The A.I. video analysis solution for the broadcast and media industry
The era of descriptive metadata driven strategies has arrived
Unlock the value of your digital assets

METALIQUID CORE DELIVERS

- Face recognition
- Brand recognition
- Sensitive content detection
- Sport actions classification
- Opening and closing credits detection
- Setting detection
- Audio classification
- Content classification
- Automatic EPG correction
- and much more...

We offer customizations to deliver state of the art A.I. for specific industry needs

Come and meet us at BVE stand N40

info@meta-liquid.com | www.meta-liquid.com
CAMSTREAMER streaming application
Streams live video right to YouTube, Facebook and other platforms. Perfect for 24/7 live streaming.

CAMOVERLAY app for overlay graphics
Add weather info, sport results or your own dynamic overlay graphics into live video stream.

Weather info
Sport results
Your graphics

Easy setup
No monthly fees
Cool features
Preset overlays
Embedded in camera

Stream live video with our smart apps for IP cameras

camstreamer.com
Welcome to Streaming Forum, where our goal is to help you build smarter OTT services. 2018 is going to be the year of intelligent video, where OTT services leverage AI, machine learning, and neural networks to make smarter decisions about literally everything: encoding and transcoding, delivery, content recommendation, monetisation, ad insertion – you name it. Content analysis is making for more efficient and higher-quality media processing. Sentiment analysis and facial recognition is allowing the automation of sports highlights, movie trailers, and more. Consumer data analysis is enabling truly targeted contextual advertising. The list goes on.

It’ll never be just about the machines, though – it’ll always be about the people in the end, and that’s why you’re here. We’ll kick things off with a keynote from Sky’s principal streaming architect, Jeff Webb. The Streaming Forum programme offers a one-day deep dive into the technologies that are shaping the future of OTT – codecs and formats that promise higher quality and efficiency, new strategies for building network infrastructure and scalable delivery, and cutting-edge approaches that leverage AI and machine learning to create viewer experiences that are better than broadcast. You’ll also find keen insights into the OTT marketplace and case studies showing real-world success stories.

Perhaps best of all, you’ll have a chance to hear from and network with representatives from the leading players in OTT – Sky, BT, Google, The FA, and The EFL.

Co-located with BVE — the UK’s premier event for media and entertainment — we’re complementing BVE’s production focus with a unique programme addressing media processing, management, distribution, and delivery. Streaming Forum and BVE present the perfect combination for media and entertainment industry members looking to understand the entire OTT ecosystem. We’re glad you’ve joined us.

Eric Schumacher-Rasmussen
Conference chair: Editor, Streaming Media magazine
**Tuesday 27 February**

09.15 – 09.30 **Welcome from Conference Chair**
Eric Schumacher-Rasmussen, Streaming Forum Conference Chair; Editor – Streaming Media, USA

09.30 – 10.10 **Keynote**
**Streaming in the Land of Containers**
What does it really mean to operate an OTT live streaming platform at scale for millions of customers every day? As one of Europe’s leading pay TV operators, Sky customers know that when it has the Sky name on it, they can expect to receive a premium streaming experience with the best sports, entertainment and movies content. In this talk, you will learn why Sky is moving towards a containerised microservices architecture for its live streaming platform, the benefits this brings, and the challenges it presents, including:
- Infrastructure agnostic and scalable architecture
- End-to-end automation
- Self-healing capability
- Software based single channel fault domain

Jeff Webb, Principal Streaming Architect – Sky, UK

10.10 – 10.55 **Broadcaster Streaming Strategies**
This session will take a broad look at how broadcasters are engaging (and in some cases converging) with telecom operators to create the best possible viewing experiences for end users. We will discuss scaling issues and strategies, and how these players are working together to ensure that IP-delivered video is an equal – and on occasion better – partner to the traditional technologies that have historically been the bedrock of the broadcasters’ market proposition.

