May 7–8, 2019
Preconference Workshops
Monday, May 6

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

NEW YORK HILTON MIDTOWN
NewYork, NY
Welcome to the World’s Leading Streaming Media Conference

Welcome to the 21st annual Streaming Media East. We’ve got a terrific lineup of speakers this year, as well as two brand-new tracks—the Video Engineering Summit and the OTT Leadership Summit—along with our Live Streaming Summit and the Discovery Track, where you’ll find educational sessions focusing on products and technology.

That’s on top of our long-standing Business & Strategy and Technical & How-To tracks. So whether your focus is premium OTT content, live streaming, or deep dives into the technology that makes it all work, we’ve got everything you need, under one roof.

We’ve also got terrific networking opportunities, from our Find Your Tribe meetups to our networking receptions. And in the Exhibit Hall, you’ll find the solutions providers who can answer your questions and help you take your business to the next level.

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

Business & Strategy TRACK
Attention CEOs, CSOs, media strategists, and business development executives: This is your home at Streaming Media East. This forward-thinking track offers high-level strategic discussions where you can learn from the best where the online video economy is moving. The Business & Strategy Track sheds light on the future of the online video marketplace, discussing ways broadcasters, cable and satellite operators, MVPDs, and content rights holders 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 entertainment and sports; this track is for executives who want to ride the wave.

Technical & How-To TRACK
The Technical & How-To Track is for CTOs, technology managers, studio professionals, and developers who want one thing: solutions. The video ecosystem is a fragmented mix of platforms and devices. Learn from the pros how you can eliminate the bottlenecks and deliver results. Expert presenters offer sessions on the entire video workflow, from formats and delivery to player and UI development to AI and machine learning. This is the place to go to learn real skills and improvements you can put in place as soon as you’re back in the office. And even if you’re not currently a video developer and want to learn more about how the technology works, this track is for you.

Discovery TRACK
Open to all Streaming Media East 2019 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 as it is released about 1 month prior to the event.

Video compression and related technologies are the bedrock of the online video industry, and they’ve always been the heart of Streaming Media. The Video Engineering Summit at Streaming Media East 2019 is for the hardcore video engineers, the ones who are really pushing the boundaries of video quality and compression efficiency. It’s a deep dive into encoding and transcoding, packaging and delivery, player and UI development, and formats, protocols, and standards. If you’re looking for deep dives into HEVC, VP9, AV1, DASH, CMAF, WebRTC, video optimization, or perceptual quality, you’ve come to the right place. Our expert speakers will help you take your video to the next level.

OTT Leadership Summit
OTT is the future of television, and this summit is a deep dive into how broadcasters, cable & satellite operators, MVPDs, vMVPDs, and content rights holders can unlock the value of OTT and TV Everywhere. Because business and technology factors work hand-in-hand to create a successful OTT service, we’ll look at the entire OTT ecosystem to provide a thorough understanding of the opportunities and challenges that lie ahead. We’ll also unveil fresh OTT research to give you actionable data and help you thrive in this increasingly competitive market. Join us for OTT Leadership Summit May 7-8 at Streaming Media East 2019.
Get the App & Connect!
Download the HelloCrowd app and search for Streaming Media East to access everything you need during the event. See page 19 for details.


**General Information**

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

- **Keynotes, Track B & Closing Session** Gramercy
  - Track T: Murray Hill West
- **OTT Leadership Summit** Murray Hill East
- **Video Engineering Summit** Madison
- **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. | OTT Meetup
- 3:30 p.m. – 4:00 p.m. | Content Delivery Meetup
- 5:00 p.m. – 6:00 p.m. | Women in Streaming Meetup

**WEDNESDAY**
- 8:15 a.m. – 8:45 a.m. | Education Meetup
- 10:00 a.m. – 10:30 a.m. | Video Engineers Meetup
- 2:45 p.m. – 3:15 p.m. | Enterprise Meetup

**Breakfast & Breaks**
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. Check your program for additional break times.

**Exhibit Hall Hours**
- **Tuesday, May 7** 8:00 a.m. – 6:00 p.m.
- **Happy Hour** 5:00 p.m. – 6:00 p.m.
- **Wednesday, May 8** 8:00 a.m. – 4:00 p.m.

**Wi-Fi**
Complimentary Wi-Fi is available in the conference area during conference hours.
- **Network:** Hilton Meeting Room WiFi
- **Username/Password:** googlecloud

**Happy Hour**
- **Tuesday, May 7** 8:00 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.

**Live Stream & Video On-Demand**
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 B 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.

**HOTEL FLOOR PLAN**

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**Sponsored by**
- StreamingMedia.com/East
- #StreamingEast
MORNING WORKSHOPS
9:00 a.m. – 12:00 p.m.

W1 Introduction to ABR Production & Delivery
This course helps those new to streaming media get familiar with the relevant terms, concepts, and technologies. The session begins with a definition of terms like codecs, container formats, and adaptive bitrate streaming, as well as encoding concepts like bitrate control (VBR, CBR) and frame types (I, B, and P). Then it details the key H.264 encoding parameters that impact quality and compatibility. Next up is adaptive streaming, including a review of available ABR technologies like HLS and DASH, how to formulate an encoding ladder, and how to use multiple DRMs to protect premium content. Then we’ll review the technical requirements for ABR delivery to computers, smartphones and tablets, OTT devices, and smart TVs, and finish with a quick look at advanced codecs like HEVC, VP9, AV1, and VVC. You walk away knowing the technical requirements for delivering to all key platforms and an understanding of how to do so.

