UHD quality with stunning 360-degree, VR visuals on any device.

MODERATOR: Thierry Fautrier, VP, Video Strategy, Harmonic

 PANELISTS:
Devin Copley, Head, Product, VR Platform/Ozo, Nokia Technologies
Margareta Sauger, VP, Americas, PCCW Global

B105 • So Many Platforms, So Little Time:

Winning The Race For Reach

For content providers, achieving ubiquitous reach in today’s fragmented market is a race against time and resource limitations. Unlike the simpler early days of web video, providers must write apps for hundreds of variations of mobile and streaming devices, gaming consoles and smart TVs, or risk losing market share to larger or more aggressive competitors. At the same time, many digital-first content providers are focusing on social media video experiences, further disrupting the landscape. This panel would bring together traditional and internet content providers to discuss strategies that can be used to quickly and efficiently extend cross platform reach and streamline app store certification processes.

MODERATOR: Allan Isfan, Director, Business Development, Youjil TV

 PANELIST: Todd Cittadino, VP, Content Distribution, Roku

C105 • How Brands Measure Their Success on Social Media

Brands are expanding their budgets and resources into social media and online video marketing, yet less than 20% of marketers believe that social media has proven its qualitative impact on their business. In this interactive session, hear how brands value their media investments, track their data across social platforms, and leverage it to impact sales and reputation.

MODERATOR: Amadea Chaplin, CCO, Pex

D105 • HOW TO: Comparing AV1, VP9, HEVC, & H.264

Many content distributors and aggregators still use H.264 as their primary, if not exclusive codec, but the bandwidth savings incident to newer, more powerful codecs are alluring. Those considering a switch must evaluate at least three options; HEVC, VP9, and the Alliance for Open Media’s AV1 codec, which should be close to release by the close of 2017. In this session, codec specialist Jan Ozer evaluates the quality of these codecs and compares them to H.264. Learn how much bandwidth you can save with each and how the newer codecs compare from quality and implementation perspectives.

PRESENTER: Jan Ozer, Principal, Dococo Publishing

DT105 • Discovery Track

4:00 p.m. – 4:20 p.m.

4K Live Streaming Tools & Best Practices

Not only is 4K streaming here now, it is surprisingly affordable! In this session, we talk about the best tools for the job and the setup needed to ensure an optimal experience for all viewers.

PRESENTER: Martin Sinclair, CEO, vMix

4:25 p.m. – 4:55 p.m.

Low-Latency Live Video Streaming—Meeting the Growing Viewer Demand

As consumers increasingly go online to watch live sporting events, enjoy live video gaming, and participate in online gambling, delivering the lowest-latency live streaming experiences becomes critical for content distributors. This session discusses the motivations, challenges, and solutions for delivering live video streams at sub-second latencies at global scale, without sacrificing the video quality your audiences want and expect. We also cover the common use cases for low-latency live streaming and financial benefits driving innovation.

PRESENTER: Charlie Kraus, Senior Product Marketing Manager, Video, Limelight

5:00 p.m. – 6:00 p.m.

EXHIBIT HALL RECEPTION Sponsored by

6:00 p.m. - 7:30 p.m.

STREAMING MEDIA BEER GARDEN & NETWORKING EVENT

Sponsored by IBM Cloud Video
LOCATION KEY

Keynotes & Track A  Track C  Track D
Huntington Ballroom  Grand Ballroom, Salon F  Grand Ballroom, Salon E
Track B  Discovery Track  Silver Sponsor
Grand Ballroom, Salon E  Grand Ballroom, Salon A

8:30 a.m. – 9:30 a.m.

KEYNOTE • Live Video Streaming On Facebook

Facebook is a community of over 2 billion people that are increasingly choosing video as a way to communicate and interact. This presentation will walk through Facebook video including upload, encoding, and a new product Live With. Live With is available for all profiles and pages on iOS, letting you invite a friend into your live video so you can hang out together, or broadcast the conversation to an audience. In this talk, Nick Ruff will discuss how Facebook bridged the trade-offs between video streaming technologies to enable real-time multiparty broadcasting.

PRESENTER: Nick Ruff, Engineer, Video Infrastructure Team, Facebook

9:30 a.m. – 10:00 a.m.

STREAMING MEDIA MAGAZINE’S READERS CHOICE AWARDS

10:00 a.m. – 10:30 a.m.

