See where the world of online video is going and how to get there first

MAY 8-9, 2018
NEW YORK HILTON MIDTOWN

YOU’LL HEAR BUSINESS STRATEGIES AND HOW-TO’S ON SUBJECTS LIKE:
• Live Streaming • OTT • VR/360 Video • Encoding & Transcoding
• AI & Machine Learning in the Video Ecosystem • Content Delivery
• Online Video Advertising & Marketing • Enterprise & Education Video
• Content Monetization • Next-Gen TV • HEVC & AV1 • And More!

CLOSING KEYNOTE GIVEAWAY!
Chance to win a LiveU Solo and SlingStudio Prize Package valued at over $3,500, courtesy of LiveU.
*Must be present to win.
Welcome to Streaming Media East! It’s our 20th anniversary, and I think it’s the best one yet. If you’ve been here before, we’re glad to have you back. If this is your first time, we’re thrilled you’re joining us!

What’s different at this year’s Streaming Media East? First of all, we’ve made it easier to find the content that matters to you, with clearly labeled tracks—Business & Strategy, Technology & How-To—along with two 1-day deep dives into particular topics. On Day 1, we’ll focus on what we’re calling AI, Machine Learning, and the Future of Everything, and on Day 2, we’ve got a brand-new track called the Video Marketing Power Summit, put on by OnlineVideo.net editor Troy Dreier. In addition, we’ve got the 2-day Live Streaming Summit to talk about all things live streaming, and the Discovery Track, where sponsors present educational sessions about products and technology.

And by finding the content you want, we hope you’ll also find it easier to find the people you want to meet. To help that along, we’ve organized six Find Your Tribe Meetups over coffee, as well as our networking receptions. Finally, don’t miss out on our Exhibit Hall, where you can dig deep into the cutting edge of streaming tech and services.

If there’s any way we can help you, please look for the “Staff” badges and don’t hesitate to ask!

**Conference Chair**
Eric Schumacher-Rasmussen
VP/Editor-in-Chief, Streaming Media

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**Business & Strategy TRACK**
Attention C-level executives and VPs, digital media strategists, and sales, marketing, and product managers: This is your home at Streaming Media East. This forward-thinking track offers high-level strategic discussions to learn from the best where the online video economy is moving. We shed light on the future of the online video marketplace, discussing ways broadcasters, cable and satellite operators, MVPDs, and content rightsholders can unlock the value of OTT and TV Everywhere. It points to improvements in content creation, acquisition, and monetization and reveals coming shifts in consumer viewing habits. A sea change is coming to streaming media; this track is for executives who want to ride the wave.

**Technology & How-To TRACK**
The Technology & How-To Track is for CIOs, CTOs, technology professionals, engineers, and developers who want one thing: solutions. The video ecosystem is a fragmented mix of platforms and devices. Learn from the pros how to eliminate the bottlenecks and deliver results. Expert presenters offer sessions on encoding and transcoding; packaging and delivery; and formats, protocols, and standards. If you’re looking for deep dives into HEVC, VP9, AV1, DASH, HDR, WebRTC, video optimization, QoS/QoE, or AI and machine learning, this is the right place to be. This is where you can go under the hood to learn real skills and improvements that can be put in place as soon as you’re back in the office.

**Discovery TRACK**
Open to all Streaming Media East 2018 conference attendees and Discovery Pass holders, Discovery Track sessions are moderated by Streaming Media magazine editors and presented by speakers related to our conference sponsors. The presentations, which typically focus on products and customer case studies, provide a good opportunity to learn more about specific technologies and practical solutions to real-world business needs. The Discovery Track is where to go to seek expertise and advice, get trained on unique products, or hear about new solutions and trends in online video. There’s lots of variety and different types of sessions, so be sure to check our complete Discovery Track schedule.

**Video Marketing Power Summit**
Online video viewing is surging, and online video advertising is exploding with it. Now, for the first time, we have designed a special event just for video marketing and advertising professionals. Whether you’re guiding the first efforts of an SMB or the global cross-platform strategy of a Fortune 500, you can find tips and strategies for your organization. This 1-day conference looks at the obstacles challenging advertisers and publishers and offers strategies for reaching consumers where they live, work, and shop. See the biggest names in online video offering lessons and speaking from their own experiences. Join us for this immersive event and learn to harness the power of video marketing.

**Live Streaming Summit**
Live Streaming Summit focuses on the challenges and opportunities inherent in delivering large-scale live events and live linear channels to multiple screens. Sessions address every step of the live video workflow, including ingestion, transcoding, management, distribution, and post-event evaluation. Whether you’re streaming one-time entertainment, news, sports, esports, 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 every device.
# Conference At-A-Glance

**MONDAY, MAY 7** *(priced separately)*

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 a.m. -</td>
<td>Morgan W1: Encoding 2018: Codecs &amp; Packaging for PCs, Mobile, &amp; OTT/STB/Smart TVs</td>
</tr>
<tr>
<td>12:00 p.m.</td>
<td>Bryant W2: FFmpeg From the Ground Up</td>
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<tr>
<td>1:30 p.m. -</td>
<td>W3: Encoding Live &amp; VOD for HEVC/HLS</td>
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<tr>
<td>4:30 p.m. -</td>
<td>W4: Learning Live Streaming Best Practices</td>
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<tr>
<td>5:30 p.m. -</td>
<td>VIP MIXER—Herb N’ Kitchen, Hilton Lobby</td>
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**TUESDAY, MAY 8**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:15 a.m. -</td>
<td>MORNING COFFEE — Firt-Time Attendees Meetup in the Exhibit Hall Networking Lounge</td>
</tr>
<tr>
<td>8:45 a.m.</td>
<td>WELCOME &amp; OPENING KEYNOTE — Gramercy Erin Connolly, Facebook</td>
</tr>
<tr>
<td>9:00 a.m.</td>
<td>Technology &amp; How-To</td>
</tr>
<tr>
<td>10:00 a.m.</td>
<td>BUSINESS &amp; STRATEGY</td>
</tr>
<tr>
<td>11:30 a.m.</td>
<td>B101: So Many Platforms, So Little Time: Winning the Race for Reach</td>
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<tr>
<td>12:00 p.m.</td>
<td>LUNCH BREAK—Visit the Expo</td>
</tr>
<tr>
<td>12:30 p.m.</td>
<td>B102: Keep ‘Em Coming Back for More: Best Practices for Online Video Engagement</td>
</tr>
<tr>
<td>1:45 p.m.</td>
<td>B103: Integrating Your Streaming, Videoconferencing, &amp; Unified Communications Solutions</td>
</tr>
<tr>
<td>2:45 p.m.</td>
<td>B104: Best Practices for Education &amp; Training Video</td>
</tr>
<tr>
<td>5:00 p.m.</td>
<td>NETWORKING RECEPTION—In the Expo</td>
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**WEDNESDAY, MAY 9**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:15 a.m.</td>
<td>MORNING COFFEE — Content Delivery and Edge Computing Meetup in the Exhibit Hall Networking Lounge</td>
</tr>
<tr>
<td>9:00 a.m.</td>
<td>KEYNOTE — Gramercy Chris Fetner, Netflix</td>
</tr>
<tr>
<td>10:00 a.m.</td>
<td>BUSINESS &amp; STRATEGY</td>
</tr>
<tr>
<td>11:30 a.m.</td>
<td>B201: Direct-to-Consumer &amp; the Future of Video Distribution</td>
</tr>
<tr>
<td>12:30 p.m.</td>
<td>LUNCH BREAK—Visit the Expo</td>
</tr>
<tr>
<td>1:45 p.m.</td>
<td>B203: Real-World VR/360° Use Cases</td>
</tr>
<tr>
<td>2:45 p.m.</td>
<td>COFFEE &amp; NETWORKING BREAK in the Exhibit Hall Networking Lounge</td>
</tr>
<tr>
<td>4:00 p.m.</td>
<td>CLOSING KEYNOTE — Gramercy Rachel Berk, Google</td>
</tr>
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</table>

**SPONSORED**

- Hands-On Developer Lab presented by Xilinx
General Information

Location Key
All conference sessions will take place on the 2nd floor.