PRESENTER: Jan Ozer, Principal, Streaming Learning Center and Contributing Editor, Streaming Media

W2 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 feature hardware from various vendors, including cameras, H.264 encoders/streamers, video switchers, video signal conversion, recorders, and more. You also learn how to best deploy the live stream to your audience based on business requirements: Do you utilize free social media outlets, work with a premium third-party streaming service, or build your own live streaming infrastructure? Learn how to approach different live scenarios including cameras, H.264 encoders/streamers, video switchers, video signal conversion, recorders, and more. It teaches key H.264 encoding parameters that impact quality and how to use multiple DRMs to protect premium content. Next up is adaptive streaming, including a review of available ABR technologies like HLS and DASH, how to formulate an encoding ladder, and how to use multiple DRMs to protect premium content. Then we’ll review the technical requirements for ABR delivery to computers, smartphones and tablets, OTT devices, and smart TVs, and finish with a quick look at advanced codecs like HEVC, VP9, AV1, and VVC. You walk away knowing the technical requirements for delivering to all key platforms and an understanding of how to do so.

PRESENTER: Robert Reinhardt, Video Solutions Architect, videoRx, and Contributing Editor, Streaming Media

W3 Deploying CMAF: Why, When, & How
The concept of a single set of files deliverable to all relevant endpoints has been the Holy Grail since the dawn of ABR streaming. By mid-2019, the Common Media Application Format (CMAF) will enable such a solution, slashing encoding, storage, and bandwidth costs for companies who deploy it. In this workshop, you learn how to create CMAF packaged assets for HLS and DASH and get a greater understanding of the benefits CMAF has to offer. We start at the industry baseline of H.264-based CMAF content, then offer insight and direction on how to handle more complex and emerging solutions. We briefly cover how to extend what you learned to alternate codecs starting with VP9, then to 4K encoding, packaging, and delivery with HEVC or AV1. We also touch on some of the considerations and challenges with HDR encoding and delivery. Last but not least, we cover the details and “how-to” knowledge to protect your CMAF content with DRM, including what you need to know about CENC, CBCS, CTR, and working toward truly fulfilling the vision for unified common encryption DRM on the horizon.

PRESENTERS: David Hassoun, CEO & John Gainfort, Software Developer, RealEyes Media

W5 Fmppeg From the Ground Up
Encoding workflows for nearly every video ecosystem can utilize powerful and free open source options, such as FFmpeg, which appeal to startups and established businesses for the flexibility in customization that it offers. This presentation explores extended encoding options for FFmpeg including libx264 (AVC/H.264) and libx265 (HEVC/H.265) to maximize compatibility with a wide range of mobile and desktop browsers, as well as streaming media servers. Learn how to use filter effects, proportional crop/resize options, and mapping functions. Harness the power of FFmpeg in your next encoding pipeline upgrade!

PRESENTER: Robert Reinhardt, Video Solutions Architect, videoRx, and Contributing Editor, Streaming Media

W6 Maximizing the Value of Your Media Library via Machine Learning
Machine learning as a service (MLaaS) is a subset of artificial intelligence (AI) and has come a long way over the last couple years. Now is the time to really make these services work for you and increase the ROI on your media. Whether you want to enhance your video searchability and discoverability, automate the process of generating transcripts and translations, or even look for specific faces or people within your live surveillance streams in an efficient manner, the key to harnessing this power is to learn to determine your needs and code against the numerous available MLaaS APIs to make them work for you. This workshop reviews the 2019 MLaaS landscape, explores the use cases that drive their innovation, and discuss various resources and open source code at your disposal. Attendees walk away with an understanding of how to harness the power of AI machine learning to increase the ROI of their video libraries and build compelling and innovative intelligence from their libraries of dark media data.

PRESENTER: Jun Heider, Director of Technology, RealEyes Media

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.

ALL EVENING ACTIVITIES
Please check this space for a list of activities.

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

W4 Key Encoding Skills, Technologies, & Techniques
This session helps encoding professionals get up-to-speed on crucial encoding-related issues, technologies, and techniques. Topics include:
- Best high-level strategies for delivering to computers, mobile, smart TVs, and OTT (which ABR, codecs, and DRMs are supported by which platforms)
- Current status of the H.264, HEVC, AV1, and VVC codecs; who’s using and where; comparative quality and encoding/decoding performance, and deployment schemas (DASH? HLS?)
- How to deliver HEVC over HLS
- Current status of per-title technologies for VOD and live encoding
- How to build/analyze your encoding ladder using objective quality metrics
- Current status of CMAF and its implications for delivering a single set of files to HLS/DASH players
- How to encode/deliver with dynamic and static packaging

PRESENTER: Jan Ozer, Principal, Streaming Learning Center and Contributing Editor, Streaming Media

W5 Streaming Media University Workshops Include:
- Light continental breakfast
- Morning and afternoon breaks
- Certificate of completion
- Complimentary access to the Streaming Media East Exhibit
- Hall on Tuesday, May 7 and Wednesday, May 8

Monday, May 6

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Save the Date
November 19-20, 2019
The Westin Bonaventure
Los Angeles, CA

VIP Mixer
MONDAY, MAY 6
5:00 p.m. – 6:30 p.m.
Herb N’ Kitchen
Located in the New York Hilton Midtown Lobby
Mix and mingle while enjoying drinks and tasty bites. Our VIP Mixer is a great opportunity to meet new people, share experiences, and learn from each other in a casual, relaxed atmosphere. Open to all full-conference attendees, speakers, and vendors.
OTT Meetup — Exhibit Hall Networking Lounge