COFFEE BREAK

in the Exhibit Hall

10:30 a.m. – 11:15 a.m.

A201 • Streaming to Social Media: Targeting Facebook, Twitch, Periscope, & YouTube Live

This session demonstrates how to publish a video stream to multiple social media networks, simultaneously. It explores common pitfalls and uncovers the best practices and tools that will make sure your stream arrives properly, in compliance, and is configured with the proper codec and streaming profile. Attendees leave with an understanding of how to deliver a consistent and reliable experience for your social media audience.

PRESENTER: Tim Dougherty, Senior Solutions Engineer, Wowza

B201 • Case Study: Producing the First Live 4K Stream From Space

In this presentation, attendees learn how NASA and Amazon Web Services engineered a complete, resilient, and repeatable workflow that brought this industry-first event to viewers everywhere using scalable cloud and software enabled workflows. Many insights are shared, including live 4K transcoding in the cloud; the role compression efficiency plays in on-going deep space discovery; overcoming bandwidth constraints on the ISS and on Earth; the implication of cloud-enabled live 4K video streaming for public sector applications in defense, security, first responders, law enforcement, energy and other segments; even how to get an encoder into orbit.

PRESENTERS:
Brian Kelly, ISS Commercial Element Manager, NASA
Josh Winstead, Technical Marketing Engineer, AWS Elemental
Justin Benjamin, Live Stream Technical Program Manager, AWS Website

C201 • HOW TO: Comparing Per-Title Encoding Options

Per-title encoding techniques customize the encoding ladder to match the encoding complexity of the source, saving bandwidth on easy-to-compress videos and ensuring the quality of more complex footage. This session compares the efficiency, implementation issues, and costs of multiple commercially available and open-source alternatives, like Capella Systems Cambria Encoder, compression optimization from multiple vendors, and the alternatives available using FFmpeg. Learn what per-title encoding is, how the various options work, and which is the best option for you.

PRESENTER: Jan Ozer, Principal, Docu Publishing

DT201 • Discovery Track

10:30 a.m. – 10:50 a.m.

Talk on the Universal Video Player

Video content today is consumed on a wide variety of devices, and the most common approach for reaching all these devices typically involves the creation of a dedicated application containing a dedicated native video player for every platform. While great for their viewers, most of the companies following this approach have since discovered that each new device they support introduces new technical and operational challenges. Although these challenges almost feel inevitable, there is a different approach available in the universal video player, where one video player is used in all applications. Using a universal video player enables content owners to deliver a high-quality video viewing experience without any of the downsides associated with a native video player approach.

PRESENTER: Pieter-Jan Speelmans, CTO, THEOplayer

11:55 a.m. – 12:15 p.m.

See onsite flyer for details

11:30 a.m. – 12:30 p.m.

A202 • SRT Open Source Protocol Panel Discussion

The market is thirsty for an open source, freely available, low-latency, UDP-like approach for streaming over the internet. This session brings together SRT Alliance members and industry experts to discuss the SRT open source video transport protocol and how it optimizes streaming performance across unpredictable networks with secure streams and easy firewall traversal, bringing the best quality live video over the worst networks. The session also discusses how UDP coupled with SRT is an ideal transport for video contribution and distribution and details how the alliance is accelerating interoperability of video streaming solutions and fostering collaboration with industry leaders to achieve lower latency internet video transport.

MODERATOR: Thierry Faustier, VP, Video Strategy, Harmonic

PANELISTS:
Marc Cymontkowski, Sr. Director, Core Technology, Haivision
Keith Weinberger, Director, Product Management, Video Solutions, Limelight
Jeff Tyler, Digital Media Lead, Microsoft
David Sayed, VP, Product Strategy & Product Marketing, Brightcove

B202 • Case Study: The Power of Live Video

Over the past year, videos depicting acts of violence and social injustice were captured live and shared on social media and news platforms, highlighting the impact real-time news can have. Live video is playing an increasing role in the editorial strategies of digital publishers and broadcasters—their audiences expect a range of live coverage on multiple devices and platforms. They are still looking for breaking and key news events, but now they also want to see political, cultural, and religious events, red carpet coverage, product launches, technology shows, sports news and more. This presentation by the AP highlights what audiences want from live video, how news organizations are incorporating it into their daily editorial strategy and how live video fits into a wider news agenda.