Moderator: Dom Robinson, Director and Creative Firestarter – id3as & Contributing Editor – StreamingMedia.com, UK

Rory McVicar, Global Product Lead, CDN & Vyvx – CenturyLink, UK; Ian Parr, Director, TV & Broadband Infrastructure – BT, UK and Jeff Webb, Principal Streaming Architect – Sky, UK

11.00 – 11.30 **Coffee Break**

11.30 – 11.55 **Game Changer: How AI is Impacting the Sports Broadcasting Industry**
It’s no secret that sports broadcasting is a huge draw for advertisers and audiences worldwide. This year, advertisers invested a total of $385 million on content for the Super Bowl, which attracted 111.3 million total viewers. As AI technology continues to grow and evolve, major sports tournaments such as the U.S. Open, Masters, and Wimbledon have all leveraged cognitive technology to level up their broadcasts. This session will explore the ways AI is empowering sports broadcasters to get more value from their video content, specifically through streamlining production team workflows through advanced content search and discovery, maximising advertising spend with contextually relevant ads, and delivering enhanced viewer experience with highlight recaps and instant closed captioning.

David Kulczar, Senior Product Manager of Watson Video Analytics – IBM Watson Media, USA

12.00 – 12.25 **Building Intelligent Media Platforms with Amazon AI**
Amazon Web Services (AWS) has seen increased interest from customers to go deeper in AI and machine learning with new use cases, most of which are designed to enhance the viewer’s media consumption experience, automate production processes, and optimise delivery of media content. Amazon has been investing in artificial intelligence for over 20 years, and many of the capabilities customers experience are driven by machine learning. AWS is focused on bringing that knowledge and capability to customers through three layers of the AI stack: frameworks and infrastructure, API-driven services, and machine learning platforms. In this session, we’ll take a look at how Amazon AI and Deep Learning services can be applied to media workflows such as metadata enrichment, image classification, live and VOD media processing, sentiment analysis, facial recognition, and content moderation.

Lee Atkinson, Principal Solutions Architect – Amazon Web Services, UK

12.30 – 13.45 **Lunch and Visit the BVE Expo**, kindly sponsored by ENTER

**TRACK A**

**TRAKC B**
13.45 – 14.25  Emerging Trends in Codecs, Formats, and Delivery Protocols
While watching OTT video has never been easier, encoding and delivering it has never been more complex. The world of codecs, formats, and protocols is an alphabet soup of acronyms – HEVC, VP9, AV1, HLS, MPEG-DASH, SRT, and more. This panel discussion will help content publishers and broadcasters make sense of what these all mean for workflow efficiency, video quality, and low latency, with an eye towards the future.

Moderator: Jason Thibeault, Executive Director – Streaming Video Alliance, UK
David Thorpe, Head of YouTube Technology Solutions, EMEA – Google, UK; Ryan Jespersen, Streaming Video Technologist – Wowza Media Systems, LLC and Martin Smole, Encoding Product Manager – bitmovin, Austria

14.30 – 14.55  European Market Dynamics in the Post-OTT Age
This session will look at the competitive dynamic for streaming and pay TV services and the key drivers for commercial success. How are European players responding to the global SVOD giants with investments in both ‘full-fat’ and ‘light’ pay TV services? What are the technical and business decisions that separate the winners from the losers in an increasingly fragmented and competitive market?

Ben Keen, Independent Analyst & Advisor - UK

14.30 – 14.55  The Impact of Live Streaming on the Sports, Media and Broadcast Landscape
2018 will see the emergence of new formats that maximise the value of rights and provide new digital experiences for audiences, particularly with live platforms. We have seen this already with the likes of Buzzfeed’s daily Twitter Live show AM2DM, and the impending release of Facebook Watch. Our panelists will look at these trends, as well as the recent movement by Amazon and Netflix into sports broadcast, and the way they are affecting rights management, purchase, and distribution.

Moderator: Gareth Capon, CEO – Grabbyo, UK
Jim Lucas, Senior Social Media Manager – The FA, UK and Nick Pearce, Digital Production Lead – BT Sport, UK

15.00 – 15.30  Tea Break

15.30 – 15.55  Using Analytics to Identify and Counteract User Churn
In recent years, user churn, and how to prevent it, has been at the forefront of business intelligence and for good reason: companies take an average loss of $243 per year for every customer that gets away. Adding up the costs of customer acquisition with that of customer losses, companies of all sizes see significant cuts to their profits. On the upside, combatting churn is a high-return investment: a 5% boost in customer retention rates correlates with an average 25% increase in profits. In this session, we aim to identify behavioural KPIs that alert video services to users who seem at risk of churning. Media companies will join and share their experiences and business strategies to proactively build strong user engagement from all perspectives – from engaging customers with an aggressive content strategy, to optimising their advertising decisions, pricing plans, or their customer service approach, among others.