As Disney, WarnerMedia, Apple, and NBCUniversal prepare to launch direct-to-consumer (DTC) OTT101 OTT Leadership Summit Track and infrastructure, as well as how to take it to the next level with advanced concepts. CDN delivery continues to become more commoditized, working through the solution to have an for personal relationships, it can create a lot of risk when it comes to streaming media delivery. As Have you been dating just one CDN for what feels like forever? While monogamy may be good Technical & How-To Track

Daniel Hahn, National Sales Manager, Adobe Ad Cloud TV
Sarah Foss, Senior Vice President, Advanced Advertising, Nielsen
Youssef Ben Youssef, Head of Product and Strategy, Freewheel Advertisers

PANELISTS:
Michelle Abraham, Senior Market Intelligence
Gabriella Mirabelli, Director of Product Marketing, SSIMWAVE
Nikki Conley, Cloud Solution Architect, Microsoft

PANELISTS:
Scott Goldman, Principal Product Manager, Verizon Digital Media Services
Evan Statton, Principal Solutions Architect, AWS Elemental
Brett Mertens, Product Manager, Limelight Networks

Discovery Track

DT101  Discovery Track Session: Nanocosmos, SSIMWAVE Ultra-Low Latency Live Streaming With nanoStream Cloud & HLS Live Player Interactive live streaming requires ultra-low-latency live playback on any device for true audience engagement. In this presentation Oliver Lietz talks about the biggest challenges of new interactive use cases and how nanoStream Cloud with the unique integrated nanoStream HLS Live Player helps businesses worldwide to take their interactive live streams around the world in 1 second. Attend this session for your chance to win: nanoStream Cloud Medium Package for 1 month ($499 value).

SPEAKER: Oliver Lietz, CEO, Nanocosmos

What Does “Good” Look Like? Toward an Industry Standard for Measuring Streaming Video Quality Whether it’s customer satisfaction or higher transport costs, the quest for video quality impacts bottom lines. While buffering/startup times are obvious concerns, what’s needed is an objective standard for “Good” against which performance is measured all the way through the video delivery chain, enabling most efficient delivery of optimal quality to the end-viewer. Attend this session for your chance to win: A Roku Streaming Stick ($50 value) and 10 gift cards for a variety of streaming services ($25 each).

SPEAKERS: Thomas Stark, Akamai Technologies, Product Marketing Manager for Media in EME
Zhou Wang, Chief Science Officer, SSIMWAVE

OTT Meetup — Exhibit Hall Networking Lounge

10:00 a.m. – 10:30 a.m.  Sponsored by 
COFFEE & NETWORKING BREAK: Find Your Tribe! 

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

B101  Connecting the Dots for Connected TV Advertising Study after study shows increased viewing for all OTT services on the TV screen, not just SVOD services. In fact, ad-supported services are growing in number, leading to an increase in connected TV ad inventory. If you’re an ad buyer, how do you take advantage of this growing source of addressable ad inventory? If you’re a provider with inventory, how do you connect with the buyers? What are the issues with connected TV advertising, and how are they being addressed? Join this panel representing both the supply and demand sides, as well as content services and platforms, for answers.

MODERATOR: Michelle Abraham, Sr. Research Analyst, Media & Communications (Kagan), S&P Global Market Intelligence
PANELISTS: Youssef Ben Youssef, Director, Ad Platform, Roku Sarah Foss, Head of Product and Strategy, Freewheel Advertisers Jason Bulles, Senior Vice President, Advanced Advertising, Nielsen Daniel Hahn, National Sales Manager, Adobe Ad Cloud TV

Technical & How-To Track

T101  How to Establish an Intelligent Multi-CDN Strategy Have you been dating just one CDN for what feels like forever? While monogamy may be good for personal relationships, it can create a lot of risk when it comes to streaming media delivery. As CDN delivery continues to become more commoditized, working through the solution to have an intelligent multi-CDN solution in place is critical for widespread critical delivery at scale. This session dives into the options, providers, and solutions and examines how and what to consider. It also shares some of the “gotchas” around security and implementation that need to be accounted for in the client and infrastructure, as well as how to take it to the next level with advanced concepts.

SPEAKER: David Hassoun, CEO, RealEyes

OTT Leadership Summit Track

OTT101  2019 – The Year of Direct-to-Consumer Video Services? As Disney, WarnerMedia, Apple, and NBCUniversal prepare to launch direct-to-consumer (DTC) services—joining existing ventures like ESPN+, CBS All Access, and DC Universe—will existing SVOD and live-linear services like Netflix, Hulu, and Amazon Prime be able to compete? Or will the DTC offerings falter against the incumbents? This session examines the pros and cons of DTC services and evaluates the likelihood of success in the crowded OTT landscape.

MODERATOR: Rob Dillon, Digital Operations Manager, Tribune Media Company, Streaming Video Alliance
PANELISTS: Ethan Drellinger, Solutions Engineer, Watson Media and IBM Cloud Video Stefan Van Engen, Senior Vice President, Content Programming and Partnerships, XUMO Peggy Dau, Independent Consultant, MAD Perspectives

Wes Dening, Senior Vice President of Development and Programming, Eureka Productions

Video Engineering Summit Track

VES101  Benchmarking FFmpeg’s Hardware Codecs Hardware codecs in FFmpeg like those from Intel and NVIDIA deliver significant performance gains over x264/x265, but have a reputation for lower quality and use a completely different command set. This session benchmarks the performance and quality of these codecs and detail the FFmpeg command syntax. Attendees learn when and how to use these hardware codecs in your VOD and live encoding workflows.

