HYATT REGENCY
HUNTINGTON BEACH
Huntington Beach, California

NOVEMBER
13–14, 2018

PRECONFERENCE WORKSHOPS
Monday, November 12

Learn what you need to know to make streaming work—from content capture and creation to distribution and monetization
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

FEATURING THESE SPECIAL EVENTS:

CONNECT:
#StreamingWest
Welcome to Streaming Media West 2018! We’re taking a big leap forward this year, offering more content than ever before. We’ve also made that content easier to navigate by segmenting it into clearly defined tracks and summits to help you find the sessions that matter most to you.

Our “main event” features a Business & Strategy track and a Technical & How-To track, as well as a Discovery Track that focuses on solutions providers. The Live Streaming Summit is returning for its fourth year, and we’ve added three new summits to this year’s conference: the Video Engineering Summit, the OTT Leadership Summit, and the Sports Streaming Summit.

Depending on the type of pass you have, you can take a deep dive into any single track or summit, or you can “build your own show” by attending sessions across all of them.

Of course, just as important as the great content are the networking opportunities. In addition to the VIP Welcome Mixer, Expo Happy Hour, and our Beer Garden networking events, we’re holding meetups during the coffee breaks in the networking lounge in the Exhibit Hall. Each one will be hosted by a Streaming Media magazine’s contributing editor. If your focus is video engineering, OTT, live streaming, or enterprise & education, check the program schedule for the meetup that will help you “find your tribe.”

If you’re not sure which sessions are the best fit for you, or if you’re looking for a solution but aren’t quite sure which exhibitor might be able to help you, don’t hesitate to ask me or another Streaming Media representative. We’re here to make sure you get as much as possible out of your time here at Streaming Media West.

Eric Schumacher-Rasmussen, Conference Chair, VP & Editor, Streaming Media
**CONFERENCE AT-A-GLANCE**

**MONDAY, NOVEMBER 12**

**PRECONFERENCE WORKSHOPS** (priced separately)

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 a.m.</td>
<td>Grand Ballroom</td>
<td>W1: Encoding 2018: Codec &amp; Packaging for PCs, Mobile, &amp; OTT/STB/Smart TVs</td>
</tr>
<tr>
<td>10:00 a.m.</td>
<td>Grand Ballroom</td>
<td>W2: Live Streaming Best Practices</td>
</tr>
<tr>
<td>11:30 a.m.</td>
<td>Grand Ballroom</td>
<td>W3: Harnessing the Power of AI in Your Media Processing Pipeline</td>
</tr>
<tr>
<td>1:30 p.m.</td>
<td>Grand Ballroom</td>
<td>W4: Encoding Live &amp; VOD for HEVC/HLS</td>
</tr>
<tr>
<td>2:45 p.m.</td>
<td>Grand Ballroom</td>
<td>W5: FFmpeg From the Ground Up</td>
</tr>
<tr>
<td>3:30 p.m.</td>
<td>Grand Ballroom</td>
<td>W6: Content Licensing in a Global Market</td>
</tr>
<tr>
<td>4:30 p.m.</td>
<td>Grand Ballroom</td>
<td>W7: Encoding Live &amp; VOD for HEVC/HLS</td>
</tr>
</tbody>
</table>

**TUESDAY, NOVEMBER 13**

**WELCOME & KICKOFF SESSION** | Huntington Ballroom | Stream me the Money: How to Monetize OTT | Warren Schlichting, Sting TV |

**COFFEE & NETWORKING BREAK** | Sponsored by SINGULAR LIVE | OTT Meetup in the Exhibit Hall Networking Lounge |

**LUNCH ON THE LAWN** | Sponsored by Google Cloud | OTT Leadership Summit in the Exhibit Hall Networking Lounge |

**LUNCH BREAK** | Sponsored by Google Cloud | OTT Leadership Summit in the Exhibit Hall Networking Lounge |

**HAPPY HOUR** | in the Expo | OTT Leadership Summit in the Exhibit Hall Networking Lounge |

**5TH ANNUAL STREAMING MEDIA BEER GARDEN & NETWORKING EVENT** | Sponsored by SINGULAR LIVE | in the Exhibit Hall Networking Lounge |

**WEDNESDAY, NOVEMBER 14**

**KICKOFF SESSION** | Huntington Ballroom | Creating Advanced Media Experiences with HLS | Roger Pantos, Apple |

**COFFEE & NETWORKING BREAK** | Sponsored by SINGULAR LIVE | Video Engineering Meetup in the Exhibit Hall Networking Lounge |

**LUNCH BREAK visit the Expo** | Sponsored by SINGULAR LIVE | Video Engineering Meetup in the Exhibit Hall Networking Lounge |

**WRAP-UP SESSION** | Huntington Ballroom | Video Engineering Meetup in the Exhibit Hall Networking Lounge |
Location Key
Kickoff/Wrap-Up Sessions | Huntington Ballroom
Track B | Huntington Ballroom
Track T | Grand Ballroom, Salon E
OTT Leadership Summit | Grand Ballroom, Salon G
Video Engineering Summit | Fountain (Tuesday) Driftwood (Wednesday)
Sports Streaming Summit | Driftwood (Tuesday)
Live Streaming Summit | Grand Ballroom, Salon F
Discovery Track | Grand Ballroom, Salon A

Find Your Tribe & Learn From Them! Meet Ups in the Exhibit Hall
Streaming Media is the place to network with your peers and learn from the leaders and innovators in the field. Whether you are from broadcast and cable, media and entertainment, education, IT, sports, advertising, telco, or any other industry involved in online video, you’ll find your niche. Meetups are located in the Exhibit Hall Networking Lounge.

TUESDAY
10:00 a.m. – 10:30 a.m. | OTT Meetup
3:30 p.m. – 4:00 p.m. | Enterprise & Education Video Meetup

WEDNESDAY
10:00 a.m. – 10:30 a.m. | Video Engineering Meetup
2:45 p.m. – 3:15 p.m. | Live Streaming Meetup

VIP Welcome Mixer
Sponsored by
Monday, November 12 | 5:00 p.m. – 6:00 p.m.
Lighthouse Courtyard
Enjoy a cocktail as the sun sets and Streaming Media West begins! Open to all full-conference attendees, speakers, and exhibitors. No access to “Discovery Pass only” holders.

Expo Happy Hour
Tuesday, November 13 | 5:00 p.m. – 6:00 p.m.
Join us for Happy Hour in the Exhibit Hall 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, exhibitors, and Discovery Pass holders.