PRESENTER: Bill Burke, U.S. Video and Audio Products, AP

C202 • HOW TO: Live Streaming Without the Big Price Tag

There is lots of information on the market for “how to send a quality live stream” out to the web, but what if you are broadcasting to a live audience such as a church congregation, live concert or conference. There can be no margin for error, no chance of buffering, internet dropouts, and how you stream live music, concert or worship? With groundbreaking software and creative workflows, this presentation will open your eyes to what is possible with live streaming in this context, without issues and without the big price tags.

PRESENTER: Mike Humberstone, Production Manager, Kingdomtv

DT202 • Discovery Track

11:30 a.m. – 11:50 a.m.

Cloud-Based Distribution & Decoration of Broadcast Channels for Better OTT Linear Services

In the world of ubiquitous OTT video consumption, tracking and matching content rights with viewers locations, subscriptions, or devices is a much taller order than for traditional set-top box based broadcast or pay TV. OTT TV also promises better monetization via the untapped potential of dynamic and targeted insertions. For broadcast linear channels in particular, rights resolution and smarter insertions require that channel providers deliver video with clean and reliable metadata

PRESENTER: Jan Ozer, Principal, Docu Publishing
to their OTT partners. This new distribution and decoration of linear channels is a key component of the OTT value chain.

PRESENTER: Jean Machet, Director, Market Development, Broadcast, Harmonic
11:55 a.m. – 12:15 p.m.
See onsite flier for details
PRESENTER: Digital Watermarking Alliance

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

1:45 p.m. – 2:45 p.m.
A203 • Publisher Tools and Content Discovery on the Roku Platform

Roku is the pioneer of streaming to the TV and offers a unique platform for content publishers and developers. In this session, Roku will provide an overview of tools available to publishers, how to make the most of them and what monetization strategy is right for your content. Some topics covered are new enhancements to Roku Direct Publisher, advertising tools and capabilities and some updated features and content discovery.

PRESENTER: Ben Strong, Director, Product Management, Roku

B203 • Microsoft Stream, Microsoft Teams, and Skype for Business

Microsoft has been extremely busy this year with announcements on its collaboration strategy. So what does this mean for your enterprise video streaming strategy? This session will detail the features and functionality of Microsoft Stream as it exists today, the roadmap for Microsoft Stream, and how it may differ from your current implementation. Special detail will focus on Microsoft Stream live streaming functionality as well as integration Microsoft Teams.

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

C203 • HOW TO: Reducing Latency & Startup Times

Low latency and fast startup times are KPI’s for most streaming video producers, particularly for live events. Through a series of structured tests that measure startup time, latency, and network overhead, this session documents the results achieved by reducing fragment sizes; using hybrid fragment sizes; adjusting player parameters like first variant retrieved and the number of fragments retrieved before playback starts; opening a persistent connection between player and server; and other experiments. Results are shown for computer playback as well as tvOS and Roku. Find out the most effective strategies for minimizing startup time and latency without swamping your network with additional HTTP requests and how to implement them in your encoding and delivery workflows.

PRESENTER: Jan Ozer, Principal, Docemo Publishing

2:45 p.m. – 3:15 p.m.
COFFEE BREAK—Last chance to visit the Exhibits

3:15 p.m. – 4:00 p.m.
A204 • Building an End-to-End Streaming Workflow

Although the technology keeps getting easier to use, building end-to-end streaming workflows can still be challenging. This session walks you through installing software and building numerous on-demand and live streaming workflows. Along the way, we cover options and best practices for each step. Applicable scenarios include enterprise video, mobile journalism, sporting events, concerts, education use cases, and many more. Attendees learn about streaming formats and architectures (including on-premises vs. cloud vs. hybrid), plus technologies and solutions for specific needs.

PRESENTER: Tim Dougherty, Senior Solutions Engineer, Wowza

Connect with Streaming Media online and stay up-to-date with the most current views, articles, and discussions. Plus, get in touch with other professionals in the industry!
2:45 p.m. – 3:30 p.m.
LS104 - Securing the Live Stream
Live video content, whether linear or events, is among the most valuable content online, so you need to lock it down to keep it from viewers who aren’t authorized to watch it. This session examines the latest digital rights management and access control technologies and explores the most effective business and strategic responses to video piracy.
MODERATOR: Tim Siglin, Media Strategy Principal, ReelSolver, Contributing Editor, Streaming Media
PANELISTS:
Pieter-Jan Speelmans, CTO, THEOplayer
Scott Grizzle, Senior Solutions Engineer, IBM Cloud Video
Anil Jain, Executive Vice President and General Manager, Media, Brightcove