Keynotes
- Gramercy
  - Track A
- Murray Hill West
  - Track B
  - Track T
- Track AI (Tuesday)
  - Murray Hill East

Video Marketing Power Summit (Wednesday)
- Murray Hill East
- Live Streaming Summit
  - Morgan
  - Discovery Track
  - Bryant

Find Your Tribe & Learn From Them!
Meetups 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 broadcasting and cable, media and entertainment, education, IT, sports, advertising, telco, or any other industry involved in online video, you'll find your niche during these Meetup sessions located in the Exhibit Hall Networking Lounge.

TUESDAY
- 8:15 a.m. – 8:45 a.m. | First-Time Attendees Meetup
- 10:00 a.m. – 10:30 a.m. | Video Engineering Meetup
- 3:30 p.m. – 4:00 p.m. | Live Streaming Meetup

WEDNESDAY
- 8:15 a.m. – 8:45 a.m. | Content Delivery & Edge Computing Meetup
- 10:00 a.m. – 10:30 a.m. | Enterprise & Education Video Meetup
- 2:45 p.m. – 3:15 p.m. | Video Marketing Power Summit Meetup

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

Network: Hilton Meeting Room Wifi
Username/Password: sme2018

Exhibit Hall Hours
Tuesday, May 8 | 8:00 a.m. – 6:00 p.m.
Networking Reception | 5:00 p.m. – 6:00 p.m.
Wednesday, May 9 | 8:00 a.m. – 4:00 p.m.

Networking Reception
Sponsored by VideoWave
Tuesday, May 8 | 5:00 p.m. – 6:00 p.m.
Join us for Happy Hour while getting a firsthand look at the leading software, hardware, and network solutions and services in the streaming media industry. Open to all conference attendees, speakers, exhibitors, and exhibits-only attendees. Located in the Exhibit Hall.

Continental Breakfast
A light 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 Exhibit Hall.

Online Video & Live Stream
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 of the keynotes and Track T on Tuesday and Wednesday.

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/ConferenceVideos.

Get the App & Connect
Download the HelloCrowd app and search for Streaming Media East to access everything you need during the event. See page 22 for details.

Enter URL: http://hca.io/e/Suc4vbm

Hotel Floor Plan
(Second Floor)
MORNING WORKSHOPS 9:00 a.m. – 12:00 p.m.

Morgan
W1 --- Encoding 2018: Codecs & Packaging for PCs, Mobile, & OTT/STB/Smart TVs
As video resolutions increase and target playback platforms multiply, video producers must leave their H.264/HLS/HDS comfort zone and expand into HEVC, VP9, and MPEG-DASH. This workshop is divided into multiple segments by target platform to teach you the applicable standards and best strategies for delivering live and VOD adaptive video to viewers on that platform, both with and without DRM. Along the way, 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.
PRESENTER: Jan Ozer, Principal, Streaming Learning Center and Contributing Editor, Streaming Media

Morgan
W2 --- FFmpeg From the Ground Up
Encoding workflows for both small- and medium-sized businesses and the enterprise can utilize powerful and free open source options such as FFmpeg, which appeals to startups and established businesses alike 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. Attendees learn how to use filter effects, proportional crop/resize options, and mapping functions. Harness the power of FFmpeg in your next encoding pipeline upgrade!
PRESENTER: Robert Reinhardt, CTO, videoRx

Afternoon Workshops 1:30 p.m. – 4:30 p.m.

Morgan
W3 --- Encoding Live & VOD for HEVC/HLS
Apple’s support for HEVC in HLS 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, 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, Streaming Learning Center and Contributing Editor, Streaming Media; David Hassoun, CEO, & Phil Moss, Software Developer, RealEyes Media

Bryant
W4 --- Learning Live Streaming Best Practices
This workshop teaches you how to use and configure the essential (and purposely redundant) components of a live streaming event system. Demonstrations include 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, you learn how to approach different live scenarios to fit the budget you have. And perhaps more importantly, you learn how to properly formulate a budget to avoid any common pitfalls in the process.
PRESENTER: Robert Reinhardt, CTO, videoRx

SPONSORED WORKSHOP --- XiNex
Hands-On Developer Lab: Recipe for Building a Video Kernel & Deploying at Cloud Scale With FFmpeg in 120 Minutes
In this hands-on lab, learn how to prepare, cook, and serve an FPGA-optimized video kernel. Using a large multi-tap video filter we demonstrate how you can speed up the cooking time by 10x versus a CPU. For dessert we also show you how to generate, profile, and optimize an FFmpeg plug-in for your multi-tap filter. By the end, any software engineer will be comfortable generating a simple video function, be able to demonstrate significant acceleration versus traditional software implementation, and understand how to generate the corresponding FFmpeg plug-in.
This free workshop is presented by Xilinx, Inc. and attendance is limited. Please note that access to this workshop is not part of any registration pass type that includes Streaming Media University. It does not include access to any other conference events (including the VIP Mixer, regular conference sessions, or the Exhibit Hall). These events must be registered and paid for separately.

To get the most out of the workshops, we recommend that you bring a laptop. Attendees are responsible for providing their own laptop for use during the workshops. Laptops will not be provided.
**8:15 a.m. - 8:45 a.m.**

**MORNING COFFEE: Find Your Tribe!**

**First-Time Attendees Meetup** - Exhibit Hall Networking Lounge

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**10:00 a.m. - 10:30 a.m.**

**COFFEE & NETWORKING BREAK: Find Your Tribe!**

**Video Engineering Meetup** - Exhibit Hall Networking Lounge

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**10:30 a.m. - 11:30 a.m.**

**Business & Strategy Track**

**B101 So Many Platforms, So Little Time: Winning the Race for Reach**

Achieving ubiquity in today’s fragmented market is a race against time and resource limitations. Providers must write apps for hundreds of variations of connected devices 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 brings 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:** Matt Nelson, Head, Strategy, You.ii TV

**PANELISTS:**
- Jeremy Jones, Head, Product & Innovation, The Weather Group
- Bernardo Duarte, Director, Content Acquisition, Roku

**Technology & How-To Track**

**T101 Best Practices for Advanced Software Encoder Evaluations**

As video encoding moves to software operating on virtualized architectures across varying computing infrastructures, the complexities of evaluating a video encoder have never been greater. Attendees hear from service providers, encoding solution vendors, and the creator of the industry’s best-known quality measures, all discussing how video encoding engineers can ensure a successful evaluation, from video quality assessment to performance, content selection, and operational considerations.

**MODERATOR:** Tom Vaughan, VP Strategy, Beamer

**SPEAKERS:**
- Abdul Rehman, CEO & Co-Founder, SSIMWAVE
- Anne Aaron, Director, Video Algorithms, Netflix
- Scott Labrozzi, Senior Principal Engineer/VP, Video Processing, BAMTECH Media
- Al, Machine Learning & the Future of Everything Track

**AI101 From Content Creation to Delivery: How AI Is Impacting Modern Media**

Artificial intelligence holds great promise for the media industry, and its use cases today are especially applicable across the content lifecycle. From content creation, production, and distribution to delivery and recommendation, AI is streamlining processes and improving existing execution methods. In this session, panelists discuss how to leverage AI to enhance content value and performance, as well as unveil and maximize new opportunities for monetization.

**MODERATOR:** Nadine Kreftez, Consultant, Reality Software & Contributing Editor, Streaming Media

**PANELISTS:**
- Pete Mastin, Strategy & Business Development, Watson Media-IBM
- Brett Mortens, Senior Product Manager, Limelight Networks
- Josh Gray, Principal Architect, Citrix
- Cullen Gallagher, CEO and Co-Founder, REELY
- Matthieu Lorrain, Head, Creative Innovation, Google

**Discovery Track**

**DT101 Discovery Track**

**Interactive Live Streaming: Ultra-Low Latency on Any Device**

We are living a new era in live streaming, where ultra-low latency live playback on any device plays the most important role for audience engagement. Oliver Lietz, nanocosmos CEO, explains how nanoStream Cloud with the integrated nanoStream H5Live Player will rock your interactive live streams on all HTML5 browsers. Go live around the world in 1 second! Attend this session for a chance to win 1 month of Nanocosmos’s medium nanoStream Cloud package ($499 value).