Expo Hours
Tuesday, November 13 | 10:00 a.m. – 6:00 p.m.
Happy Hour | 5:00 p.m. – 6:00 p.m.
Wednesday, November 14 | 10:00 a.m. – 3:15 p.m.

Continental Breakfast & Breaks
Sponsored by
A continental breakfast will be provided for conference attendees each morning from 8:00 a.m. – 9:00 a.m. in the Huntington Ballroom foyer. Please view program for break details.

5th Annual Streaming Media Beer Garden & Networking Event
Tuesday, November 13 | 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 and eats. Open to all attendees, speakers, exhibitors, and Discovery Pass holders.

Streaming Media Magazine’s Readers’ Choice Awards
Gold Sponsor
Wednesday, November 14 | 8:30 a.m. – 9:00 a.m.
Huntington Ballroom
Join Streaming Media Magazine editor Eric Schumacher-Rasmussen and emcee Jose Castillo of ThinkJose, as they announce the winners of the 11th annual Readers’ Choice Awards.

Live Stream & Video On-Demand
Sponsored by
Sessions will be archived and available in video on-demand after the conference at streamingmedia.com/videos. Have a colleague that couldn’t attend this year’s event? Tell them to check out our live stream on Tuesday and Wednesday.

Wi-Fi
Complimentary Wi-Fi is available in the conference area during conference hours.

Network:
Hyatt Meetings (Click on browser to open log-in page)
Username/Password: googlecloud

Streaming Media Magazine Interviews
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. After the show, watch all the video interviews at streamingmedia.com/videos.
W1 • Encoding 2018: 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/HDS comfort zone and expand into HEVC, VP9, AV1, 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, VP9, and AV1; 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.

SPEAKER: Jan Ozer, Principal, Streaming Learning Center, & Contributing Editor, Streaming Media

W2 • Live Streaming Best Practices
9:00 a.m. – 12:00 p.m. • Grand Ballroom, Salon E
This workshop teaches you how to use and configure the essential (and purposely redundant) components of a live streaming event system. Demonstrations feature hardware from various vendors including cameras, H.264 encoders/streamers, video mixers, video signal conversion, recorders, and more. The workshop also discusses how to best deploy the live stream to your audience: Do you utilize free social media outlets, work with a premium third-party streaming service, or build your own live streaming infrastructure? Whether it’s multi-camera switching, dedicated hardware encoders, hardware and software mixers, OBS, or FFmpeg roulette, learn how to approach different live scenarios to fit the budget you have. And perhaps more importantly, learn how to properly formulate a budget to avoid any common pitfalls in the process.

SPEAKER: Robert Reinhardt, CTO, VideoRx

W3 • Harnessing the Power of AI in Your Media Processing Pipeline
9:00 a.m. – 12:00 p.m. • Grand Ballroom, Salon G
Video-centric artificial intelligence (AI) and machine learning (ML) have come a long way over the last couple years. You can now leverage AI to enhance your video discoverability, automatically generate transcripts and translations, and even look for specific faces within your live surveillance streams. The key to harnessing this power is to learn to code against the numerous video AI APIs that are out there. During this workshop, attendees are taken step-by-step through coding walkthroughs, resulting in several video AI reference applications. Attendees walk away with completed applications and an understanding of how to harness the power of AI in their media processing pipelines!

PRESENTER: Jan Ozer, Director, Technology, RealEyes Media

W4 • Encoding Live & VOD for HEVC/HLS
1:30 p.m. – 4:30 p.m. • Grand Ballroom, Salon E
Apple’s support for HEVC in HLS is a groundbreaking event that opens up hundreds of millions of HEVC capable players. If supporting this spec is on your short-term development schedule, check out this workshop. The workshop starts by reviewing the new spec and sharing playback details, such as 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.

SPEAKERS:
Jan Ozer, Principal, Streaming Learning Center, & Contributing Editor, Streaming Media
David Hassoun, CEO, & Phil Moss, Software Developer, RealEyes Media

W5 • FFmpeg From the Ground Up
1:30 p.m. – 4:30 p.m. • Grand Ballroom, Salon F
Encoding workflows for both small and medium-sized businesses and the enterprise can utilize powerful and free open source options, such as FFmpeg, which appeal to startups and established businesses for the flexibility in customization that it offers. The presentation explores extended encoding options for FFmpeg including libx264 (AVC/H.264) and libx265 (HEVC/H.265) to maximize compatibility with a wide range of mobile and desktop browsers, as well as streaming media servers. Learn how to use filter effects, proportional crop/resize options, and mapping functions. Harness the power of FFmpeg in your next encoding pipeline upgrade!

SPEAKER: Robert Reinhardt, CTO, VideoRx

VIP Welcome Mixer
Sponsored by Cinnafilm, EZDRM
Monday, November 12 • 5:00 p.m. – 6:00 p.m.
Lighthouse Courtyard
Enjoy a cocktail as the sun sets and Streaming Media West begins! Open to all full-conference attendees, speakers, and exhibitors. No access to “Discovery Pass only” holders.
As the options for viewing video continue to grow, it becomes increasingly important for programmers and OTT providers to understand how different audiences engage differently on different platforms. This panel of media executives discusses the varying strategies that are working for audience development, format and social engagement, and the challenges they encounter when testing or going live on their platforms of choice.

**B101 • Robbing Peter to Pay Paul: Social Streaming & Audience Development/Cannibalization**

Today, the nature of social media audience engagement has changed the game for delivering to the masses—especially with the rise of new entrants like IG TV, Snapchat Live, Facebook, YouTube, Twitch, and many more. But with so many options, how do you build an audience across all platforms? Should broadcasters hedge their bets with one platform, or spray-and-pray? How can brands not dilute their properties? How do audiences engage differently on different platforms? This panel of media executives discusses the varying strategies that are working for audience development, format and social engagement, and the challenges they encounter when testing or going live on their platforms of choice.

**Technical & How-To Track**

**T101 • HOW-TO: Fine-Tuning Your Adaptive Encoding Groups With Objective Quality Metrics**

Choosing the number of streams in an adaptive group and configuring them is usually a subjective, touchy-feely exercise, with no way to really gauge the effectiveness and efficiency of the streams. However, by measuring stream quality via metrics such as PSNR, SSIM, and VQM, you can precisely assess the quality delivered by each stream and its relevancy to the adaptive group. This presentation identifies several key objective quality metrics, teaches how to apply them, and provides an objective framework for analyzing which applications for some of the leading media brands. Attendees can also win a streaming stick from our sponsor, Roku!