Marc Maycas, VP of Product Solutions – Nice People at Work, Spain and Natxo Imaz Erdoiza, CTO – Mediapro/beIN Sports, Spain

16.00 – 16.20  AI Video Analysis Applications in the Media & Broadcast Industry
Media and entertainment players are facing service and business changes as the traditional meaning of what it means to watch TV has changed – linear TV is no longer viewers’ first choice. Despite being broadcasters’ most important asset, video content has been a black box, with no detailed description of what’s happening scene-by-scene. In this session, we will see real cases of how to apply deep learning technologies to get a semantic representation of what’s happening in video content and how this information can be used to deliver new services to the end user.

Tommaso Cesano, Head of Business Strategy – Metaliquid, Italy

16.20 – 17.00  The Future of OTT Services
To close Streaming Forum, we’ll take a step back and look at the implications of the changes discussed throughout the day – from AI, machine learning, and other emerging technologies, to cutting-edge content and business strategies. What will the smart, successful OTT services of the future look like? How will they stand out in a crowded market? Most importantly, what can you do to make sure your OTT offering stays on the cutting edge?

Moderator: Ben Kittow, CEO - The Streaming Company, UK
David Capošek, CEO – ComStreamer, Czech Republic; Serkan Sevim, CEO – Medianova Internet Hizmetleri A.S., Turkey and Clive Malcher, Senior Vice President, Commercial – Piksel, UK

17.00 – 18.00  Drinks Reception
You’re all invited to join Information Today and your fellow delegates and speakers at an informal drinks reception at the close of conference.
Speakers

Lee Atkinson  
Amazon Web Services, UK

Marina Kalkanis  
M2A Media, UK

Ian Parr  
BT, UK

Drew Barrand  
EFL, UK

Ben Keen  
Independent Analyst & Advisor, UK

Nick Pearce  
BT Sport, UK

Erica Beavers  
Streamroot, France

Alasdair Kennedy  
Perform Group, UK

Dom Robinson  
id3as, UK

Peter Bellamy  
Neulion, USA

Ben Kittow  
The Streaming Company, UK

Eric Schumacher-Rasmussen  
Conference Chair; Editor, Streaming Media magazine, USA

Gareth Capon  
Grabyo, UK

David Kulczar  
IBM Watson Media, USA

Serkan Sevim  
Medianova Internet Hizmetleri A.S., Turkey

David Capoušek  
CamStreamer, Czech Republic

Jim Lucas  
The FA, UK

Martin Smole  
bittmovin, Austria

Tommaso Cesano  
Metaliquid, Italy

Clive Malcher  
Piksel, UK

Jason Thibeault  
Streaming Video Alliance, UK

Naxto Imaz Erdolza  
Mediapro/beIN Sports, Spain

Marc Maycas  
Nice People at Work, Spain

David Thorpe  
Google, UK

Ryan Jespersen  
Wowza Media Systems, Spain

Rory McVicar  
CenturyLink, UK

Jeff Webb  
Sky, UK
DON’T LET YOUR VIEWERS DOWN. MAKE SURE THAT YOUR CONTENT IS DELIVERED FLAWLESSLY.

Deliver high quality videos even at traffic spikes and make them available all around the world with one of EMEA’s fastest secure CDN.*
*Based on Cedexis

Being one of the CDN vendors mentioned in Gartner's 2018 Market Guide, Medianova provides CDN solutions and cloud platforms in streaming, encoding, cloud storage, caching, microcaching, hybrid CDN and website acceleration.

medianova.com/ott
The European Network & Cloud Provider for Broadcasters and Content Creators

We deliver high quality video connectivity and cloud services throughout Europe, the U.S. and Asia-Pacific.