**SPEAKER:** Oliver Lietz, CEO, nanocosmos

**Stream Management, Endpoint Discovery, & Configuration**

The ability to register, discover, and configure endpoint devices are all important aspects in the ongoing management of streams in live IP-based video transport solutions and complex post workflows. This becomes especially important for remote contribution scenarios where WAN and cloud configurations are involved. However, to date, existing standards have paid little attention to the on-boarding and long-term management aspects of video over IP. Aspera outlines and demonstrates an architecture for stream management, device discovery and centralized device configuration using several standards based technologies. The goal is to enable a device to be shipped between locations and automatically “call home” to obtain its configuration from a central location such as a broadcast center—thus reducing or eliminating the need for manual intervention and skilled personnel onsite.

**SPEAKER:** Mike Flaters, CTO, Aspera, an IBM Company

**LS101 Live Streaming Summit**

Combining the world’s biggest watch party with the natural fear of missing out, and social live video is today’s must see TV. The new normal is the ability to watch everything everywhere, just as it happens and in real time. As more audiences cut the cord and viewing habits gravitate toward social media, the question to ask is: Are social platforms becoming the new cable? This panel looks beyond the white noise to talk social live programming and the media partnerships that shape how video is consumed.

**MODERATOR:**

**Jeff Jacobs,** SVP, Production Planning, Strategies & Operations, Viacom Music & Entertainment Group

**SPEAKERS:**
- Mark Kornfill, Founder, Livestream and GM-Vimeo Live
- Russell Guy, President, B Live
- Dave Capra, Engineering Manager, Facebook

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**20th Anniversary**

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**STREAMINGMEDIA.COM/EAST**
Video streaming is in transition toward the next generation of video codecs, offering to double the quality while lowering the required bandwidth. As the successor crown to the ubiquitous AVC/H.264 is still up for grabs, major content providers and device manufacturers are throwing their weights behind competing formats—HEVC/VPP/AV1—leading to market fragmentation, specifically within web environments. To deal with this challenge, OTT services need to support multiple codecs in an efficient way. This presentation discusses how to evaluate the benefits and the trade-offs of embracing these next-generation compression technologies in your media workflow. Attend this session for a chance to win a Fritib Versa Watch ($200 value).

SPEAKER: Paul MacDougall, Solutions Architect, Bitmovin

DRM & Content Protection: How to Prevent Your Video From Being Stolen

For content owners, it is crucially important to have full control of their content in order to be efficiently monetized. One common loss of revenue is caused by piracy, but there are different protection mechanisms that can protect your content. This presentation explores practices and advancements which can simplify content protection. Attend this session and receive a paper notebook.

SPEAKER: Pieter-Jan Speelmans, CTO, THEO Technologies

Live Streaming Summit

LS102 • Delivering Live Linear OTT

With OTT viewership set to surpass cable in the next few years, it has never been more important to learn to navigate the challenges of delivering live linear programming. With the headaches of automation, ingest, encoding, metadata, and ad insertion, linear content strategy must also include a conversation of getting it there and keeping it running around the clock. This discussion centers around how to properly package and integrate live linear content for OTT distribution.

MODERATOR: Todd Mason, CEO, Show Runner/Executive Producer, Director, & OTT Consultant, Broadcast Management Group, Inc.

SPEAKERS:
Kathryn Ryan, Director, TD Ameritrade Network, TD Ameritrade
Bertrand Darnault, Senior Software Engineering Manager, Video, Hulu
Rick Capstraw, Vice President, North America, Verizon Digital Media Services
Evan Statton, Principal Solutions Architect, AWS Elemental

12:30 p.m. – 1:45 p.m.
LUNCH – Visit the Expo

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 solutions 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 studios 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 Howard, Founder & Managing Director, Howard & Associates

SPEAKERS:
Scott Grizzle, Senior Solutions Engineer, IBM Cloud Video
Anthony Diaz-Matos, Director, Global Head, Unified Communications & Collaboration, Global Digital Workplace group, BlackRock
Stephen Condon, VP Global Marketing, Hive Streaming
Steven McNellie, Senior Producer, Airbnb

Technology & How-To Track

T103 • Spectral Quality: Improving Colors to Improve Videos

4K has gotten most of the headlines, but there are other ways to improve the quality of your streaming video that have even more visual impact. This talk explores video colorimetry, ranging from video quality concepts to the latest trends in the industry: High Dynamic Range (HDR), Wide Color Gamut (WCG), and next-generation devices. Vimeo’s experience is used as a practical example and showcases how new compression technologies are deployed for the benefit of creators and their audiences.

SPEAKER: Vittorio Giovara, Senior Engineer, Video Encoding, Vimeo

AI, Machine Learning & The Future of Everything Track

A1103 • Video AI: Mapping Consumer Streaming Experience Onto Network Operations & Decisioning

Streaming video analytics have become mainstream for almost all OTT publishers, who have found the need to make the data and analytics available to operational and business teams, both in real time and actionable, increasingly important. The massive volume of data makes finding the signal in the noise very difficult for traditional reporting and alerting systems and workflows. Data-driven AI and machine learning techniques are increasingly being used to address these requirements. In this presentation we cover both the business/operational use cases and the algorithms used to solve these problems.

SPEAKERS:
Olivier Wellmann, VP, Product Management, Conviva, & Chair CTA R4 Video WG20 on OTT OQ standardization
Ribal Najjar, Technical Solution Architect, Comcast

Discovery Track

DT103 • Discovery Track

Real-World Field Production

LivU’s director of channel sales, George Klippel and professional services engineer, Sebastian Alvarez-Ring demonstrate LivU Solo, the company’s plug-and-play solution for streaming live to social media. See how easy it is to produce high-quality live content from anywhere using the Solo encoder with Solo Studio—Cloud Graphics, providing the ability to add lower third and logos to your social media streams. Attendees walk away with a better understanding of how they can accomplish better mobile live streams without a large crew or investment.

SPEAKERS:
George Klippel, Director, Channel Sales, LivU
Sebastian Alvarez-Ring, Professional Services Engineer, LivU

Bringing Broadcast Quality to Facebook Live With the Wowza ClearCaster

Broadcasters around the world are streaming on Facebook Live, and more are using the Wowza ClearCaster to ensure stream success. Learn how the ClearCaster delivers unmatched reliability and broadcast quality and how content creators, broadcasters, talent, and producers are creating dynamic live content based on the audience’s Live Reactions. Attend this session for a chance to win a Insta360 ONE action camera ($299 value).

SPEAKER: Chris Michaels, Streaming Industry Evangelist, Wowza Media Systems

Live Streaming Summit

LS103 • Multi-Distribution of Live Video

Streaming to multiple destinations has become the rule more than the exception. The increased availability of hardware encoders and cloud distribution solutions has made it easier than ever to stream to multiple viewing points and platforms. From white label websites and apps to platforms like Facebook, Twitter, and Twitch, getting your content to appear all over the web has never been easier. This session discusses current technologies and the costs associated with the multi-distribution of live video.

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

2:45 p.m. – 3:30 p.m.

Business & Strategy Track

B104 • Best Practices for Education & Training Video

Using video as a training tool both inside and outside the classroom is no longer just an option, but rather table stakes for any educational institution. The tools and processes for creating, managing, and delivering live and on-demand content keep evolving, getting easier to use, and providing more functionality. In the midst of this cultural and technical change, what are some of the best practices among schools that have been successful? Our panelists tell you what works and recommend crawl-run implementation steps.

MODERATOR: Chris Knowlton, Principal & Chief Strategy Officer, BlueFrame Technology

PANELISTS:
Rob Raspberry, Director, Video Collaboration & Production, Drexel University
Gary San Angelo, Distance Education Specialist, Media Technology, Keck School of Medicine, USC
Christopher Martin, I.T. & Multimedia Manager, University of Pennsylvania
Derrick Freeman, Program Manager, Webcast Producer, The Ohio State University Wexner Medical Center

Technology & How-To Track

T104 • HOW-TO: Media Management in the Age of Netflix

Companies are starting to feel pain and a sense of urgency as size of media content, number of devices consuming the content, and the need for rich metadata grow. They need centralized media workflow automation that can handle all processing, for all content, in all their clouds. During this session we review some rock-solid strategies for enhancing media asset management, from production to playback, in an efficient and automated fashion. Increase your library ingest throughput while decreasing the need for more hands on deck.