**OTT Leadership Summit**

**OTT101 • Building a Better OTT Mousetrap: Creating Video Services That Consumers Want**

As the options for viewing video continue to grow, it becomes increasingly important for programmers and service providers to understand consumer interests: What content do they want to watch? What product features are important? What devices do they use? How much are they willing to pay? And how do these behaviors and priorities vary by consumer segment? This session explores findings from Altman Vilandrie & Co.’s annual consumer video survey, including consumer preferences for specific programs, interest in live sports, video watching through social media, willingness to pay, problems with streaming, account sharing and piracy, and other areas of critical importance to our industry. It includes a panel discussion featuring top executives from the TV industry.

**MODERATOR:** Jonathan Hurst, Director, Altman Vilandrie & Co.

**SPEAKERS:**

- Sherry Brennan, ESPN, Distribution, Fox Networks
- Rob Dillon, Digital Operations Manager, Tribune Media
- Michele Edelman, EVP, Marketing and Content Strategy, Vubiquity
- Michael Dale, Executive VP, Media & Entertainment, Crunchyroll/Ellation

**Video Engineering Summit**

**VES101 • Tools & Techniques for Diagnosing & Resolving Problems in Large-Scale Events**

Developing and supporting live streaming events like the Super Bowl, the Olympics, and the World Cup require several must-have tools for monitoring, debugging, and identifying and solving problems quickly and effectively. These tools include freeware, open-source solutions, paid products, and some custom tools that RealEyes has developed and shares with the community. This session also discusses some of the “gotchas” and key issues to look for when dealing with major events.

**MODERATOR:** David Hassoun, CEO, RealEyes Media

**Sports Streaming Summit**

**SSS101 • Building Major League Viewing for Local & Regional Leagues**

Building your audience for a sports broadcast is as important as producing quality content, and it’s not as simple as “Stream it, and they will come.” Learn some of the best practices for identifying, reaching, and growing your audiences from industry leaders in network broadcasting, college, and high school sports.

**MODERATOR:** Brian Ring, Principal Analyst, Ring Digital

**SPEAKERS:**

- Derrick Oien, CEO, ScoreStream
- Jeff Harper, Founder and Producer, Adrenaline Garage
- Sherry Brennan, SVP, Distribution, Fox Networks
- Jonathan Hurd, Director, Altman Vilandrie & Co.
- Michele Edelman, EVP, Marketing and Content Strategy, Vubiquity
- Nazariy Mamrokha, Senior Engineering Manager, GlobalLogic

**Live Streaming Summit**

**LS101 • Monetizing Live Streams**

It’s not always about how many eyeballs are on your streams. Sometimes you just need the right audience and the right platform to monetize live shows. But who is willing to pay? Social media can boost total viewer numbers, but social monetization is still taking shape. Premium content paired with a premium experience can lead to a loyal viewership and more targeted native and branded content advertisers. This group of innovators shares their stories and discusses the successes and failures in monetizing live video.

**MODERATOR:** Christopher Roselli, CEO and Founder, THE LAND

**SPEAKERS:**

- Christopher Roselli, CEO and Founder, THE LAND
- J.D. Fox, Director of Partnerships and Product Management, PrestoSports and Stretch Internet
- Derrick Oien, CEO, ScoreStream
- Rob Dillon, Digital Operations Manager, Tribune Media
- Jeff Harper, Founder and Producer, Adrenaline Garage
- Sherry Brennan, SVP, Distribution, Fox Networks
- Jonathan Hurd, Director, Altman Vilandrie & Co.

**Discovery Track**

**DT101 • Discovery Track Session**

**Delivering Low-Latency Video With Chunked CMAF**

When it comes to live video, it’s hard to deliver an actual, real live streaming experience, mainly because of latency. Chunked CMAF comes with a low-latency mode, allowing a significant reduction of the end-to-end latency. This presentation explores this standard and how it can be leveraged to deliver a low-latency streaming experience.

**SPEAKER:** Pieter-Jan Speedelmanns, Chief Technology Officer, THEOplayer

**Accelerate Your OTT Channel Development**

Discover processes and methodologies to build and launch high-performing, custom OTT channels across all device platforms. GlobalLogic shares its experience developing OTT channels and iOS/Android mobile applications for some of the leading media brands. Attendees can also win a streaming stick from our partner, Roku!

**SPEAKER:** Nazariy Mamrokha, Senior Engineering Manager, GlobalLogic

**10:55 a.m. – 11:15 a.m.**

**B102 • VR/360° Video: Flash in the Pan or Here to Stay?**

Immersive VR is a powerful tool for storytelling and creating emotional engagement with customers when selling complex, futuristic visions of products and enterprises. So VR needs to be incorporated when trying to secure stakeholder buy-in and alignment where human imagination can be limited and biases are strong. The key is to know how to design the immersive experience to really connect with the viewer. Further, VR can also...
be a tool for rapid iterative product development and concept/viability design testing. It’s definitely here to stay, and this session provides examples of how to make it work for you.

MODERATOR: Chris Knowlton, Principal Lead Program Manager, Microsoft Stream

SPEAKERS:
- Scott Squires, Creative Director & Co-Founder, Flexvana
- David Gaul, CEO, OuterRealm
- Raj Menon, Product Manager, ABC News
- Casey Charvet, Managing Director, Gigaclear

Technical & How-To Track

T102 • Choosing the Best Off-the-Shelf Video Player

Given the fractured delivery landscape faced by most video distributors, few develop their players from scratch. Rather, most distributors choose from an array of off-the-shelf (OTS) players from vendors like Bitmovin, JW Player, OpenFelly, and Flowplayer or from open-source options such as Shaka Player or Video.js. This session covers the factors you should consider when evaluating and selecting the best OTS player for your video stack and, in particular, when and how open source players provide the best alternative.

SPEAKER: Robert Reinhardt, CTO, videoRx

OTT Leadership Summit

OTT102 • OTT Moves Toward Microservices

Even companies that are not yet actively operating on a microservices architecture are looking for vendors who at least have a strategy to cater to it for the future. This session examines the core benefits (including redundancy, dev ops, scalability, and self-healing), the different approaches (including containerization and orchestration via Docker, Kubernetes, and Mesos, as well as native microservices models like Erlang), and the complexities of migrating a generic architecture to a microservices architecture.