3:30 p.m. – 4:00 p.m.
COFFEE BREAK in the Exhibit Hall

4:00 p.m. – 5:00 p.m.
LS105 - Live Streaming Spotlights
Leaders in live streaming present case studies that take you behind the scenes of some of the industry’s biggest success stories. Details announced soon!
4:00 p.m. - 4:30 p.m.
Commoditizing High Bit Rate Contribution
For more than a decade, the media industry has been able to endure inferior contribution signals as an acceptable trade-off for wider distribution, first-to-air, and cost savings. However, today’s consumers are demanding higher-quality content, forcing media companies to deliver exceptional consumer experiences that require higher bitrate contribution. Learn how the media industry is overcoming the limitations of public internet while maintaining security and control of their data to deliver higher quality content.
Jonathan Solomon, Senior Sales & System Engineer, Aspera

4:30 p.m. - 5:00 p.m.
To be announced

5:00 p.m. – 6:00 p.m.
EXHIBIT HALL RECEPTION

6:00 p.m. – 7:30 p.m. • Lighthouse Courtyard
STREAMING MEDIA BEER GARDEN & NETWORKING EVENT
Sponsored by IBM Cloud Video
Live Streaming Summit, produced in conjunction with Streaming Media West, focuses exclusively on the challenges and opportunities inherent in delivering large-scale live events and live linear channels to multiple screens. The presentations and panel discussions will cover the most pressing issues and challenges in live streaming, including streaming to social media, latency, monetization, content security/DRM, and VR/360° video.

Whether you’re streaming one-time entertainment, news, sports, gaming, or worship events, or delivering recurring live content, we’ve got you covered. While other events focus on event video production, the Live Streaming Summit takes it to the next level, covering the technologies and strategies required to take that video and deliver it to viewers watching on computers, tablets, mobile phones, set-top boxes, and smart TVs.

Streaming Media’s Live Streaming Summit is the only U.S. event to address the highest-level issues and opportunities related to live streaming. This is a must-attend show for technical and business decision makers whose jobs depend on delivering successful large-scale live events and live linear channels online. It’s open to Live Streaming Summit, Platinum, and Combo pass holders.

FRIDAY, NOVEMBER 3

All sessions will take place in the Grand Ballroom, Salon G unless otherwise noted.

8:30 a.m. – 9:30 a.m. • Huntington Ballroom
KEYNOTE WITH STREAMING MEDIA WEST

9:30 a.m. – 10:00 a.m. • Huntington Ballroom
STREAMING MEDIA MAGAZINE’S READERS CHOICE AWARDS

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

10:30 a.m. – 11:15 a.m.
LS201 • Live Storytelling With Virtual Reality & 360° Video
VR and 360° offer brands and publishers new ways of telling stories and presenting live events to viewers. In order to be successful, though, there needs to be an understanding of not just the technology but the art of crafting immersive videos that will compel viewers to strap on that headset (or at least a Google Cardboard) for an experience that transcends traditional content. This panel features experts in both the content and technology to give attendees a full “field of view” into the emerging worlds of VR and 360° video.
MODERATOR: Tim Siglin, Media Strategy Principal, ReelSolver, Contributing Editor, Streaming Media
PANELISTS:
Izzy Benge, CTO, Streaming Tank
Jean Mayrand, CEO, Vantrix
Mark Kassen, Filmmaker/Actor, Likeminded Entertainment
Devon Copley, Head of Product, VR Platform/Ozo, Nokia Technologies

11:30 a.m. – 12:30 p.m.
LS202 • Live Streaming Spotlights
Leaders in live streaming present case studies that take you behind the scenes of some of the industry’s biggest success stories. Details announced soon!