SPEAKER: Jun Heider, Director, Technology, RealEyes Media

TUESDAY, MAY 8

STREAMINGMEDIA.COM/EAST

#SMEast
Live streaming should provide not just the same quality of experience as TV broadcasts, but even better quality for their money. This 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.

SPEAKER: **Flavio Ribeiro**, Principal Engineer, CBS Interactive

Co-Founder & CEO, Streamroot

with a special emphasis on CDN, multi-CDN, peer-to-peer, multicast, and in-house delivery solutions.

**Technology & How-To Track**

**T105: The Quest for Low-Latency Live Video**

Live streaming should provide not just the same quality of experience as TV broadcasts, but even higher quality, with lower latency, and enable new live video use cases not possible with broadcast TV. Also critical is support of the myriad connected devices consumers use to view that content. In this session, learn about the pros and cons of various technologies on both the contribution and delivery side of low-latency streaming, including small chunk size HLS/DASH, WebRTC, WebSockets, QUIC, SRT, and CMAF.

MODERATOR: **Jason Hofmann**, VP, Strategic Initiatives, Limelight Networks

**SPEAKERS:**

- **Bill Zurat**, VP, Core Media, BAMTECH Media
- **Chris Allen**, CEO & President, Infrared 5

**AI, Machine Learning & the Future of Everything Track**

**A104: Case Studies: News and Publishing**

How AI is Revolutionizing Publishing

With social media algorithms constantly changing, it’s time for news publishers to regain control of their distribution channels. Using AI and machine learning, publishers can program contextually relevant and personalized content down to the viewer level on their owned-and-operated sites for both breaking news and day-to-day operations. IRIS.TV and Gannett demonstrate how AI is helping to provide prescriptive insights into audience engagement and fueling future content strategies and video distribution on owned-and-operated sites.

SPEAKER: **Field Garthwaite**, Co-Founder & CEO, iris.tv

**Personalizing Content Using Reinforcement Learning**

Personalization is one of the main focus areas of CMOs and CTOs across various industries, including media. This case study presents how Microsoft Research has spearheaded content personalization throughout the Azure Custom Decision Service using innovative online learning techniques founded in a very prominent area of machine learning called Reinforcement Learning, providing increased engagement for publishers.

SPEAKER: **Rafah Hosn**, Lead PM for Azure Decision Service, Microsoft

**Discovery Track**

**DT104: Discovery Track**

Per-Title Optimization 2.0

Learn what it takes to create target viewer quality-based bitrate ladders for live content and video on demand assets. Send the bits only when they are needed. Control viewer experience and efficiently stream a Live or VOD title with a tailor-made to its specific characteristics and complexity. Attend this session for a chance to win an AMC movie theatre gift card ($200 value).

**SPEAKERS:**

- **Abdul Rehman**, CEO and Co-Founder, SSIMWAVE
- **Zhou Wang**, University Research Chair, University of Waterloo, Canada

**Steal This Encoder**

Think you know everything about IP video? Jon Landman, VP of sales for Teradek, thinks otherwise. Join us for an in-depth discussion of the latest technologies in the IP video world and learn how Teradek products solve some of the key challenges broadcasters face. Specific topics include HEVC, SRT, cloud platforms, and cellular bonding.

SPEAKER: **Jon Landman**, VP, Sales, Teradek

**Live Streaming Summit**

**LS104: Live Streaming Summit**

Latency Matters & Masters

Packets, cache, edge, GO! How live is your live stream? Being behind is no fun. Live blogs, Twitter feeds, and the speed of television delivery can ruin the live experience for everyone online. From live events and entertainment to esports and online gaming, nearly every live stream can benefit from reducing latency. But with so many contributing factors, there’s only so much you can control. Don’t let roundtrip time keep you up at night. Learn why latency matters, from the masters of low-latency streaming.

MODERATOR: **Daniel Pisarski**, VP, Technology, LiveU

**SPEAKERS:**

- **Sean Keen**, VP, Product Marketing, IXIRPO
- **Scott Grizzle**, Senior Solutions Engineer, IBM Cloud Video
- **Oliver Lietz**, CEO, nanocosmos

3:30 p.m. – 4:00 p.m.

**COFFEE & NETWORKING BREAK: Find Your Tribe!**

Live Streaming Meetup – Exhibit Hall Networking Lounge

4:00 p.m. – 5:00 p.m.

**Business & Strategy Track**

**B105: 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. This 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: **Pierre-Louis Theron**, Co-Founder & CEO, Streamroot

**SPEAKER:** **Flavio Ribeiro**, Principal Engineer, CBS Interactive

For additional speakers, see program at StreamingMedia.com/East.

**Technology & How-To Track**

**T105: The Quest for Low-Latency Live Video**

Live streaming should provide not just the same quality of experience as TV broadcasts, but even higher quality, with lower latency, and enable new live video use cases not possible with broadcast TV. Also critical is support of the myriad connected devices consumers use to view that content. In this session, learn about the pros and cons of various technologies on both the contribution and delivery side of low-latency streaming, including small chunk size HLS/DASH, WebRTC, WebSockets, QUIC, SRT, and CMAF.

MODERATOR: **Jason Hofmann**, VP, Strategic Initiatives, Limelight Networks

**SPEAKERS:**

- **Bill Zurat**, VP, Core Media, BAMTECH Media
- **Chris Allen**, CEO & President, Infrared 5

**AI, Machine Learning & the Future of Everything Track**

**A105: Singularity: Compare & Contrast Video Insights via AI**

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, Technology, RealEyes Media

**Discovery Track**

**DT105: Discovery Track**

The Video Personalization Pipeline

Today’s viewers are impatient. No longer do they sit on the couch and watch whatever is tossed at them. The provider who can anticipate viewer desires, and position the right content at the right time, has a far greater chance of keeping their viewers engaged—and monetizing that extended engagement. Join Kurt Michel to learn more about this increasingly important topic, including what “personalized video” is, and how video providers can position themselves to offer it. Attend this session for a chance to win a Fire TV with 4K Ultra HD and Alexa Voice Remote (Pendant Design) ($50 value).

SPEAKER: **Kurt Michel**, VP Marketing, SeaChange International

It’s Not Just Over The Top ... It’s the New TV

OTT shouldn’t just be an alternative to broadcast and cable—it needs to be an improvement. In addition to matching broadcast and cable video quality, it needs to offer viewers what broadcast and cable can’t, things like interactivity, personalized advertising, engaging user interfaces, and access anytime, anywhere. In this session, we discuss how to modernize video distribution with Anvato and Google Cloud machine learning. Attend this session for a chance to win a Google Home ($129).

SPEAKER: **Adam Handman**, Streaming Media Sales Executive, Google Cloud Media

**Live Streaming Summit**

**LS105: Live Streaming Summit**

Leaders in live streaming present case studies that take you behind the scenes of some of the industry’s biggest success stories. See LiveStreamingSummit.com for details.
with streaming 2160p60 resolution video, lessons learned about the UHD environment, and future technology innovations on the horizon for UHD, including HDR support.

SPEAKERS:
- **Bryan Walls**, Computer Engineer, NASA
- **Rodney Grubbs**, Program Manager, Marshall Space Flight Center
- **Joel Marsden**, Senior Video Producer, Harmonic & Executive Producer—NASA TV UHD

**IMF: One Format to Rule Them All, or Just Another Format?**
The Interoperable Master Format (IMF) holds the promise of drastically reducing the number of different versions of a file that a video publisher needs to deliver to viewers. So what is it, and what can it do? One answer lies in Interoperable Master Packages, which use IMF for interchange, complex versioning, and mezzanine workflows. In this presentation, a digital processing firm identifies gaps in current workflows and proposes ways to close them to move toward an IMF pipeline that supports seamless creation-to-distribution workflows.

SPEAKER: **Eric King**, VP, US Mastering Ops, DDS DDG Management, Deluxe

**Video Marketing Power Summit VM201**

**Overcoming Obstacles: Getting a Handle on Brand Safety, Viewability, and More**
2017 was a well of a year, wasn’t it? With ad fraud rampant, well-publicized brand safety debacles, and too little transparency, it’s a wonder anyone uses online video advertising at all. But there’s good news: Better systems are being created, and the ecosystem is healthier than ever. This session leads off with fresh research from the Trustworthy Accountability Group (TAG) on the TAG Certified Against Fraud Program to reduce fraud across the digital advertising supply chain, then offers a panel discussion on Ads.txt, blockchain, and the other technologies that will shape the future.