MODERATOR: Dom Robinson, Director and Creative Firestarter, 6Gas and & Contributing Editor, StreamingMedia.com, UK

SPEAKERS:
- Stefan Ledeler, CEO, Bitmovin
- Olivier Kerka, Director OTT and IPTV, Harmonic
- Xiaomei Liu, Senior Software Engineer, Netflix
- Mark Russell, Chief Technology & Strategy Officer, MediaKind
- Steve Miller-Jones, Vice President of Product Strategy, Limelight Networks

Video Engineering Summit

VES102 • Is AV1 Ready for Prime Time?

The Alliance for Open Media’s (AOMedia) AV1 codec launched with much ballyhoo at NAB in April 2018, but also with many questions about comparative quality, encoding time, and when the first streams will be deployed by actual services. In this session, AOMedia member Netflix details its comparative results, as well as how and when AV1 was/will be deployed to Netflix viewers.

SPEAKERS:
- Anne Aaron, Director of Video Algorithms, Netflix
- Jan De Cock, Manager, Video and Image Encoding, Netflix

Sports Streaming Summit

SSS102 • How IP is Revolutionizing Sports Video Production

The serial digital interface (SDI) has been the standard for many years, but that’s changing. Internet protocol (IP) video is rapidly displacing the trusty SDI cable with Ethernet, giving producers considerably more flexibility 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 when they design the workflow for their broadcast. Learn from the pioneers of IP video how you can move your broadcasts into the IP world.

MODERATOR: Jeff Jacobs, Managing Partner, Skyline New Media

SPEAKERS:
- Jack Lavey, Operations Technician, FloSports
- Victor Berachuk, President, Jupiter Return
- Jon Raidel, Technical Operations Manager, NFL Network

Live Streaming Summit

LS102 • Maximizing Resources in the Field

Learn how to build a toolbox for successful streaming, no matter what constraints or timelines you may face. Productions are often put together in days or even several hours. With shrinking budgets and shifting quality expectations, productions have to be more nimble and cost-effective than ever before. Still, you never know what’s coming until the phone rings. With change being the one certainty, how can you prepare for what’s next? This panel discusses spinning up a show quickly and making sure it goes off without a hitch.

MODERATOR: Kevin McCarthy, Director of Production, VideoLink and AV-SPL

SPEAKERS:
- Rob Dillon, Digital Operations Manager, Tribune Media
- David Tetuault, Executive VP, Media & Entertainment, Golden Bay Productions, Inc.
- David Holroyd, Technical Architect, M2A Media

Discovery Track

DT102 • Discovery Track Session

11:30 a.m. – 11:50 a.m.

Encoding at Scale for Live Video Streaming

Many of today’s live video encoding solutions require extensive compute resources, limiting the ability of live streaming business models to economically scale. This session introduces a new real-time video encoding solution, combining the performance of system-on-chip (SoC) encoding, with innovations from NVMe-based cloud infrastructure, which together provide an economical and high-quality solution to deliver encoding at scale for live video streaming.

SPEAKER: Ray Adensamer, Director, Marketing, NETINT Technologies

11:55 a.m. – 12:15 p.m.

Winning Strategies, Solutions, and Technologies for High-Quality Streaming Media

OTT streaming poses challenges while offering growth opportunities to companies in the media and entertainment industry. Voluminous content, wide variety in audience across different geographies, and localized regulations necessitate that video providers look for comprehensive and scalable classification, QC, and monitoring solutions. There is a growing number of tools and products available to help manage media—from content preparation to delivery. This session looks at what type of solutions and technologies are required to assure quality and compliance for next-generation streaming media workflow.

SPEAKER: Anupama Anantharaman, VP, Product Marketing, Interra Systems

12:30 p.m. – 1:45 p.m.

LUNCH ON THE LAWN sponsored by Google Cloud

1:45 p.m. – 2:30 p.m.

Business & Strategy Track

B103 • Get Rid of the Silos! Integrating Your Streaming, Videoconferencing, & Unified Communications Solutions

Traditionally, streaming and videoconferencing have been deployed as two separate solutions, but companies are realizing that integrating these services provides tremendous value. This trend is increasing as new platforms such as Slack, Cisco Spark, and Microsoft Teams are taking off. Learn how organizations leverage existing videoconferencing infrastructure as production solutions when integrated with a video streaming system, how video conferencing allows presenters in multiple locations to participate jointly in webcasts, and how streaming solutions can be budgeted as part of a larger video communications budget.

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

SPEAKERS:
- Scott Grizzle, Senior Solutions Engineer, IBM Cloud Video
- Stephen Condon, VP Global Marketing, Hive Streaming
- Simon Ball, Senior Vice President, Digital Solutions, West

Technical & How-To Track

T103 • HOW-TO: Building a More Robust Cloud Encoder With FFmpeg & More

With the speed of technology today, one of the most important parts of software is adaptability. By taking control of your own encoding and packaging, you can greatly reduce cost and maintain 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 WebVT and AAC encoder 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.

SPEAKERS:
Jan Özer, Principal, Streaming Learning Center and Contributing Editor, Streaming Media
Phil Moss, Software Developer, RealEyes Media

OTT Leadership Summit
OTT103 • Locked Out & Locked Up: The State of Streaming Piracy & What You Can Do to Protect Your Content
As video streaming has grown, so has piracy. Industry sources estimate that as many as 10% of broadband subscribers pirate live streams through technologies like Kodi boxes that are sold online from countries where it is difficult to litigate or police copyright violations. So how can we protect live streaming content? This session explores various methods and technologies in use by some of today’s biggest streaming companies to mitigate stream piracy and protect live content.
MODERATOR: Jason Thibault, Executive Director, Streaming Video Alliance
SPEAKERS:
Steve Miller-Jones, Senior Director of Product Management, Limelight Networks
Petr Piterka, CTO, Verimatrix
Ron Wheeler, EVP, Content Protection and Technology Strategy, Twentieth Century Fox
David Würflinger, Sr. Director Anti-Piracy Litigation, Kudelski Group

Live Streaming Summit
LS103 • Live Production in the Cloud
Take your production off-site and online, as this panel talks about solutions for production in the cloud. No longer is it necessary to own every piece of hardware and software needed to produce professional live shows. Redundancy, automation, switching, and graphics can now be done online rather than on location. Sending to multiple destinations, adding overlays, and interactive elements are just some of the options available to today’s live streamers. Learn how to make live streaming easier and more cost effective by leveraging today’s cloud solutions.
MODERATOR: Valentina Siebrands, Solutions Architect, MDA Media
SPEAKERS:
Philippe Laurent, CEO, Easy Live
Andrew Heinbecker, CEO, Singular Live
Rudy J. Ellis, CEO and co-founder, Switchboard Live