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

Live Streaming Summit

LS101  Delivering to the Masses It is unacceptable for online video to start buffering right before a game-winning play or an award winner is announced. The demands on OTT providers are increasing with the demand for live video. Having a robust content delivery network as the backbone of your streaming infrastructure is key. This group of providers and end users discusses delivery at scale to ensure consistent stream quality, which keeps the viewers happy and the valuable ad dollars safe.

MODERATOR: Pete Mastin, CEO, Jolokia
PANELISTS: Scott Goldman, Principal Product Manager, Verizon Digital Media Services
Evan Statton, Principal Solutions Architect, AWS Elemental
Brett Mertens, Product Manager, Limelight Networks

Discovery Track

Discovery Track Session: Nanocosmos, SSIMWAVE

Ultra-Low Latency Live Streaming With nanoStream Cloud & HLS Live Player Interactive live streaming requires ultra-low-latency live playback on any device for true audience engagement. In this presentation Oliver Lietz talks about the biggest challenges of new interactive use cases and how nanoStream Cloud with the unique integrated nanoStream HLS Live Player helps businesses worldwide to take their interactive live streams around the world in 1 second. Attend this session for your chance to win: nanoStream Cloud Medium Package for 1 month ($499 value).

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SPEAKERS: Thomas Stark, Akamai Technologies, Product Marketing Manager for Media in EME
Zhou Wang, Chief Science Officer, SSIMWAVE

11:45 a.m. – 12:30 p.m.  Business & Strategy Track

B102  How Are AI & Machine Learning Impacting Streaming Video? With the right media architecture, viewers and content producers alike can save time on content discovery. Automating the discovery process frees up viewers to spend more time consuming, and it gives producers more time to create content for those viewers to find. This panel examines the business decisions and impacts of AI to streaming applications; the ways in which consumers will get content faster, more seamlessly, and without extensive searching; and the technical requirements to build smarter, AI-powered streaming applications.

MODERATOR: Nadine Krefetz, Consultant, Reality Software, Contributing Editor, Streaming Media
PANELISTS: Nikki Conley, Cloud Solution Architect, Microsoft
Nathan Egg, Video Codec Engineer, Mozilla
Thomas Olhman, Global Sales Executive, IBM Watson
Gabriella Mirabelli, Executive Vice President, Consumer Insights & Brand Strategy, Valence Media
### Technical & How-To Track

#### T102 • How to Identify Real-World Playback Options
With the “end of Flash” just around the corner in 2020, you need to be using common standards to reach all of your target audiences. 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 (or combination thereof) 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

### OTT Leadership Summit Track

#### OTT102 • Getting Over the Top—How to Build a Viable OTT Offer
As online video services and, increasingly, cable and broadband operators work to build competitive streaming offers, understanding consumer interests is key: What content do they want to watch? What features are important? What devices do they use? How much are they willing to pay? And how do these behaviors and priorities vary by consumer segment? This session explores findings from Altman Vilandre & Co.’s annual consumer video survey, including consumer preferences for specific programs, interest in live news and sports, monetizing OTT, and other areas of critical importance to our industry. It includes a panel discussion featuring top executives from the TV industry.

**MODERATOR:** Jonathan Hurd, Director, Altman Vilandre & Co.

**PANELISTS:**
- Rob Dillon, Digital Operations Manager, Tribune Media Company, Streaming Video Alliance
- Chris Hall, Senior Vice President, Product, XUMO
- David McLarty, Vice President, Video Technology, NBC Sports Group, Digital

### Video Engineering Summit Track

#### VES102 • Deploying CMAF in 2019
CMAF is a format that can create one set of media files deliverable via DASH and HLS (and other ABR formats), potentially saving big dollars for encoding, packaging, storage, and delivery. Decoupling manifests from the media segment formats and being able to deliver the same media segments anywhere is a huge win. With DRM encryption requirements on the rise as well, CMAF offers the best path forward for reach and capability while reducing the formats and versions necessary to hit every platform. Attendees learn the pros and cons of CMAF and with a high-level road map for deploying it.

**SPEAKER:** John Gaintfort, Software Developer, RealEyes

#### LS102 • We’re Coming to You Live
Behind every successful live stream is a team of experts troubleshooting issues and, ideally, anticipating problems before they even begin. From the producer managing the team to the audio engineer mixing for the audience, every role is key to the success of the show. This session features panelists representing key roles in a control room. Live streaming demands a special set of skills that can save even the biggest budget broadcast. This team takes you through steps to make your next live production a success.

**MODERATOR:** Nick Bacon, Managing Director, Mainstream Media

**PANELISTS:**
- Julie LoRusso, Director
- Victor Cerejo, Technical Director, Suite Spot
- Liz Hart, Assistant Director, Liz Hart Productions
- Nick Nagurka, Senior Audio Engineer & Tech Manager, LiveX

### Discovery Track

#### DT102 • Discovery Track Session: Intertrust & Bitmovin
How DRM Has Evolved to Meet the Challenges of the Online Video Industry

This session addresses Intertrust’s ExpressPlay DRM service and how it provides comprehensive device reach, scales operations for audiences who tune in by the millions, while simplifying license acquisition workflow for faster time to market and enabling client side re-packaging to reduce CDN and storage costs. We also describe watermarking, why it matters and how it integrates with DRM to simplify deployment. Attend this session for your chance to win: One Intertrust T-Shirt ($25 value) and two Baglio reusable tote bags ($15.00 value, 2 winners).