MODERATOR: **Eric John**, Deputy Director, IAB Video Center of Excellence

SPEAKERS:
- **Rachel Nyswander Thomas**, SVP, Operations & Public Policy, Trustworthy Accountability Group (TAG)
- **Lauri Baker**, SVP, Head, Digital Ad Sales & Solutions, Discovery Communications
- **Joe Barone**, Managing Partner, Brand Safety Americas, GroupM
- **Christiana Caciapapouli**, VP, Partnerships & Platform Operations, MedHive

**Discovery Track**

**DT201**

**Discovery Track**

**Video Acceleration in the Cloud: Setting a New Paradigm (Part 1 of 2)**
The amount of processing needed to run video workloads is growing rapidly. This stems from higher resolutions, higher frame rates, migration to higher bit-depths, and newer, more complex codecs like VP9, HEVC and AV1. Considering all of these factors, the industry is facing 10x-50x higher demand on its infrastructure compute needs for video workloads. This is happening while the volume of live video streams that require processing is growing exponentially. This session explores the value proposition of adaptable video acceleration. Attend this session for a chance to win a $100 Amazon gift card.

SPEAKER: **Sean Gardner**, Senior Video Marketing Manager, Xilinx

**Video Acceleration in the Cloud: Setting a New Paradigm (Part 2 of 2)**
It has been established that the need for acceleration for video workloads is becoming crucial from an operational point of view. In this presentation we show 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. We provide examples of how an FPGA can be programmed through regular C/C++ languages and how video encode acceleration is established. We also 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. Attend this session for a chance to win a $100 Amazon gift card.

SPEAKER: **Johan Janssen**, Chief Video Architect, Xilinx

**Live Streaming Summit LS201**

**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.

**Streaming Highest Quality Live & VOD Content Over Commodity Internet With Aspera FASPStream Technology**
For years, broadcasters and content distributors have searched for fully proven methods of streaming live events and VOD content globally at the highest quality over commodity internet. However, existing solutions are not reliable (or possible!) on challenging and unpredictable network conditions; latency and distance dramatically impacted performance—until now. Come learn how IBM Aspera Streaming for Video solutions, powered by FASPStream, can deliver the high-quality transmission experience of satellite and fiber, but over more affordable and widely available standard IP networks, and with “zero delay.” As a result, many are seeing benefits of always on bidirectional circuits, significantly lower distribution costs, and enabling more flexible workflow integrations.

SPEAKER: **Jonathan Solomon**, Senior Sales & Systems Engineer, Aspera
Managing Director, The Rugby Channel

COO, Solution Architecture, OMNIGON

MODERATOR: Christopher Levy, CEO & Founder, BuyDRM

SPEAKERS:
- Thomas Symborski, Principal Software Engineer, FuboTV
- Stefan Lederer, CEO, Bitmovin
- Vincent Viteau, Partner, IDVU
- Douglas Light, Director, Global Sales and Business Development, Google/Widevine

Technology & How-To Track

T202 • HOW TO: Identifying Real-World Options for Live Streaming Playback

Given the now-certain "end of life" date for Flash, you need to be ready for a Flash-less world. For those who deliver live video within a web browser, HTML5 has had plenty of time to play catch up and surpass Flash capabilities—or has it? In this session, learn which transport technologies from HTTP, WebRTC, RTSP, and even RTMP work best; when to use them; and where to put your development dollars for maximum return.

SPEAKER: Robert Reinhardt, CTO, videoRx

Video Marketing Power Summit

VM202 • Go Too Far: Pushing the Envelope in Brand Storytelling

How are you going to know you've pushed the envelope as far as it will go unless you push it just a little too far? In this panel discussion, leading brand video storytellers show clips from their bravest and boldest work, then tell you how to experiment in form, voice, subject, and technology to surprise and delight prospective customers. Viewers are tired of the same-old, same-old, so grab their attention and don't let go.

MODERATOR: Sahil Patel, Senior Reporter, Digiday

PANELISTS:
- Kathryn Friedrich, Chief Business Officer, Rytol Studio
- Brendan Gahan, Founder, Epic Signal
- Michael Williams, Branded Content, Creative Director, Mashable

Discovery Track

DT202 • Discovery Track

Workflow Automation Through Cloud-Based Content Management Systems

Automate media publishing and simplify workflows for your production and media departments; get more done in less time; and publish to more platforms, websites, and apps through a CMS. Monitor and track viewships across all platforms in a single place. Manage all your live-events, linear streams, on-demand archives, graphics, closed captions, subtitles, audio files, and metadata for all your websites, apps, and social platforms in one place. Attend this session for a chance to win a Roku Express ($30 value) and a $5,000 OTT/Connected TV ad campaign.

SPEAKER: Andreas Kisslinger, CTO, Lightcast.com

Live Streaming Meet NeverLate: How to Boost Engagement & Add Sizzle to Your Next Live Streaming Event

Live streaming video is expensive and never a simple task, until now. Using simple workflows and advanced features, produce live events with perfectly synced slides in real time, update slides on-the-fly, and deliver it to thousands of viewers. And if viewers arrive late, they can start from the beginning without missing a beat using a DVR option called NeverLate. Attend this session to see how you can simplify your production process, wow your viewers, and track engagement beginning to end.

SPEAKER: Michael E. Kolowich, CEO & Co-Founder, Knovio (by KnowledgeVison)

Live Streaming Summit

LS202 • Engaging Live Experiences for Digital Platforms

Kludgy design and implementation is the enemy of good content. No matter how much your audience wants to watch your OTT content, it’s the interactive tools and easy-to-use players that keep them coming back. Getting users to download an app or visit your website is only half the battle. What will they see and feel once they get there? Building a compelling user experience can be a huge challenge. This panel explores digital platform and player design proven to drive viewer engagement and brand loyalty.

MODERATOR: Chris Knowlton, Partner & Chief Strategy Officer, BlueFrame Technology

PANELISTS:
- Mike Grushin, COO, Solution Architecture, OMNIGON
- Ed Derse, Managing Director, The Rugby Channel

Coffee Break

Lunch

LUNCH • Visit the Expo

1:45 p.m. – 2:45 p.m.

Business & Strategy Track

B203 • Real-World VR/360° Use Cases

360° streaming is a fantastic way to virtually experience live music and sporting events. But is it just a fad, as 3D TV turned out to be, or is it starting to enable and democratize some of the most immersive experiences possible for folks who can’t be there in person? Come find out how companies are using VR/360° today, and decide whether it’s a flash in the pan or here for the long-term.

MODERATOR: Chris Knowlton, Partner & Chief Strategy Officer, BlueFrame Technology

SPEAKERS:
- Raj Moorjani, Product Manager, ABC News
- Sophia Dominguez, CEO & Co-Founder, SVRF
- Casey Charvet, Managing Director, Gigacasters
- Forest Key, CEO and Founder, Pixvana, Inc.

Technology & How-To Track

T203 • 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. Codec specialist Jan Ozer 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 Fmmpeg. Learn what per-title encoding is, how the various options work, and which is the best option for you.

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

Video Marketing Power Summit

VM203 • The Future Is Cross-Screen: Running a Cross-Screen Campaign

Video marketing is about reaching consumers on every screen they own. Broadcast TV, connected TV, mobile, desktop, tablets: They all have a role to play, and the trick is to use them in the right combination. This session starts with a presentation by Nielsen called, “How Digital Video and Advertising are Revolutionizing the TV Screen,” which will present fresh research from Nielsen. It then offers a panel discussion with brands and agencies explaining how to do cross-screen marketing the right way.

MODERATOR: Troy Dreier, Editor, OnlineVideo.net

SPEAKERS:
- Eric Ferguson, VP, Client Consulting, Nielsen
- Kathleen Comer, VP, Client Services, The Trade Desk
- Todd Johnson, VP, Emerging Technology, YuMe
- Harris Beber, CMO, Vimeo

Discovery Track

DT203 • Discovery Track

Live Streaming: What Could Go Wrong? A Case for Proactive Monitoring

A great user experience and good quality are key to retaining customers and growing market share for live streaming services. Yet there can be a misconception that cloud streaming is simple, and because it’s software there shouldn’t be issues. This session explores the types of issues that can occur in live streaming workflows and how proactive monitoring can help operators attain the highest quality to compete and reduce churn for the streaming service customer and protects your investment. Attend this session for a chance to win an Amazon Fire HD 10 tablet ($150 value).