Video Engineering Summit
VES103 • Identifying Root Cause via Playback Metrics
As more video distribution and consumption mechanisms come online, detailed playback metrics are becoming a video engineer’s go-to tool for validation of platform quality and health. But when quality of experience is key, how can these metrics be used in a way to create timely and actionable solutions to issues? In this presentation, the lead video playback engineer at Vimeo discusses some real-world use cases where utilizing detailed playback metrics led to quickly identifying and solving complex video playback issues.
SPEAKER: Matt Fisher, Lead Engineer Player Care, Vimeo

Sports Streaming Summit
SSS103 • Leveraging Social Sites for Your Sports Broadcasts
Every major network and sports league knows that you must have a solid social strategy to ensure maximum reach for their broadcasts. Whether you’re delivering Major League Baseball, high school soccer, or anything in between, you can learn tips, tricks, and best practices from the top social sites, including Facebook, YouTube, and Twitter.
MODERATOR: Matt Smith, Executive Director, Business Development & Strategy, Comcast Technology Solutions
SPEAKERS:
Andreas Jacobs, CEO, Make.TV
Khari Jones, Senior Video Producer, Live Streaming, Stanford University
Jeff Jacobs, Managing Partner, Skyline New Media
Mike Rotman, CEO and Founder, Streamin Garage

Remote Production Summit
RP103 • The New OTT Experience
The next generation of live streaming applications is bringing in the new breed of OTT networks. No matter how many options there are, viewers just seem to want more content. Today’s audiences are becoming an [continued...]

OTT Leadership Summit
OTT104 • The Future of Server-Side Ad Insertion
According to an IAB study, more than half of online viewers prefer free ad-supported content to pay-per-view or subscription, and the best way to reach them is with server-side ad insertion (SSAI). SSAI goes undetected by ad blockers, supports personalization, and provides additional revenue for broadcast content that’s also delivered over-the-top. Come hear how this versatile technology used for live broadcast is now starting to see adoption for VOD and live-linear. If you’re delivering ad supported content, you won’t want to miss this session.
MODERATOR: Nadine Krefetz, Consultant, RealX Software and Contributing Editor, Streaming Media
SPEAKERS:
Leslie Pila, Product Marketing Manager, Brightcove
Michelle Abraham, Sr. Research Analyst, Media & Communications (Kagan), S&P Global Market Intelligence
Amit Shefty, Sr. Director, Video & Audio Products, IAB Tech Lab

Video Engineering Summit
VES104 • Applications for Machine Learning in Streaming Video
In this panel discussion, industry experts look at how machine learning is used in video quality measurement, per-title encoding, ABR algorithms, delivery optimization, and more. We include real-world publisher stories of machine learning in action, focused on the actual impact to end users. Attendees get a glimpse of the cutting edge of video technology and take away tactics they can use immediately.
SPEAKER: Jon Dahl, CEO, Mux

Sports Streaming Summit
SSS104 • Guerrilla Tactics: Cellular Bonding & Remote Production
When it comes to live broadcasting, it doesn’t matter how great your show looks if no one can see it. Bonded cellular transmission is rapidly replacing traditional satellite and microwave as the preferred workflow to get your broadcast back to the studio or out to the world. This technology is also being leveraged to save travel costs by transmitting multiple cameras back to a centralized studio. This panel covers all aspects of adding bonded cellular transmission to your sports broadcasting workflow.
MODERATOR: Philip Nelson, President, Nelco Media
SPEAKERS:
Llewellyn Thaler, Executive Producer, Thaler Media
Steve Rangel, Founder, PrAnGel Media

Live Streaming Summit
LS104 • The New OTT Experience
The next generation of live streaming applications is bringing in the new breed of OTT networks. No matter how many options there are, viewers just seem to want more content. Today’s audiences are becoming an [continued...]
The SRT video transport protocol enables the delivery of secure, high-quality, and low-latency video across the public internet. This presentation will explore the SRT protocol and its open source software stack, explaining how it works and how it accounts for latency, packet loss recovery, jitter, security, firewall traversal, and public internet. This session explores the value proposition of adaptable video acceleration.

Speaker: Limelight Networks

When: 2:45 p.m. – 3:05 p.m.

Video Acceleration in the Cloud: Setting a New Paradigm, Part 2

It has been established that the need for acceleration for video workloads is becoming crucial from an operational point of view. This presentation shows how Xilinx All Programmable FPGAs are the perfect solution to accelerate these workloads. FPGAs offer full flexibility and configurability while maintaining substantial performance density and performance per watt increases over non-accelerated solutions. The session provides examples of how an FPGA can be programmed through regular C/C++ languages and how video encode acceleration is established. We show benchmark comparisons of alternative implementations and examples of how Xilinx’s accelerated video transcoding ecosystem plugs seamlessly and transparently into common video frameworks like FFmpeg.

Speaker: Johan Janssen, Chief Architect, Video IP Solutions, Xilinx

When: 3:10 p.m. – 3:30 p.m.

Global Ingest, Processing, and Distribution Systems

Building Reliable, Cost-Effective, Low-Latency and Scalable
Global Ingest, Processing, and Distribution Systems

Service providers face the technical challenge of onboarding incoming transport streams from multiple providers across the globe. For delivery on unified OTT platforms, manipulation and transcoding of transport streams require complex and overlapping workflows to accommodate multiple formats, necessitating that service providers implement multiple time-consuming and hardware-intensive workflows. Evertz’ MediaFlow MediaFlow solution enables a single, integrated COTS IP workflow for all incoming transport streams. The MediaFlow solution enables agile operational workflows associated with onboarding, normalizing, and transcoding of incoming live production transport streams and 24/7 onboarding of channels for use in OTT applications.

Speaker: Abdullah Merei, Senior Director, Compression Systems, Evertz

When: 4:00 p.m. – 4:20 p.m.

Live Streaming with VP9 at Twitch TV

At Twitch, we have been studying how to move from a single codec (H.264) to multiple codecs to provide our viewers the optimal viewing experience. In this session, we will share our findings about VP9’s suitability for live streaming and the technical and industrial challenges such a move involves. We will cover VP9 encoding performance, device and player support, and provide an overview of how the transcoding platform need to change to enable VP9 encoding and delivery at scale.

Speaker: Tarek Amara, Senior Video Specialist, Twitch TV/Amazon

When: 4:25 p.m. – 4:45 p.m.