**SPEAKER:** Tom Carroux, Sales Director, Intertrust

#### Making Live Streaming More ‘Live’ With LL-CMAF

Latency is a major challenge for the online video industry. To tackle it, many video providers have taken steps to optimize their live streaming workflows and provide near-real-time streaming experiences for end users, resulting in more engaged audiences. This session presents the latest advances in Common Media Application Format (CMAF), particularly around Low Latency, or LL-CMAF experiences for end users, resulting in more engaged audiences. This session presents the latest in Common Media Application Format (CMAF), particularly around Low Latency, or LL-CMAF and explains how it can be used as part of a standardized transport container using MPEG-DASH and HLS, and presents some of the main reasons for its adoption. Attend this session for your chance to win: 50 Bitmovin notebooks ($5.55 value each).

**SPEAKER:** Paul MacDougall, Solutions Architect, Bitmovin

### B103 • Dailymotion—Hyper-Personalization & Viewer Experience Across Platforms & Devices
Today's consumers are interested in being targeted in different ways with authentic, relevant, and creative content. Through the implementation of universal ID for connected TV, in conjunction with unified IDs on desktops and devices, marketers can optimize the user's personal ad experience. Dailymotion’s VP of global programmatic and strategic partnerships, Nola Solomon, examines the benefits of creating a unified ID across devices for an omni-channel approach that allows marketers to optimize the viewer experience, as well as how this enables marketers and advertisers to continue to share consistent, relevant messaging across various platforms and devices in real time.

**SPEAKER:** Robert Reinhardt, CTO, videoRx
Live Streaming Summit

**LS103 ▪ Boosting Your Revenue Streams**

Every social platform has its own best practices for boosting and monetizing your content. With all of these different rules, it can be difficult to know which tips help and which tricks hurt. Targeted native and branded content advertising are standard for premium channels, but creative producers are exploiting the advantages of social platforms to create new income sources. These panelists share their successes and discuss the tools needed for monetizing in the social realm.

**MODERATOR:** Rob Springer, Media Director, The Palladian Group/Elyssian Magazine

**SPEAKERS:**
- Lee O’Connor, Head, East Coast Sales, Mobcrush
- Denise Allison, Live Video Creator and CEO, Stratego Social Media Marketing
- Elizabeth Giorgi, Founder & CEO, Mighteor
- Darcy Lorincz, Esports and Sports Content Strategy, MAGRA

Discovery Track

**DT103 ▪ Discovery Track Session: UI Centric, Wowza**

The OTT Evolution: Designing the User Experience of the Future

In the new direct-to-consumer world, whether you’re an engineer, a designer, a business lead or a product owner, you need to know what attracts and retains customers. You’re competing with the likes of Netflix, Amazon, the incoming Disney and Apple offerings plus many others and you must stand out. Come hear what steps are key to unlocking customer success when it comes to technology advances and storytelling formats. Attend this session for your chance to win: Free UX audit (limited to 1.5 days of work) ($2,000 retail value).

**SPEAKER:** Moe Hamadaidar, Director, Digital Strategy, UI Centric

**Low-Latency CMAF: The Next Big Thing in Live Streaming?**

With more viewers ditching traditional satellite and cable services each year, the race for speedier live-stream delivery is in full force. Low-latency CMAF is an emerging standard that could very well lead the pack, but what are the pros and cons? The standard’s real-world appeal and long-term benefits are still playing out. Join our discussion and learn where the industry is heading, the overall adoption, ideal use cases, and what can be expected of CMAF next. Attend this session for your chance to win: $250 Amazon gift card.

**SPEAKER:** Tim Dougherty, Senior Solutions Engineer, Wowza Media Systems

2:45 p.m. – 3:30 p.m.

Business & Strategy Track

**B104 ▪ How to Convert Live Video Viewers Into Customers**

YouTube ranks as the second largest search engine in the world, and more than 1.9 billion people use Facebook live monthly. Companies that aren’t incorporating live video into their marketing strategies are missing out on valuable customers. In today’s mobile-first world, live video serves as a way to connect directly and instantly with the followers you have acquired on your social channels. In this session, attendees learn how to increase the ROI of live video through identifying a single call to action, advertising your live event, showing off your product/services, and interacting with those who tune in.

**SPEAKER:** Elizabeth Giorgi, Founder & CEO, Mighteor

Technical & How-To Track

**T104 ▪ The Cutting Edge of Packaging Strategies**

A good packaging strategy can bring numerous key benefits to your operational flexibility. This session asks panelists to talk about their own packaging challenges and strategies and looks at how the emergence of dynamic packaging can provide significant operational cost savings as well as higher levels of security and flexibility as audiences evolve and change.

**MODERATOR:**
- Dom Robinson, Director and Creative Firestarter, i3Gas, UK & Contributing Editor, StreamingMedia.com

**PANELISTS:**
- Will Law, Chief Architect, Media Cloud Engineering, Akamai
- Dirk Giffioen, CEO, Unified Streaming
- David Seyed, Principal Program Manager, Microsoft Azure
- David Happe, Commercial General Manager - Targeted Delivery Solutions, Imagine Communications

OTT Leadership Summit Track

**OTT104 ▪ BritBox—How a Niche Service Has Found Success**

The joint BBC/ITV venture BritBox appeals to Anglophiles in the U.S. and Canada with a deep catalog of British television content. In this case study, BritBox shares the secrets of its success, including achieving the right size for profitability and meaningful reach, building strong brand identity and a sense of community, careful curation, and using sophisticated discovery algorithms to keep viewers tuned in and prevent churn.