Interested in our solutions?
Contact us to schedule a call or meeting:
wholesale@enter.eu
www.enter.eu

Your best source of news & analysis of the European streaming market

Brought to you by streamingmedia.com – the #1 resource for executives and technology managers – each issue of Streaming Media’s European edition is loaded with industry news, comment, features, tutorials and reviews that help content producers and publishers make wise business decisions and maximise online audio/video ROI.

Published four times a year.
Sign up today to receive your FREE copies.

europe.streamingmedia.com/subscribe
# Sponsors and Partners

## DIAMOND SPONSOR

**Metaliquid** is a video analysis solution focused on the media and broadcast industry. We apply deep learning technology to video content to identify and recognise thousands of concepts in real time. We extract valuable data supporting broadcasters and media companies to manage content and deliver high quality services and engaging experiences.  

[www.meta-liquid.com](http://www.meta-liquid.com)

## PLATINUM SPONSORS

**CamStreamer** is a smart application that runs onboard of an Axis camera and streams live video right to YouTube, Facebook and many other streaming platforms. CamStreamer supports several streaming protocols: RTMP, MPEG-TS, HLS PUSH/PULL or even SRT. You need just a camera. No extra computer, public IP address or complex configurations to make your stream work.  

[www.camstreamer.com](http://www.camstreamer.com)

**Medianova** provides global CDN solutions and cloud platforms, experienced in streaming, encoding, caching, microcaching, hybrid CDN and web site acceleration. With its footprint in 20 countries and 100% SSD powered anycast network, Medianova is one of the fastest https secure CDNs in Europe and in Middle East based on Cedexis.  

[www.medianova.com](http://www.medianova.com)

**Piksel** designs, builds, develops and manages successful video technology solutions to clients of all sizes across the broadcast media industries. For almost 15 years, we have been a highly-trusted partner to our customers, using advanced technologies to deliver world first solutions for some of the world’s largest media companies, with the goal of driving revenue, reducing costs and improving services.  

[www.piksel.com](http://www.piksel.com)

## GOLD SPONSORS

**Enter** is a leading ISP focused on providing network connectivity, cloud and datacenter solutions throughout Europe, the U.S. and Asia-Pacific. We deliver high quality video connectivity for broadcasters and media companies, providing several levels of redundancy and protection. Our network is designed to handle multi-service video and media applications.  

[www.enter.eu](http://www.enter.eu)

**Zixi** makes it easy for their 500+ customers to source, manage, and deliver 24/7 live video events and linear channels by enhancing IP networks to perform at broadcast quality, securely leveraging cloud infrastructures at scale. Meet with the experts at mastering unmanaged IP networks for video at BVE booth K15.  

[www.ZiXi.com](http://www.ZiXi.com)

## MEDIA PARTNERS

**AV Magazine** has been the voice of the pro-AV market for over 40 years. It is the only AV title across EMEA that covers all aspects of professional AV – including event and video production, rental and staging, digital signage, presentations, displays, audio, systems design and installation and video-conferencing.  

[www.avinteractive.com](http://www.avinteractive.com)

**Streaming Media Magazine’s European Edition** – Your best source of news and analysis of the European online video market  

Brought to you by the producers of Streaming Forum, Streaming Media Magazine’s European Edition is the only publication to cover the entire spectrum of online audio and video. From the same stable as [streamingmedia.com](http://streamingmedia.com) and [europe.streamingmedia.com](http://europe.streamingmedia.com) – the Number One resource for online video executives and technology managers – each issue of Streaming Media Magazine’s European Edition magazine offers breaking news, analysis, in-depth editorial features, case studies, tutorials, and product reviews across all industry verticals. Online video professionals read Streaming Media magazine to stay ahead of the game. Subscribe free today at [www.europe.streamingmedia.com/subscribe](http://www.europe.streamingmedia.com/subscribe)
MAKE TV WHOLE

@Streaming Forum 2018

The gap between television and multiscreen - and between broadcast and online - is closing. At Piksel, we think it's time for TV to be whole again.

We help some of the world's largest media companies put an end to the silos that separate their linear and digital worlds. By consolidating workflows, revolutionising metadata and accelerating distribution, we're giving them the support they need to create cloud native operations that are fit for the future.

Discover how we can help you achieve operational excellence: https://piksel.com/contact/