Live Streaming with VP9 at Twitch TV

At Twitch, we have been studying how to move from a single codec (H.264) to multiple codecs to provide our viewers the optimal viewing experience. In this session, we will share our findings about VP9’s suitability for live streaming and the technical and industrial challenges such a move involves. We will cover VP9 encoding performance, device and player support, and provide an overview of how the transcoding platform need to change to enable VP9 encoding and delivery at scale.

Speaker: Tarek Amara, Senior Video Specialist, Twitch TV/Amazon

When: 4:25 p.m. – 4:45 p.m.
STREAMINGMEDIA.COM/WEST

SESSION ROOMS

Kickoff/Wrap-Up Sessions
Huntington Ballroom

Track B
Grand Ballroom, Salon F

Track T
Grand Ballroom, Salon E

OTT Leadership Summit
Grand Ballroom, Salon G

Live Streaming Summit
Grand Ballroom, Salon F

Video Engineering Summit
Grand Ballroom, Salon A

8:30 a.m. – 9:00 a.m.
STREAMING MEDIA MAGAZINE’S READERS’ CHOICE AWARDS

9:00 a.m. – 10:00 a.m.
KICKOFF SESSION:
Creating Advanced Media Experiences with HLS
Roger Pantos, Media Streaming Engineer, Apple
Presented by one of the architects of HTTP Live Streaming (HLS), this session explores the latest features of HLS and shows how they advance the delivery of compelling media experiences to global audiences. Roger Pantos is a lead engineer on Apple’s media streaming team. He is a co-author of RFC 8216, ‘HTTP Live Streaming’, and is responsible for the HLS clients on iOS, macOS, and tvOS.

10:00 a.m. – 10:30 a.m.
COFFEE & NETWORKING BREAK

10:30 a.m. – 11:15 a.m.
Business & Strategy Track

B201 • Five Ways Blockchain Is Disrupting Entertainment
Streaming technologies disrupted our ideas of how consumers tune in, listen, and watch, and yet we are still far from perfect in terms of distribution, access, and profitability for content creators. These business models are now again ripe for disruption. This talk examines some of the emerging blockchain models that have embraced blockchain technologies, how blockchain satisfies challenges for media, and how to spur growth and further media consumption with greater control.

SPEAKER: Luke Carriere, CMO, Wildstream

T201 • VMAF: The Journey Continues
VMAF (Video Multi-Assessment Fusion) is a quality metric that combines human vision modeling with machine learning. It demonstrates high correlation to human perception and gives a score that is consistent across content. VMAF was released on GitHub in 2016 and has had considerable updates since that time. This talk focuses on the latest VMAF improvements and enrichments, such as speed optimization, accurate models to predict mobile and 4K TV viewing conditions, and adding a confidence interval to quantify the level of confidence in the quality prediction. In addition, we discuss VMAF use cases and look at the VMAF read map for the near future.

SPEAKER: Zhi Li, Senior Software Engineer, Netflix

OTT Leadership Summit

OTT201 • The State of Data in Video: Toward an Automated Future
What do you want to do with your data? For too long, the industry has framed data as a means to an end—collect data, compute analytics, interpret, decide, and react. Today, we propose a new mentality: data as an end in itself. Join our panel as we dive deep into the questions video distributors need to ask in order to build a real-time feedback loop to guide their distribution strategies: How does data latency influence its usefulness? What can distributors do to unify their disjointed datasets and systems? What are some examples of automated processes already employed by companies today, and what kind of data infrastructure will it take to develop more automated processes within the video technology stack going forward?

MODERATOR: Diane Strutner, CEO & Co-Founder, Datazoom and Women in Streaming Media

SPEAKERS:
Aaron Slotman, CTO, Ownzones
Rob Dillon, Digital Operations Manager, Tribune Media
Abi Gutfreisman, CRO, Promethean
James Hooper, Product Manager, Video Services, Plarilight

Video Engineering Summit

VES201 • Using CMAF to Cut Costs, Simplify Workflows, & Reduce Latency
The Common Media Application Format (CMAF) has the potential to be the converged media container for HLS, DASH, and other ABR formats to follow. But how soon can companies start to leverage this format and in what ways? This session provides an overview of the spec, the benefits, and presents some short case studies that describe how companies are using CMAF today.

SPEAKER: Araj Sadagar, Multimedia System Architect, Nutanix

Live Streaming Summit

LS201 • Live Content at Scale
Learn how live video fits into your content strategy and how brands and publishers are using live video to reach their audiences. In a mobile-first, socially driven landscape, live streaming can be the best way to connect products with experiences. Finding the right approach and the right partners, can enable you to create live content at scale. This panel discusses what it takes to reach your audience wherever they may be and how to deliver a successful marketing campaign through live streaming.

MODERATOR: Brent Hieggelke, Head of Marketing, Brandlive

SPEAKERS:
Claudia Barbaro, VP of Marketing, Americas, LiveU
Andrew Beranbom, CEO, First Tube Media
John Petrocelli, CEO, Billing DM
Kip Schauer, Head of Media and Entertainment, Google Cloud

Discovery Track

DT201 • Discovery Track Session
10:30 a.m. – 10:50 a.m.

Non-Reference Picture Quality Assessment
An objective picture quality (PQ) measurement is an extremely useful tool in the streaming video engineer’s toolbox to assist making encoding and network optimizations that improve the viewer’s experience. Traditional PQ measurements have required a reference video from which a comparison measurement can be made. This presentation describes a machine learning algorithm that produces a model from which a non-reference measurement can be made in real-time.

SPEAKER: Andrew Scott, Application Engineer, Video Product Line, Tektronix

10:55 a.m. – 11:15 a.m.
The Rise of Interactive Live Streaming Use Cases: How nanoStream Cloud and HLSLive Player Enable You to Engage With Your Global Audience
Trivia quiz shows, live auctions, i-gaming, esports, webcastings … Interactive live streaming use cases are definitely taking off. Are you prepared to engage your global audience on any device? In this session, Oliver Lietz, nanocosmos CEO, discusses the best practices in Interactive Live Streaming and describes to you how nanoStream Cloud and HLSLive Player can deliver your live streams around the world in any HTML5 browser, including Safari on iOS, with ultra-low-latency!

SPEAKER: Oliver Lietz, CEO, Nanocosmos

11:30 a.m. – 12:30 p.m.
Business & Strategy Track

B202 • 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. On the eve of the zettabyte era, growing audiences, higher resolutions and more immersive video experiences bring both technical and business challenges. This panel explores how content publishers are working to scale their infrastructure to growing audiences while getting the best quality for their money. We look at optimization efforts throughout the delivery workflow, with a special emphasis on CDN, multi-CDN, mesh network, multicast, and in-house delivery solutions.