**SPEAKER:** Soumya Sriraman, President, BritBox

Video Engineering Summit Track

**VES104 ▪ AV1/VVC Update**

The next great codec battle will be between the Alliance Open Media’s AV1 codec and MPEG’s Versatile Video Coding (VVC) technology. In this talk, Bitmovin codec engineer Christian Feldman discusses the coding tools and performance of both codecs, and the lessons that he’s learned implementing AV1 in Bitmovin’s encoding stack for cloud and on-premise deployment. Learn the pros and cons of both codecs in this 45-minute technical dive.

**SPEAKER:** Christian Feldman, Codec Engineer, Bitmovin

Live Streaming Summit

**LS104 ▪ The Future of Video Transport**

Low latency is moving the needle for live interactivity. With the growth of live gaming and polling there is a greater need for a fast, reliable connection, and many companies are taking on the task of delivering it for their clients. With a growing market, how are they using this friendly competition to spur innovation? Come hear how low-latency video transport leaders are shaping the landscape for the interactivity of tomorrow. The future of live is here, now.

**MODERATOR:** Tim Dougherty, Senior Solutions Engineer, Wowza Media Systems

**SPEAKERS:**
- Kristie D’Ambrosio-Correll, VP, Engineering, Mirror
- Oliver Gunasekara, CEO & Co-Founder, N1C3
- Richard Oesterreicher, CEO, Streaming Global

Discovery Track

**DT104 ▪ Discovery Track Session: HellaStorm, THEOplayer**

HellaStorm

Please check the conference website or Streaming Media East app for details.

High-Efficiency Streaming Protocol

Ultra-low latency for Live is the most important challenge that ABR streaming faces, as it spoils the experience. Poor experience happens through notifications during sport events, or when you have friends watching at a different location. Today we are moving toward 5-8 seconds latency. Here is how we go sub second at scale. Attend this session for your chance to win: THEO Technologies notebooks for all audience members.

**SPEAKERS:**
- Chris Vanderheyden, Senior Solutions Architect, THEOplayer
- Arnaud Wijbinga, THEO Technologies NV
Why Your Digital Ads Are Turning Off Consumers and How You Can Turn Them on Again

Advertising has reached a tipping point. According to eMarketer, over 25% of U.S. consumers access the internet with an ad blocker installed. Although personalization has become king in today’s world, consumers still suffer through irrelevant ads. In the absence of a truly interactive ad experience, has our industry pushed consumers to ad fatigue and future abandonment altogether? How can marketers recapture the attention of audiences? Brian Benedik, VP, Global Head of Sales at Spotify, shares best practices marketers should implement to keep consumers captivated and drive business.

SPEAKER: Brian Benedik, VP, Global Head of Advertising Sales, Spotify

A Fireside Chat With Facebook

Please check the conference website or Streaming Media East app for details.

T105 & Get Ready for a Multiple Codec World

While H.264 has dominated the last decade of streaming, the market is moving toward a new generation of codecs like VP9, HEVC, AV1, and VVC—as well as proprietary codecs—that offer significantly better compression but much more fragmented support in browsers and devices. This roundtable discusses how savvy businesses can migrate to the new technology and get the benefits of more efficient compression without sacrificing audiences.

MODERATOR: Tim Siglin, Founding Executive Director, Help Me Stream, USA

PANELISTS:
- Tarek Amara, Principal Video Specialist, Twitch
- Nathan Egge, Video Codec Engineer, Mozilla
- Vittorio Giovara, Senior Video Encoding Engineer, Vimeo
- Subhrendu Sarkar, Senior Engineering Manager, Video Infrastructure & CMS, Ellation

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Wednesday, May 8

8:15 a.m. - 8:45 a.m. Sponsored by
MORNING COFFEE: Find Your Tribe!
Education Meetup—Exhibit Hall Networking Lounge

9:00 a.m. - 9:45 a.m.
KEYNOTE
Cheddar’s Bets and the Future of OTT and Live News
Eric Harris, President & COO, Cheddar
Eric Harris, the president and chief CEO at Cheddar, shares his experiences as an early employee at BuzzFeed and Cheddar, the bets they made and are making today, the growth of OTT skinny bundles, and the role of live business and headline news.

9:45 a.m. - 10:00 a.m.
SPONSOR PRESENTATION — MediaKind
Please check the conference website or Streaming Media East app for details.

10:00 a.m. - 10:30 a.m. Sponsored by
COFFEE & NETWORKING BREAK: Find Your Tribe!
Video Engineers Meetup—Exhibit Hall Networking Lounge

10:30 a.m. - 11:30 a.m.
Business & Strategy Track
B201 ▶ Forging Partnerships Across Streaming & Broadband Ecosystems
As packages such as T-Mobile’s “Binge On” enable unlimited streaming of services such as Netflix and Amazon Prime Video to wireless customers, the value to the streaming industry of bringing those same relationships to cable broadband providers is becoming evident. “Traffic exclusions” partnerships, in which selected streaming services are not counted against cable bandwidth consumption, offer a variety of advantages, including access to cable/telecom’s vast service footprint, potential gains in viewership, and the ability to drive viewership through co-marketing opportunities between streaming video and cable/telecom providers.

SPEAKERS:
Josh Barstow, EVP, Corporate Strategy and Business Development, OpenVault
Tom Williams, Vice President, Engineering and Technology, Schurz Communications – Broadband Division
Technical & How-To Track
T201 ▶ The (Live) Streaming Pro’s Toolbox
Having the right tools for the job allows you to work smarter, not just harder. Developing for and supporting some of the biggest live streaming events such as the Super Bowl, Olympics, and the World Cup require beefing up and refining the arsenal of tools we bring. This session covers must-have tools for monitoring, debugging, identifying, and solving problems quickly and effectively for live and on-demand streaming content. The tools include freeware, open-source solutions, paid products, and some custom tools RealEyes will share with the community. We discuss some of the gotchas and key issues to look for when dealing with major events—how to spot them and what to do on-the-fly when you have only one shot to get it right.