SPEAKER: Dan Murray, Video Product Manager, Tektronix

Red Alert to Green Light: the Value of Early Warning Monitoring Systems

As video delivery moves to hybrid appliance, cloud, and virtualized infrastructures, monitoring has to follow. It also becomes essential rather than optional. Real-time passive and active monitoring provides an effective early-warning system and prevents unnecessary customer churn and brand damage. It also provides the foundation for future self-healing networks. Attend this session for a chance to win Telestream Stream Pro software ($500 value).

SPEAKER: Stuart Newton, VP, Strategy, Telestream

Live Streaming Summit

LS203 • Navigating Algorithms to Reach Your Audience

Social platforms are constantly combating low-quality experiences for their users. But in their efforts to fight fake news, spam, and less meaningful content, their algorithm changes can have unintended
consequences. With the unpredictability and viral nature of live video, it can be difficult to find the balance between what to block, protect, or let pass through to their network of viewers. Too much text on screen, the wrong keyword, or the painfully slow review process to boost a post—all can set you back when trying to engage with your audience. This panel discusses ways in which shifting social algorithms, ranking systems, and quality evaluations have an impact on live video.

MODERATOR: Chris Michaels, Streaming Industry Evangelist, Wowza Media Systems

PANELISTS:
Maggie Norby-Adams, Marketing Director, AmpLive
Joshua Machiz, Chief Digital Officer, Nasdaq
Scott Lipsky, Senior Manager, Content, United States Golf Association

2:45 p.m. – 3:15 p.m.
COFFEE & NETWORKING BREAK: Find Your Tribe!
Video Marketing Power Summit Meetup—Exhibit Hall Networking Lounge

3:15 p.m. – 4:00 p.m.
Business & Strategy Track
B204 • Mining for Content—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. Blockchain technology was initially lauded for its revolutionary way of handling financial transactions, but it can be used for far more. Ethereum, NEO, and other decentralized ledgers can make bigger waves in the future by enabling developers to build applications and platforms that bolster the sharing economy. This talk examines some of the emerging business 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: Chris Michaels, Streaming Industry Evangelist, Wowza Media Systems

Technology & How-To Track
T204 • The Future of Video Codecs: VP9, HEVC, & AV1
With the release of AV1 and support for HEVC in HLS, new dynamics are unfolding in the video codec world. VP9 is still gaining popularity among content providers, especially for web browsers and Android devices. This panel discusses the status of video codecs today, the benefits and drawbacks of each, and how these things will change in the future. It also discusses whether the industry is getting into yet another codec war, meaning that content providers will have to support multiple video codecs in parallel to reach all devices.

MODERATOR: Stefan Lederer, CEO, Bitmovin
PANELISTS:
Sung Ho Choi, Co-Founder & CTO, Fuba.tv
Glen Goldstein, SVP, Chief Technology Convergence Officer, Viacom
John Luther, SVP, Technology, JW Player
Andrew Grathwohl, Director, Media Technologies, Littlstar

Video Marketing Power Summit
VM204 • See It First: Reach Consumers Through AR, VR, and 360° Video Experiences
The screen is no longer a flat panel, as augmented reality (AR), virtual reality (VR), 360° video, and other hybrid systems give marketers new ways to play and new platforms to reach viewers. But how much of this is hype, and how much is real (not virtual) reality? In this panel, experts explain how these areas will take off and how to reach connected viewers.

MODERATOR: Ashley Rodriguez, Reporter, Quartz
PANELISTS:
Ian Busching, Founder & CEO, Dig Down Media
Christian Egeler, COO, Envnmnt AR/VR, Oath
Mia Tranz, Managing Editor, LIFE VR, Meredith Corporation

Discovery Track
DT204 • Discovery Track
Simplifying OTT Video Delivery With SCTE-224
In the world of ubiquitous video consumption, viewers can watch TV content on many devices via various OTT outlets. Content rights are not universal. Broadcasters have to provide sophisticated content access rules to their distribution partners. SCTE-224 or ESNI (Event Scheduling and Notification Interface) defines a web interface to distribute sophisticated schedules and content policies. Used in tandem with SCTE-35, ESNI can drive programmatic decisions, at scale, in the distributors’ OTT platforms. Come get an overview of the main ESNI concepts and describes several implementation scenarios, in some context that today, when combine on-premises smart appliances and public cloud media processing. During this session, broadcasters gain a greater understanding of how their traditional scheduling and playout operations connect to a SCTE-224 workflow, as well as strategies for managing and monetizing a growing number of OTT delivery platforms. Attend this session for a chance to win a DJI Spark Portable Mini Drone Quadcopter Starters Bundle in Alpine White ($400 value).

SPEAKER: Jean Macher, Director, Marketing Development, Broadcast, Harmonic

Live Streaming Summit
LS204 • The Future of Live Streaming
Social media may have won the day, but new capture-and-display technologies are bringing forward new live experiences. The idea of dedicated streaming apps may seem old-fashioned, but that hasn’t stopped media companies and publishers from investing lots of time and resources into developing the next generation of destination viewing. Being everywhere at once doesn’t hurt, but will social networks continue to dominate and replace traditional viewing habits? Or will people get lost in content overload and move back to a more premium and focused environment? Join this panel as they try to predict the future of live streaming.

MODERATOR: Rob Raynard, Creative Director, LiveX
PANELISTS:
Ryan Gordon, Co-Director, Broadcast Engineering, Cheddar
Aaron Fullmer, Co-Director, Broadcast Engineering, Cheddar
Dmitry Kozco, Founder & CEO, Ultracast

4:15 p.m. – 5:00 p.m.
CLOSING KEYNOTE • What’s Next for Video: OTT, Subscription Services and the Connected Living Room
Rachel Berk, Business Development Manager, Android/Play, Google
People are increasingly consuming content in new formats via new channels. Join Google’s Rachel Berk to learn more about Google’s efforts in providing new experiences in entertainment and to gain insights on where video is headed next.
SPEAKER DIRECTORY

Anne Aaron
Director, Video Algorithms, Netflix

Chris Allen
CEO & President, Infrared 5

Sebastian Alvarez-Ring
Professional Services Engineer, LiveU

Lauri Baker
VP, Head, Digital Ad Sales & Solutions, Discovery Communications

Joe Barone
Managing Partner, Brand Safety Americas, GroupM

Rob Baynard
Creative Director, LiveX

Harris Beber
CMO, Vimeo

Rachel Berk
Business Development Manager, Android/Play, Google

Manuel Billereto
Cinematographer (Jessica Jones, Luke Cage, and more)

Ian Busching
Founder & CEO, Dig Down Media

Christiana Cacciapuoti
VP, Partnerships & Platform Operations, MadHive

Dave Capra
Engineering Manager, Facebook

Rick Castaproud
Director, Media and Entertainment Sales, Verizon Digital Media Services

Matt Carter
Senior Director, Pre-Sales, Ooyala

Casey Charvet
Managing Director, Gigcasters

Sung Ho Choi
Co-Founder & CTO, Fubo.tv

Kathleen Comer
VP, Client Services, The Trade Desk

Stephen Condon
VP Global Marketing, Hive Streaming

Erin Connolly
Product Manager, Facebook Live, Facebook

Jim Daily
Global President, Teads

Bertrand Darnault
Senior Software Engineering Manager, Video, Hulu

Ed Derse
Managing Director, The Rugby Channel

Anthony Diaz-Matos
Director, Global Head, Unified Communications & Collaboration, Global Digital Workplace group, BlackRock

Sophia Dominguez
CEO & Co-founder, SVRF

Troy Dreier
Editor, OnlineVideo.net

Bernarda Duarte
Director, Content Acquisition, Roku

Doug Edwards
Founder & Executive Chairman, Zone.tv

Christian Egeler
COO, Envrmnt AR/VR, Oath

Eric Ferguson
VP, Client Consulting, Nielsen

Christopher Fetner
Global Director, Media Engineering & Partnerships, Netflix

Mike Flathers
CTO, Aspera, an IBM Company

Derrick Freeman
Program Manager, Webcast Producer, The Ohio State University Wexner Medical Center