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

1:45 p.m. – 2:45 p.m.
LS203 • Latency Still Sucks: So What Can You Do About It?
As live event streaming explodes in popularity, latency—whether time to first frame or end-to-end—is the elephant in the room. Live event streams are competing not only with broadcast and cable, but also with social media, and viewers’ tolerance for long latency times is dwindling. In this session, learn about the various ways to reduce latency at all points in your live streaming workflow, from acquisition to delivery to video player.
MODERATOR: Jason Thibeault, Executive Director, Streaming Video Alliance
PANELISTS:
Rob Dillon, Digital Operations Manager, Tribune Media
Lee Erickson, Lead Streaming Engineer, NASA/SAIC
Charley Thomas, Senior Engineer, Limelight Networks
Rob Post, VP Engineering, Hulu

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

3:15 p.m. – 4:00 p.m.
LS204 • Live Streaming Today & Tomorrow
The Summit comes to a close with a panel discussion examining the state of live streaming in 2017 and looking at where it’s headed in the future. Will its growth continue unfettered, or are there roadblocks that will slow the expansion? What are the key technical and business challenges it faces? And what role will new technologies like HEVC, HDR, 4K, and VR/360° play in the live streaming of tomorrow?
MODERATOR: Chris Knowlton, Partner & Chief Strategy Officer, BlueFrame Technology
PANELISTS:
Dan Swiney, Manager, Live Production and Streaming, LinkedIn Media Productions
Dror Gill, CTO, Beamr
Ali Moiz, CEO, Streamlabs
John Petrocelli, CEO, Bulldog Digital Media
Rob Hendrick, Director of Broadcast Operations and Supervising Producer, National Hot Rod Association
Skip Pizzi, Vice President, Technology Education and Outreach, National Association of Broadcasters
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<tr>
<th>Name</th>
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<tr>
<td>Samir Ahmed</td>
<td>VP, Technology &amp; Chief Architect Video, FandangoNow</td>
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<td>Mahmoud Al-Daccak</td>
<td>EVP, Product Development &amp; CTO, Haivision</td>
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<td>Claudia Barbiero</td>
<td>VP of Marketing, Americas, LiveU</td>
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<td>Andy Beach</td>
<td>Principal SDE, Communications &amp; Media at Microsoft</td>
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<td>Erica Beavers</td>
<td>Head of Partnerships, Streamroot</td>
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<td>Izzy Benge</td>
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<td>Justin Benjamin</td>
<td>Live Stream Technical Program Manager, Amazon Web Services</td>
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<td>Daniel Blackburn</td>
<td>Media &amp; Entertainment Practice Director, Phunware</td>
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<td>Sherry Brennan</td>
<td>EVP Distribution, Fox Networks</td>
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<td>Tom Brumbaugh</td>
<td>Sr. Manager, Standard Products Business Unit, Socionext America</td>
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<td>Jon Burk</td>
<td>Director, Marketing/Digital Strategy, Producer, Digital Content, Roker Media</td>
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<td>Bill Burke</td>
<td>U.S. Video and Audio Products, AP</td>
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<td>Dustin Butler</td>
<td>Technical Director and Producer of Live Content, Funny or Die</td>
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<td>Amadea Choplin</td>
<td>COO, Pex</td>
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**SAVE THE DATE!**

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**STREAMING MEDIA EAST**

The business and technology of online video

**20th Anniversary**

**MAY 8-9, 2018 NEW YORK HILTON MIDTOWN**

STREAMINGMEDIA.COM/EAST

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**SPEAKER ROSTER**

**STREAMINGMEDIA.COM/EAST NEW YORK HILTON MIDTOWN MAY 8-9, 2018**

**AWS Elemental**

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<th>Dan Germain</th>
<th>Sr. Product Manager, AWS Elemental</th>
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<td>Dan Swiney</td>
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<td>David Sayed</td>
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<td>Mike Sheckles</td>
<td>Director of Technology, The Young Turks</td>
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<td>Jeff Tyler</td>
<td>Digital Media Lead, Microsoft</td>
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<td>Daniel Webster</td>
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<td>Keith Weinberger</td>
<td>Director, Product Management, Video Solutions, Limelight</td>
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<td>Josh Winstead</td>
<td>Technical Marketing Engineer, AWS Elemental</td>
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<td>BA Winston</td>
<td>Global Head of Video Playback and Delivery for Amazon Video</td>
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<td>Troy Witt</td>
<td>President, Take One Productions, Inc.</td>
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<td>Keith Wymbs</td>
<td>Chief Marketing Officer, AWS Elemental, an Amazon Web Services company</td>
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EXHIBIT HALL HOURS
The Streaming Media West exhibit hall offers attendees a firsthand look at the leading software, hardware, and network solutions and services in the streaming media industry.

Thursday, November 2 .................................... 10:00 a.m. – 6:00 p.m.
Exhibit Hall Reception .................................... 5:00 p.m. – 6:00 p.m.
Friday, November 3 ...................................... 10:00 a.m. – 3:15 p.m.