SPEAKE: David Hassoun, CEO, RealEyes
OTT Leadership Summit Track
OTT201 ✶ OTT Spotlights
Exploring Dynamic Ad Insertion Adoption for OTT
Since nearly the beginning of television broadcast, the linear dynamic ad insertion (DAI) business model has remained fairly unchanged. This ad sales model is inefficient and operationally expensive, with many manual steps and room for mistakes. The quickly transitioning OTT ad insertion model is fully targeted, happens dynamically at the time of viewership and can be measured directly and accurately. So, why aren’t we seeing faster adoption of the new OTT dynamic ad insertion model in the video space, and why are people hanging on to the linear broadcast model?

SPEAKER: Scott Apgar, Senior Director, Product Management and Advanced Advertising at SeaChange International, Inc.
Video Engineering Summit Track
VES201 ✶ Video Engineering Spotlights
Companies on the cutting edge of video engineering and development share the latest technologies that are pushing the industry forward. Please check the conference website or Streaming Media East app for details.

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. Please check the conference website or Streaming Media East app for details.

Discovery Track
DT201 ✶ Discovery Track Session: Red5 Pro, Lightcast
The Future: Real-Time Video Streaming
Chris and his team at Red5 are currently at the forefront of a new revolution in the streaming industry: the advent of real-time broadcasts at huge scale. They work with a variety of emerging use cases around live interactive video content, including live sports interactions, trivia games, live auctions, IoT body cams, drone implementations and more. Chris delves into these applications, and discusses the impact of this new medium on the near future. He also talks about all the available options to build scalable real-time latency video experiences including the protocols needed; WebRTC, WebSockets, MSE, RTSP, RTMP, etc. He covers current product offerings in the market such as TokBox, Wowza, and Red5 Pro. Chris also discusses evolving distribution models like CDNs, cloud, as well as emerging distribution trends like decentralization via technologies like Blockchain. Attend this session for your chance to win: Insta360 ONE X camera ($433.95 value)

SPEAKER: Chris Allen, CEO and Technical Co-Founder, Red5Pro
Comparing Revenue Strategies for OTT—Which One Works For You?
Learn about different revenue strategies for OTT publishers. See which monetization opportunities have been trending and compare use cases. Explore and evaluate which revenue model works best for your business. Attend this session for your chance to win: $10,000 ConnectedTV Ad Campaign: Run your TV Commercials across hundreds of Roku, FireTV and AppleTV Channels to capture new viewers, customers and donors.

SPEAKER: Andreas Kisslinger, CEO, Lightcast.com

11:45 a.m. - 12:30 p.m.
Business & Strategy Track
B202 ✶ Building Streaming Workflows for K-12 and Higher Education
Education video usage both inside and outside the classroom is on the rise. The process of creating, managing, and delivering live and on-demand content continues to evolve. What technologies and best practices are schools using? This session explores successful workflows schools have developed to simplify video adoption and make the technology more transparent to educators and students. Our education panelists also recommend crawl-walk-run implementation steps and share lessons learned.

M Henderson: Scott Grizzle, Senior Solutions Engineer, IBM Watson Media

PANELISTS:
Colin Sandy, CEO, Sandy Audio Visual
Eric Nisly, EVP, Corporate Strategy and Business Development, OpenVault
Christopher Martin, I.T. & Multimedia Manager, University of Pennsylvania

Technical & How-To Track
T202 ✶ How to Build a Free Encoder/Package With Watch Folder Operation Using Open Source Tools
Open source tools like FFmpeg and Bento4 are used to build massive encoding farms for high-profile premium content services, but they also serve wonderfully as simple tools for smaller developers and can deliver significant functionality with minimal programming. If you can write a batch file on Windows and have access to a Linux box, you can learn to encode and package an encoding ladder to HLS/DASH with captions and encryption and to set up a simple watch folder for drag-and-drop operation.

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

OTT Leadership Summit Track
OTT202 ✶ The State of Server-Side Ad Insertion
Server-side ad insertion (SSAI) is a pivotal technology that unifies ad serving in broadcast and digital, as well as offers greater targeting capabilities. It makes OTT feel more like TV, it combats ad blockers, and it allows engineering to create a standardized server-side architecture to replace the older,
unique client-side architecture used for each and every endpoint. A number of challenges exist, from measuring audience surges to aggregating reporting across all devices. This panel reports from the SSAI trenches, discussing these issues as well as exactly what you need to know about using SSAI to successfully deliver personalized advertisement at scale.

MODERATOR: Nadine Krefetz, Consultant, Reality Software, Contributing Editor, Streaming Media

PANELISTS:
- Magnus Svensson, Media Solution Consultant, Eyevinn
- Geir Magnunsson, Jr., CTO, juboTV
- Jason Justman, Senior Principal Architect, Sinclair Broadcast Group
- Tony Brown, VP, Technology & Product, Newsy

Video Engineering Summit Track

VES202 • Building a Custom Video Experience With Open Source

Developing a video player is no small task. Many different technologies and specifications must come together to create an accessible and cohesive experience. When you are a small team, this can feel overwhelming, especially if the player requires custom functionality. This talk walks through getting a core video experience up and running quickly. Then it dives into making our player unique and adding additional functionality such as closed captions and HLS streaming. All the libraries being used are open source and include React, Video.js, vtt.js, and hls.js.