Kathryn Friedrich
Chief Business Officer, Ryot Studio

Aaron Fullmer
Co-Director, Broadcast Engineering, Cheddar

Brendan Gahan
Founder, Epic Signal

Cullen Gallagher
CEO & Co-Founder, REELY

Sean Gardner
Sr. Video Marketing Manager, Xilinx

Field Garthwaite
Co-Founder & CEO, Iris.tv

Vittorio Giovara
Senior Engineer, Video Encoding, Vimeo

Glenn Goldstein
SVP, Chief Technology Convergence Officer, Viacom

Ryan Gordon
Co-Director, Broadcast Engineering, Cheddar

Andrew Grathwohl
Director, Media Technologies, LittleStar

Josh Gray
Principal Architect, Ctxi

Scott Grizzle
Senior Solutions Engineer, IBM Cloud Video

Rodney Grubbs
Program Manager, Marshall Space Flight Center

Mike Grushin
COO, Solution Architecture, OMNIWON Communications

Louis Gump
CEO, NewOn

Adam Handman
Streaming Media Sales Executive, Google Cloud Media

David Hassoun
CEO, RealEyes Media

Jun Heider
Director Of Technology, RealEyes Media

Jason Thibeault
Managing Editor, LIFE VR, Reality Software

Mia Tramz
Partner, Streaming Learning Center

Steven McNellie
VP Marketing, SeaChange

Raj Moorjani
Product Manager, ABC News

Phil Moss
Software Developer, RealEyes Media

Dan Murray
Video Product Manager, Tektronix

Ribal Najjar
Technical Solution Architect, Comcast

Matt Nelson
Head, Strategy, You TX

Stuart Newton
VP, Strategy, Telestream

Maggie Norby-Adams
Marketing Director, AmpLive

Rachel Nyswander Thomas
VP, Operations and Public Policy, Trustworthy Accountability Group (TAG)

Jan Ozer
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Senior Reporter, Digiday

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Russell Quy
President, B Live

Anthony Raffaele
Colorist, Technicolor-PostWorks

Scott Lipsky
Senior Manager, Content, United States Golf Association

Matthieu Lorrain
Head, Creative Innovation at Google

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Paul MacDougall
Solutions Architect, Bitmovin

Jean Macher
Director, Marketing Development, Broadcast, Harmonic

Joshua Machiz
Chief Digital Officer, Nasdaq

Joel Marsden
Sr. Video Producer, Harmonic, Executive Producer-NASA TV UHD

Christopher Martin
I.T. & Multimedia Manager, University of Pennsylvania

Todd Mason
CEO, Show Runner/Executive Producer, Director & OTT Consultant, Broadcast Management Group, Inc.

Pete Martin
Strategy & Business Development, Watson Media-IBM

Jeff Jackson
VP, Emerging Technology, YuMe

Jeremy Jones
Head, Product & Innovation, The Weather Group

Michael Kadenacy
President, Eurofins Digital Media Services

Sean Keen
VP, Product Marketing, INXPO

Forest Key
CEO & Founder, Pixvana, Inc.

Eric King
VP, US Mastering Ops, DDS DDG Management, Deluxe

Andreas Kisslinger
CEO, Lightcast.com

George Klippel
Director, Channel Sales, LiveU

Chris Knowlton
Partner & Chief Strategy Officer, Blueframe Technology

Xavier Kochhar
Founder, CEO, The Video Genome Project

Michael E. Kolowich
CEO & Co-Founder, Knovio (by KnowledgeVision)

Mark Kornfink
Founder, Livestream, GM - Vimeo Live

Dmitry Kozzo
Founder & CEO, Ultracast

Nadine Kretetz
Consultant, Reality Software, Contributing Editor, Streaming Media

Scott Labrozzi
Senior Principal Engineer/VP, Video Processing, BAMTECH Media

Jon Landman
VP, Sales, Teradek

Stefan Lederer
CEO, Bitmovin

Joseph Lerner
Director, East Coast Sales, XUMO

Scott Lipsky
Senior Manager, Content, United States Golf Association

Matthieu Lorrain
Head, Creative Innovation at Google

John Luther
SVP, Technology, JW Player

Paul MacDougall
Solutions Architect, Bitmovin

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Director, Marketing Development, Broadcast, Harmonic

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Chief Digital Officer, Nasdaq

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Software Developer, RealEyes Media

Dan Murray
Video Product Manager, Tektronix

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Technical Solution Architect, Comcast

Matt Nelson
Head, Strategy, You TX

Stuart Newton
VP, Strategy, Telestream

Maggie Norby-Adams
Marketing Director, AmpLive

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VP, Operations and Public Policy, Trustworthy Accountability Group (TAG)

Jan Ozer
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Daniel Pisarski
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President, B Live

Anthony Raffaele
Colorist, Technicolor-PostWorks

Rob Raspberry
Director, Video Collaboration & Production, Drexel University

Abdul Rehman
CEO & Co-Founder, SSIMWAVE

Robert Reinhardt
CTO, videoRx

Flavio Ribeiro
Principal Engineer, CBS Interactive

Ashley Rodriguez
Reporter, Quartz

Kathryn Ryan
Director, TD Ameritrade Network, TD Ameritrade

Gary San Angel
Distance Education Specialist, Media Technology, Keck School of Medicine of USC

Mojin Solgi
Director, Engineering, AI, Axon

Jonathan Solomon
Senior Sales and Systems Engineer, Aspera

Pieter-Jan Speelmans
CIO, THEO Technologies

Evan Statton
Principal Solutions Architect, AWS Elemental

Magnus Svensson
Media Solution Consultant, Eyeevin Technology

Thomas Symborski
Principal Software Engineer, FuboTV

Pierre-Louis Theron
Co-Founder & CEO, Streamroot

Jason Thibeault
Executive Director, Streaming Video Alliance

Mia Tramz
Managing Editor, LIFE VR, Meredith Corporation

Andrew Tucker
Manager, New Partner Development North America, Google

Zak Tucker
Co-Founder & President, Harbor Picture Company

Tom Vaughan
VP Strategy, Beamer

Vincent Viteau
Partner, IDVU

Bryan Wals
Computer Engineer, NASA

Zhou Wang
University Research Chair, University of Waterloo, Canada

Olivier Wellmann
VP, Product Management, Conviva, & Chair CTA R4 Video WG20 on OTT QoE standardization

Michael Williams
Branded Content, Creative Director, Mashable

Bill Zurat
VP, Core Media, BAMTECH Media
Exhibit Hall Hours

Tuesday, May 8  8:00 a.m. – 6:00 p.m.
Networking Reception  5:00 p.m. – 6:00 p.m.
Wednesday, May 9  8:00 a.m. – 4:00 p.m.

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Networking Reception  Sponsored by  SSIMWAVE
Tuesday, May 8  5:00 p.m. – 6:00 p.m.
Enjoy drinks while getting a firsthand look at the leading software,
hardware, and network solutions and services in the streaming
media industry. Open to all conference attendees, speakers,
exhibitors, and exhibits-only attendees. Located in the Exhibit Hall.

Wi-Fi  Sponsored by  Google Cloud
Complimentary Wi-Fi is available in the conference area during conference hours.
Network: Hilton Meeting Room Wifi
Username/Password: sme2018

Find Your Tribe & Learn From Them! Meetups 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 broadcasting and cable, media and entertainment,
education, IT, sports, advertising, telco, or any other industry involved in online video, you’ll find
your niche during these Meetup sessions located in the Exhibit Hall Networking Lounge.

TUESDAY
8:15 a.m. – 8:45 a.m.
First-Time Attendees Meetup
10:00 a.m. – 10:30 a.m.
Video Engineering Meetup
3:30 p.m. – 4:00 p.m.
Live Streaming Meetup

WEDNESDAY
8:15 a.m. – 8:45 a.m.
Content Delivery & Edge Computing Meetup
10:00 a.m. – 10:30 a.m.
Enterprise & Education Video Meetup
2:45 p.m. – 3:15 p.m.
Video Marketing Power Summit Meetup
Google Cloud
Google LLC
1600 Amphitheatre Parkway
Mountain View, CA 94043
cloud.google.com/solutions/media

Executive Sponsor
Power mission-critical media workloads on Google Cloud infrastructure. With solutions ranging from content ingestion and creation, graphics rendering, storage and archival to video encoding, clip editing and distribution for live streaming, Google Cloud helps you to delight audiences on a global scale with our trusted, powerful technology.