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Don’t miss the Discovery Track!
Open to all attendees and Discovery Pass Holders. Located in Grand Ballroom, Salon A.
operate and collaborate more effectively on a data transfer solutions that help organizations
ever, Aspera focuses on supplying innovative infrastructures are more diverse and flexible than
of Big Data in a world where IT and networking
regardless of file size, transfer distance and net-
next-generation software technologies that
Aspera’s unwavering mission is to create the
infrastructure for your facility with Render Farms, Shared Storage, Asset Management, Archiving, KVM’s and cabling.

Startup Zone
AVIS is a system integrator, building over 250 TV & podcasting stations and live event broadcast-
ing. We build VFX, production & post facilities. We are experts in Video, Audio & DI bays, VO rooms. VFX bays, Theaters. AVS finishes the IT Infrastructure for your facility with Render Farms, Shared Storage, Asset Management, Archiving, KVM’s and cabling.

exhibitors & sponsors

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www.advantagevideosystems.com

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Aspera’s unwavering mission is to create the next-generation software technologies that move the world’s large data at maximum speed, regardless of file size, transfer distance and network conditions. With the unstoppable explosion of Big Data in a world where IT and networking infrastructures are more diverse and flexible than ever, Aspera focuses on supplying innovative data transfer solutions that help organizations operate and collaborate more effectively on a global scale.

booth no. 200
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Digital Watermarking Alliance
Digital Watermarking Alliance (DWA) is an international alliance of industry leading organiza-
tions that deliver valuable digital watermarking solutions to a broad range of customers and markets around the world. Members include ContentArmor, Irdeto, MarkAny, Media Science International, NexGuard, and Verimatrix. The mission of the DWA is to create awareness and promote the value of digital watermarking to content owners, industry, policy makers, and consumers.

booth no. 212
DVEO
DVEO is a well-respected supplier to leading Telco, TV/OTT and WISP operators around the world. We provide telco-quality encoders, decod-
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booth no. 211
When you see closed captions, EEG technolo-
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Digital Watermarking Alliance
21550 oxnard street, suite 990
Woodland hills, CA 91367
www.digitalwatermarkingalliance.org

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The Digital Watermarking Alliance (DWA) is an international alliance of industry leading organiza-
tions that deliver valuable digital watermarking solutions to a broad range of customers and mar-
Download the streaming media events app!

Download the HelloCrowd app from the Android or iOS store to stay engaged and up-to-date with the event. Once downloaded, open and search Streaming Media Events and add it to your device.

Get the entire Streaming Media West program on your favorite mobile device.

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This app is private and may only be accessed using the email address you registered with or the onsite password.

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Today, data is your business, and it’s growing exponentially at an accelerated pace. How you store, secure and access your data is important. You need a solution that scales, with a high-efficiency cost model. IBM Cloud Object Storage can be deployed on-premise or in a hosted IBM Cloud (SoftLayer) environment, providing you with the ideal object-based storage platform for the hybrid cloud. IBM Cloud Object Storage is also an integral part of the IBM storage family, delivering a broad range of storage options to satisfy the most demanding requirements—all from a single, trusted vendor.

IBM Cloud Video

Booth No. 506
KenCast specializes in secure, ultra-reliable content delivery over wireless & wired networks. Clients include Hollywood movie studios, military, government agencies & 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) & mobile video delivery.

Kodak

Booth No. 115
KODAK PIXPRO VR Cameras
KODAK PIXPRO VR is a pioneer in industry-leading and award-winning 360° VR technology. Our 360° cameras offer simple, convenient solutions for B2B professionals and VR enthusiasts. Visit Booth 115 to get a hands-on demo of our live streaming capabilities with our KODAK PIXPRO SP360 4K and ORBIT360 4K 360° VR cameras.

Limelight Networks

Booth No. 210
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Limelight Networks is a premier content delivery network (CDN) service provider that enables organizations to securely manage and globally deliver digital content, faster websites, more responsive applications, and high-quality video to virtually any device. As new digital trends emerge, Limelight enables companies to do business online with more speed, reliability, and security than ever before. Limelight’s private global network architecture can uniquely support the quality of experience demanded by today’s customers. Whether you need to deliver the latest blockbuster movie to millions of homes, update software for billions of devices, or ensure everyone who requests your content receives an instant response, Limelight puts experience first.