MODERATOR: Alexandra Giusto, Strategic Account Director, Streamroot

SPEAKERS:
Alicia Pitchett, Market Lead, Media and Entertainment, Fastly
David Hassoun, CEO, Real Eyes
Zac Shenker, Director of Engineering, Video Experience & Optimization, CBS Interactive
Thomas Symbrorskii, Principal Software Engineer, FubaTV
Wendy Frazier, Head of Consumer Engineering, The Weather Company (an IBM Business)
Cracking Down on Password Abuse

The TV industry’s losses from password sharing are expected to rise to nearly $10 billion by 2021, and one-third of all viewers already admit to using someone else’s login for TV viewing. Learn how to curb password sharing with new authentication services like device management and concurrency monitoring.

SPEAKER: John Kavanagh, VP, Product, Synacor

OTT Leadership Summit

OTT202 • OTT Spotlights
Get up-to-speed on the latest OTT platforms and enabling technologies. Please check the conference website or Streaming Media West app for details.

Video Engineering Summit

VES202 • Video Engineering Spotlights

Optimizing ABR Encode Quality & Performance
While codecs have been defined for a wide array of video applications, Adaptive Bit Rate characteristics enable significant further performance and quality gains. This session identifies enhancements such as deep profile re-use and fast latency-free live per-scene intelligence to further improve performance and quality in both existing as well as next generation codecs.

SPEAKER: Lowell Winger, Sr. Director Engineering, iDT

Live Streaming Summit

LS202 • Live Streaming Spotlights

Reaching the Audience—Advances and Challenges in Captioning Live Streams
Captions continue to expand well beyond traditional television, reaching new audiences every day via screens, tablets, and smartphones. With an hour of video uploaded to YouTube every second, and 85% of Facebook video viewed without sound, companies have taken notice as content providers seek every competitive edge in the battle for viewership. Accessible online video is the key to reaching, and expanding, audiences. John Capobianco explains the many approaches to accessible live-streamed media.

SPEAKER: John Capobianco, Chief Marketing Officer, VITAC

Discovery Track

DT202 • Discovery Track Session
11:30 a.m. – 11:50 a.m.

Cracking Down on Password Abuse

The TV industry’s losses from password sharing are expected to rise to nearly $10 billion by 2021, and one-third of all viewers already admit to using someone else’s login for TV viewing. Learn how to curb password sharing with new authentication services like device management and concurrency monitoring.

SPEAKER: John Kavanagh, VP, Product, Synacor

11:55 a.m. – 12:15 p.m.

…and This Time, It’s Personal!

Personalization has become crucial to building and retaining viewership. The need for personalization impacts many elements of the video distribution and delivery system, including content management, video advertising, content search and discovery, session management, and UX/UI design. In this session, Mark will walk through what video personalization means today, and how the integration of technologies like AI could change tomorrow’s personalized viewer experience.

SPEAKER: Mark Tubinis, SVP Strategy, SeaChange International

12:30 p.m. – 1:45 p.m.

LUNCH BREAK visit the Expo

1:45 p.m. – 2:45 p.m.

Business & Strategy Track

B203 • Internet Radio Yesterday, Today, & Tomorrow

While video gets most of the attention, streaming audio is more established and likely even more popular. Timed to coincide with a two-part feature in Streaming Media magazine celebrating the 25th anniversary of internet radio, this panel talks about where the audio and radio streaming market is heading and how publishers can successfully monetize internet radio, surveying the technologies that have made internet radio so successful and will carry it into the future.

MODERATOR: Dom Robinson, Director and Creative Firestarter, id3as and Contributing Editor, StreamingMedia.com, UK

SPEAKERS:
Reza Rassool, CTO, RealNetworks, Inc and SMPTE IEEE
Dane Streeter, Managing Director, Sharpstream
Jon Stephenson, CEO, Live365
Ken Murphy, SVP, Strategy and Corp. Development, Napster

Technical & How-To Track

T203 • HOW-TO: Compare & Contrast Platforms Offering AI Video Insights

A number of cloud providers have launched video-centric services to gain all manner of AI/machine learning-based insights and auto-generated sidecar information on your video assets. This session compares and contrasts Microsoft Azure Video Indexer, IBM’s Watson Media, AWS Rekognition, and Google Cloud Video Intelligence. We cover the basics and give you an unbiased look into which service will be the best bet for your needs. Whether it’s speech-to-text, object recognition, scene detection, or even speech sentiment, there’s a service out there for you. Let’s find it.

SPEAKER: Jun Heider, Director Of Technology, RealEyes Media

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.
Video Engineering Summit

VES204 • WebRTC: The Future Champion of Low Latency Video

HLS and MPEG-DASH are the current standards for HTTP-based live streaming, but these designs are inherently slow and add delays to live feeds. Sub-second latency is critical for scenarios such as gambling, auctions, interactive communications, VR, sports, and gaming. WebRTC is touted for its sub-second latency but couldn’t scale to the volume needed by CDNis and couldn’t reach Apple devices. In this session, learn about a novel WebRTC-based solution that would match current CDNIs in terms of reach (all devices), quality, cost, and scale, while providing sub-500 milliseconds latency.

SPEAKER: Alexandre Gouaillard, Founder & CEO, CosMo Software Consulting

Live Streaming Summit

LS203 • Solo Streamers & Social Influencers

Today's solo streamers can stream every minute of their lives and form deep connections with their fans. Many events and series seek out social influencers to join in, star, or even host in an attempt to build off the personal following. It's important to find someone that fits the brand and culture so naturally. Learn how to leverage the talent and the following of a solo streamer, as well as what it means to be always-on with sometimes multiple live appearances in a single day.

SPEAKERS: Lauren Hallanan, VP of LiveStreaming, The Meet Group
Roberto Quinn, President and Founder, Quinn Social Media Management

Discovery Track Session

DT203 • Discovery Track Session

Please check the onsite flyer or Streaming Media West app for details.

2:45 p.m. – 3:15 p.m.

COFFEE & NETWORKING BREAK

Find Your Tribe! Live Streaming Meetup in the Exhibit Hall Networking Lounge

3:15 p.m. – 4:00 p.m.