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7295 Hurst Park Road
Reno, NV 89502
www.hybrik.com

Booth No. 109
Hybrik is a cloud-based media workflow system that provides transcoding and quality control at the lowest possible cost. Hybrik produces outstanding results, distributing the workflow across machines for accelerated throughput. Customers like Sony, Technicolor, Deluxe, and Vevo depend on Hybrik for their cloud media workflow because of its superior performance, scalability and cost-effectiveness.

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Emeryville, CA 94608
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San Francisco, CA 94105
www.bitmovin.com

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Bitmovin is a leading provider of video infrastructure for online media companies around the world. The company has been at the forefront of all major developments in online video - from building the world’s first commercial adaptive streaming player to deploying first software-defined encoding service that runs on any cloud provider or in a data centre. Bitmovin works with media companies across the globe to build innovative video products. To find out more, please visit our website.

Chetu
Chetu Inc.
10167 W. Sunnyside Boulevard, Suite 200
Plantation, FL 33322
www.chetu.com

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Chetu provides customized software development solutions to the media, entertainment, and publishing industries. The company houses elite programmers with expertise in connected and interactive media technologies such as digital asset and content management platforms, virtual and augmented reality, and a myriad of digital marketing tools. Chetu’s team offers immense industry experience in the development of publishing platforms including social media and RSS feed applications, print to digital conversion applications, online authentication, responsive designs using HTML5, plus layout automation and synchronization format solutions. For more information, visit our website.

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www.harmonicinc.com

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Harmonic, the worldwide leader in video delivery technology and services, enables media companies and service providers to deliver ultra-high-quality broadcast and OTT video services to consumers globally. Whether simplifying OTT video delivery via innovative cloud and software-as-a-service (SaaS) technologies, or powering the delivery of gigabit internet cable services, Harmonic is changing the way media companies and service providers monetize live and VOD content on every screen.

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Mobeon
www.mobeon.com

Booth No. 211
Mobeon is an advanced media studio that produces immersive content for virtual cinema, live video streaming and experiential media. We transform how companies engage, connect, and share with audiences across the digital landscape.

nanocosmos GmbH
Am Borsigturm 40
Berlin, D-13507 Germany
www.nanocosmos.de

International Zone
nanocosmos, Berlin-based, enables worldwide interactive live streaming with ultra-low latency for your business. nanoStream Cloud includes the unique nanoStream H5Live Player for ultra-low latency live video and audio playback on all HTML5 browsers and devices. Go live around the world in 1 second!

Onwards Media Group
460 Totten Pond Road, Suite 480
Waltham, MA 02451
www.onwardsmediagroup.com

Booth No. 323
Onwards Media Group is a technology company focusing on video processing and real-time communications. Onwards enables our customers to be successful by providing a highly stable, end-to-end multimedia streaming solution, designed to deliver high-definition content to users with minimal operating cost.

Startup Zone
Overcast
27 Lower Mount Street
Dublin 2, Ireland
www.overcasthq.com

Overcast provides powerful video management solutions that streamline how businesses review, approve, and collaborate on video using artificial intelligence and machine learning. We work with traditional broadcasters as well as brands, publishers, and large content owners to increase revenue and take away the headaches associated with multi-platform delivery.

Onwards Media Group
50 Nagog Park
Acton, MA 01720
www.schange.com

Booth No. 114
SeaChange International, a three-time Emmy-award-winning innovator, provides comprehensive video experience management solutions which reliably and consistently deliver high-value video content to screens across the globe. Our solutions simplify the complexities of delivering the personalized experiences today’s viewers demand, from content management to playback to monetization, across an ever-expanding array of networks, devices, and technologies. SeaChange customers—content owners/ producers, operators, broadcasters, brand advertisers, and many others—use our solutions to engage viewers, monetize their experiences, and keep them coming back for more. Let SeaChange’s innovation and expertise, developed over 25 years and billions of viewer experiences, do the same for your video-driven business.

SSIMWAVE Inc.
402-140 Columbia Street West
Waterloo, ON N2L 3K8 Canada
www.ssimwave.com

Booth No. 217
SSIMWAVE helps top studios, broadcasters and video distributors deliver the shows people love. As intended. On their terms. Whether you are watching live or video on demand as a traditional TV subscriber or streaming over the internet, our tech is likely behind making sure it gets to your device as intended by the artist. Our products handle thousands of channels, for tens of millions of subscribers, 24 hours a day, 7 days a week, in the U.S. and Canada. Stop guessing: See what your subscriber sees. Deliver the show as intended and gain 20-60% in bandwidth savings. Our secret sauce: super smart founders that spent their lives putting the human visual system into software. Our bragging rights: We’ve won a Primetime Emmy and the Rights: We’ve won a Primetime Emmy and the most complete, accurate and fastest video quality metric ever engineered—QoE, QoS, QoD—SSIMWAVE Inc.

Phenix
20 W. Kinzie Street, Floor 17
Chicago, IL 60654
www.phenixrts.com

Phenix provides global real-time IP video solutions. We are the only company able to deliver high quality synchronous content to broadcast sized audiences while maintaining less than 1/2 second of end-to-end latency. Our interactive broadcasting technology was built from the ground up to enhance user engagement and drive revenue to our customers.

Teradek
8 Mason
Irving, CA 82618
www.teradek.com

Booth No. 101
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. Teradek devices ensure unparalleled streaming from start to finish, optimizing quality and efficiency to meet strict QoS requirements. At Streaming Media East, Teradek is excited to showcase its new line of streaming solutions, including the Bond BackPack, HEVC-ready encoders, cloud-based video transcoding and much more. See the latest in new media technology at the Teradek booth.

SSIMWAVE Inc.
402-140 Columbia Street West
Waterloo, ON N2L 3K8 Canada
www.ssimwave.com

Booth No. 217
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The Studio–B&H
420 Ninth Avenue
New York, NY 10001
www.bandh.com/thestudio
Booth No. 001

The Studio–B&H is a unique, service-based environment that provides comprehensive solutions to all professional media markets. Its state-of-the-art Technology Center offers access to high-end technology and a superior level of expertise in all aspects of streaming media and related workflows. Its highly skilled team of accomplished professionals can provide solutions for nearly any media environment.

THEOplayer
1B Kolonel Begaultlaan
Leuven, 3012 BE Belgium
www.theoplayer.com
Booth No. 129

Gold Sponsor
THEOplayer is the most complete, effective and innovative cross-platform video player. Awarded Best Video Player Solution/SDK in 2017 by Streaming Media, our single HLS/MPEG-DASH video player works seamlessly across any platform and device, delivering the highest viewer experience. Together with our strong integration network, THEOplayer ensures a smooth integration with every other component of the streaming infrastructure. We continuously improve our video player in order to ensure performance and stability on every device to our worldwide customer base.

Varto Technologies
195 Hackensack Street
East Rutherford, NJ 07073
www.vartotechnologies.com
Booth No. 301

At Varto Technologies, we design and integrate reliable, cost-effective audio, video, digital media, and live broadcast solutions. We specialize in the design, integration, and installation of live production studios and post-production workflows. We represent hundreds of great brands, making sure we always have a solution for our clients.

Verizon Digital Media Services Inc.
13031 West Jefferson Boulevard
Building 900
Los Angeles, CA 90094
www.verizondigitalmedia.com
Corporate Sponsor
Verizon Digital Media Services’ end-to-end digital media platform prepares, delivers, displays and monetizes online content. Built on the world’s largest, most connected network, with over 100 points of presence, the company ensures high-quality viewing of digital content and powers websites, apps and OTT video services for many of the world’s largest publishers, media companies and enterprises.

Wowza Media Systems
523 Park Point Drive, Suite 523
Golden, 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.

Xilinx, Inc.
2100 Logic Drive
San Jose, CA 95124
www.xilinx.com
Booth No. 119

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