Magewell

Magewell designs and develops innovative solutions for capture, management, playout and transport of video, transmitted from anywhere in the world, through the use of our patented bonding and video transport technology.

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Streaming Media Magazine

Mobeon, OTT TV (Over-the-top TV), digital media organizations and emerging media companies, publishers and local broadcasters, supporting them with encoding, management and video content distribution on a global scale. retaining it indefinitely and reducing total cost and complexity.

SnapStream Media Inc.

Startup Zone
SnapStream is a DVR for businesses. SnapStream allows organizations to record TV from practically any source (cable, satellite, antenna or IP) and then search through all the closed captions, create clips and post clips/GIFs/screen-shots to Twitter, Facebook and OVPs such as Brightcove and Ooyala. Some of our customers include Buzzfeed, Politico, Huffpost, Slate, Refinery29 and Vice.

Socionext America Inc.

Softiron

Booth No. 310
Softiron® makes the world’s finest solutions for the data center. The company’s HyperDrive™ software defined storage portfolio is built on Ceph and runs at wire speed, while Hypercast™ delivers the best density and value for real-time video streaming. Softiron unlocks greater business value for enterprises by delivering great products without software and hardware lock-in. Learn more by visiting our website.

Stop by Booth 207 to get a hands-on demo of our live streaming capabilities with our KODAK PIXPRO SP360 4K and ORBIT360 4K 360° VR cameras.

SoftIron

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www.livelu.tv

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LiveU is driving the live video revolution, providing live video streaming for TV, mobile, online and social media. Let your audience become part of your story with high-quality and flawless live video, transmitted from anywhere in the world, through the use of our patented bonding and video transport technology.

Magewell Electronics Co., Ltd

156 Madison Avenue
Reading, PA 19605
www.magewell.com

Booth No. 311
Magewell designs and develops innovative solutions for capture, management, playout and transport of video, transmitted from anywhere in the world, through the use of our patented bonding and video transport technology.

Mobeon

www.mobeon.com

Booth No. 215
Streaming Partner
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Phenix

Startup Zone
Phenix is revolutionizing content delivery with its global real-time IP video solutions. Our interactive broadcasting technology was built from the ground up to scale to millions of concurrent viewers, while maintaining less than 0.5 seconds of end-to-end latency. Phenix greatly enhances user engagement, driving additional revenue to its customers.

Phunware

SoftIron

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Quantum Corporation
141 Innovation Drive, Suite 100
Irvine, CA 92617
www.quantum.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.

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Utrecht 3581KP, Netherlands
www.streamone.tv
International Zone
StreamOne is an innovative global provider of scalable online video solutions that helps publishers and broadcasters manage, publish and monetize video. Reach a larger audience, improve engagement of your video content and increase your CPM by using our plug-and-play video platform, that keeps you ahead and flexible without vendor lock-in.

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980 Rock Avenue
San Jose, CA 95131
www.supermicro.com
Booth No. 108
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www.teradek.com
Booth No. 206
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Teradek manufactures wireless video devices for remote video capture, camera control, real-time monitoring, color correction and webcasting. 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 U.S.

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Leuven 3012 BE Belgium
www.theoplayer.com
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THEOplayer is at the forefront of the player industry. As one of the only truly dedicated player companies in the market, our Universal Player capability built in HTML5 provides a single player across all major devices, platforms, and browsers –both in a browser and native environments without the need for plugins. The Universal Player is pre-integrated with leading solution components across the video ecosystem, including streaming, analytics, DRM and content monetization, to remove the complexity of service development. We power the video services for some of the biggest video publishers in the world, covering all industry segments and regions.

TVU Networks
857 Maude Avenue
Mountain View, CA 94043
www.tvunetworks.com
Booth No. 316
TVU Networks is a technology and market leader in IP-based live video streaming solutions. TVU serves customers in more than 80 countries from industries that include news broadcast, web streaming and sports. TVU uses its proprietary Inverse StatMux Plus technology to deliver low-latency transmission and a high-quality picture.

Wowza Media Systems
523 Park Point Drive, Suite 300
Goldie, CO 80401
www.wowza.com
Corporate Sponsor
Wowza Media Systems is the recognized gold standard of streaming, with more than 20,000 customers in 170-plus countries. By reducing the complexities of video and audio delivery to any device, Wowza enables organizations to expand their reach and more deeply engage their audiences, in industries ranging from education to broadcasting.

Verizon Digital Media Services
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