Business & Strategy Track

B204 • Content Licensing in a Global Market

In a few clicks, viewers have more video choice than ever before, and the precise location of the viewer has serious implications. Where previously geo-gating might have been enough, now customers have many more locations and methods to view content. Buying or renting? Mobile, desktop, or connected TV? Streaming or downloadable? SD or HD? AVOD, TVOD, or SVOD? Are there content blackout rights? Subtitles or dubbed? This session explores the complicated world of content rights and licensing, as well as discusses ways publishers can manage it.

SPEAKER: Nazim Pethani, SVP Product Strategy, Deluxe Entertainment Group

Technical & How-To Track

T204 • HOW-TO: Getting the Most Out of Progressive Web Apps

Progressive Web Apps (PWAs) bring a new tool to any publisher’s belt, allowing them to more easily deliver their power of native apps through the web. Easy to install and bringing advanced features compared to normal web apps, PWAs open up new business cases and possibilities to the media industry. This presentation looks at the advantages of PWAs and how they can best be leveraged to unlock their full potential.

SPEAKER: Pieter-Jan Speelmans, CTO, THEO Technologies

OTT Leadership Summit

OTT204 • Case Study: Sky News, the Royal Wedding, & Machine Learning

In February 2018, Sky News set out to achieve an ambitious objective: Deliver the Royal Wedding as the world’s first live machine learning viewer experience at scale. Sky News wanted to give viewers the ability to identify and learn more about celebrities in an automated fashion in near real time—all while lacking the official guest list invite. The Sky News Royal Wedding: Who’s Who app—built in collaboration with Amazon Web Services, GrayMeta, and UI Centric, and using Amazon Rekognition—allowed Sky News viewers to watch real-time updates of celebrity wedding guests as they entered St. George Chapel. Learn about the workflow and how it can be applied to sports, government, and other future events.

SPEAKER: Lauren Hallanan, VP of LiveStreaming, The Meet Group

Video Engineering Summit

VES204 • Architecting Your Own One-to-Many

Ultra-Low Latency Service

Perhaps one of the more popular use cases for ultra-low latency (ULL) streaming is the live trivia space. With restricted targets that only include smartphones and leave browser dependencies behind, low latency game producers can choose from a range of SDKs for native app streaming capabilities. In this session, learn more about the critical elements needed to successfully pull off predictable and regular broadcasts with cloud-based services.

SPEAKERS:
Robert Reinhardt, CTO, videoRx
Orkan Aral, CEO, Plondo Network Inc.
Miguel Perez, Marketing Director, Plondo Network Inc.

Live Streaming Summit

LS204 • Technical Producer Panel

Learn how to approach a live production from both the creative and technical sides, as this panel dives deep into what it means to be a live producer. Successful live shows start with a solid plan, but they’re only as good as their final result. Producers balance stakeholder demands with technical concerns in order to deliver on time and on budget. Learn from live producers as they talk about how they prepare, document, and deliver a live show.

MODERATOR: Aubrey Russell, Head of Production, Live X
SPEAKERS:
Tom Sullivan, Director/Technical Manager, Live Digital Entertainment
Ryan Durieux, Technical Producer, Suite Spot LLC
Brett Collins, Owner and Technical Producer, BC Live
STREAMINGMEDIA.COM/WEST
EXPO HOURS

Tuesday, November 13 ........................................ 10:00 a.m. – 6:00 p.m.
Happy Hour .......................................................... 5:00 p.m. – 6:00 p.m.

Wednesday, November 14 ............................. 10:00 a.m. – 3:15 p.m.

Find Your Tribe & Learn From Them! Meet Ups in the Exhibit Hall

Streaming Media is the place to network with your peers and learn from the leaders and innovators in the field. Whether you are from broadcast and cable, media and entertainment, education, IT, sports, advertising, telco, or any other industry involved in online video, you'll find your niche. Meetups are located in the Exhibit Hall Networking Lounge.

TUESDAY
10:00 a.m. – 10:30 a.m. □ OTT Meetup
3:30 p.m. – 4:00 p.m. □ Enterprise & Education Video Meetup

WEDNESDAY
10:00 a.m. – 10:30 a.m. □ Video Engineering Meetup
2:45 p.m. – 3:15 p.m. □ Live Streaming Meetup
assets, reduce associated risks, and preserve the online experience. Customers such as Netflix, BBC, Hulu, Sony, and Rightster utilize our solutions.
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For 25 years, SeaChange’s solutions have helped video providers manage and monetize their content. SeaChange’s comprehensive cFlow portfolio of video management solutions and our innovative end-to-end Panarim platform service provide the stable, scalable, cloud-enabled video services that today’s providers need to create the personalized experiences that drive viewer engagement.

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Headquartered in Beaverton, Oregon, Tektronix delivers innovative, precise and easy-to-operate test, measurement and monitoring solutions that solve problems, unlock insights and drive discovery. Tektronix has been at the forefront of the digital age for over 70 years. Come see how we leverage machine learning technologies on our latest on OTT streaming quality monitors. Live streaming demonstrations by Sentry using AWS Media and Google Cloud will include CMAF interoperability, the latest ABR Dash, and Dynamic Ad Insertion monitoring. Join us on the journey of innovation at our website.

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Teradek is the industry leader for live streaming and video transport solutions. The company specializes in professional and enterprise-grade hardware/software technologies for video over IP distribution, including applications for live streaming; point-to-point, multicam switching, and multi-platform delivery.

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THEOplayer is the No. 1 video player in the market. Awarded Best Video Player/SDK Solution the last 3 years, THEOplayer is the fully HTML5 universal video player, supporting every platform and device via a set of different SDKs. We deliver the most performant video playback technology: superior viewer experience in terms of latency, start-up time, seeking time, etc., and the most advanced feature set and functionalities. Our best-of-breed approach with a stable and constantly updated integration framework facilitates the player deployment in the ecosystem of the media companies.

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Booth No. 217

Tulix is a streaming technology incubator that supports innovators, inventors, and enterprises by providing guidance and resources targeting internet video strategy, technology and business models based on decades of technology and business experience and successful solutions in internet video streaming.

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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.

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Xilinx develops highly flexible and adaptive processing platforms that enable rapid innovation across a variety of technologies—from the endpoint to the edge to the cloud. Xilinx is the inventor of the FPGA, hardware programmable SoCs and the ACAP (Adaptive Compute Acceleration Platform), designed to deliver the most dynamic processor technology in the industry and enable the adaptable, intelligent and connected world of the future in a multitude of markets. Xilinx’s core strengths simultaneously address major industry trends including the explosion of data, heterogeneous computing after Moore’s Law, and the dawn of artificial intelligence (AI).