SPEAKER: Stephen Cronin, Developer, Reaktor Inc.

Live Streaming Summit

LS202 • The Game of Social Strategy

Learn how to leverage the talent and the following of a social streamer. Whether going live on their own channel or promoting a product for an agency, social streamers are their own brand and voice. The eyes they bring from their accounts are an immediate return on your ad dollars. Knowing how an influencer aligns with your message is important. This panel of social and marketing professionals teaches you how to choose the best player for your live stream.

MODERATOR: Dan House, Encoding Engineer, BCLive

PANELISTS:
- Lauren Hallanan, VP, Livestreaming, The Meet Group
- Aaron Nagler, Co-Founder, Cheesehead TV
- Casey Charvet, Managing Director, Gigcasters

Discovery Track

DT202 • Discovery Track Session: Synamedia, Comcast Technology Solutions

How Infinite Entertainment Is Changing Everything

Consumer expectations for their video services have never been higher. Content owners and aggregators, whether operating a traditional video or streaming platform, must have the capability to deliver a personalized and relevant experience. This presentation shows how Synamedia helps our customers process, secure, and deliver premium experiences to any screen, any time, with a flexible UX for a compelling entertainment experience.

SPEAKER: JT Taylor, Product Marketing, Synamedia

Converged Monetization and Delivery: Solving Video Challenges From Every Angle

The challenges of monetizing and delivering video across platforms is not germane to content providers alone: aggregators, global operators, and advertisers face similar questions. The session will address these challenges from all sides: as a content provider, operator and advertiser. Topics include how to leverage automation and self-service to increase efficiency; the simplification of workflows; using system data to provide better insights; deploying modular approaches and how to build advertising based and other business models around on-demand, live video and streaming channels.

SPEAKER: Comcast Technology Solutions

12:30 p.m. – 1:45 p.m.

LUNCH—Visit the Expo

1:45 p.m. – 2:45 p.m.

Business & Strategy Track

B203 • Beyond Corporate Communications & Training

To date, most corporate implementations of streaming media in the enterprise have focused on corporate communications and training. Now, organizations are starting to use streaming media in customer-facing environments and in revenue-generating opportunities, and this will be the next breakthrough in streaming media in the enterprise and education. This can’t-miss session gets you thinking about ways to take your streaming implementation to the next level with real-world scenarios of how streaming media has been used to improve customer service, gain new customers, and provide additional services.

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

PANELISTS:
- Lisa Figura, Vice President, Customer Experience Support, Harte Hanks
- Dan Sokolow, Principal, Dan Sokolow Consulting
- Simon Ball, SVP Product Management Digital Media Solutions, West
- Walter Stearns, Digital Media Leader, GE Corporate

Technical & How-To Track

T203 • Case Study—Low-Latency Live Streaming From the Deep Sea

The NOAA Office of Ocean Exploration and Research is the United States’ only federal organization dedicated to exploring the global ocean. Our main research ship, the Okeanos Explorer, live streams its deep-sea explorations via satellite for scientists and the general public to participate in our explorations of the unknown. Learn how the NOAA is dealing with low-latency live streaming in a post-Flash world, and how it delivers its streams to YouTube Live.

SPEAKER: James Rawsthorne, Telepresence Coordinator, NOAA Office of Ocean Exploration & Research

OTT Leadership Summit Track

OTT203 • OTT Moves Toward Microservices

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

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

PANELISTS:
- Sujana Sooreddy, Senior Software Engineer, Netflix
- Brett Mertens, Senior Product Manager, LimeLight Networks
- Stefan Lederer, CEO, Bitmovin
- Mark Myśliński, Senior Product Manager, Targeted Delivery Solutions, Imagine Communications

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Wednesday, May 8

Video Engineering Summit Track

**VES203 ▶ Accessing Real-Time Metrics for Live Streams At Scale**

The details and scope of analytics can be daunting and unexplored for many online video deployments. In this session, learn how to gather critical audience participation data from your live webcasts. Both open source and commercial services are explored and demonstrated.

**MODERATOR:** Robert Reinhardt, CTO, videoRx

**LS203 ▶ Remote Production in Pajamas**

Does your client have a limited budget for an on-location show? It is now easier than ever to take the feed and switch it in your home studio. This means no travel time wasted and no flights expensed. The increase of video over IP is allowing for more streaming control rooms to be offshore. Big companies have been using remote systems for years, but now these technologies are attainable on a streaming scale. Learn how to make live streaming easier and more cost-effective, by leveraging today’s remote solutions.

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

** Discovery Track**

**DT203 ▶ Discovery Track Session: Harmonic & SeaChange International**

Creating Linear Channels in the Cloud

Launching and operating linear and on demand channels is significantly easier with the arrival cloud solutions for video delivery. For content distribution, broadcast, OTT, VOD or a combination, cloud technologies let you jump on new market opportunities and allow you to monetize your content with dynamic and targeted ad insertion. Attend this session for your chance to win: DJI Osmo 2 Mobile Handheld Smartphone Gimbal Stabilizer Videographer Bundle with Case, Flex Tripod, Base and Lens Maintenance Kit ($150 value).

**SPEAKER:** Andy Warman, Director, Playout Solutions, Harmonic

Linear OTT Channel Ad Sales Model—Phased Approach for Ad Sales Teams

Although the Linear Ad Insertion Sales model is well-understood in industry today, the approach for OTT is different and requires Ad Sales teams to ramp up on different techniques and tools. Using a segmented targeting approach to Linear OTT DAI while keeping the same Ad Sales model for your teams is possible and doesn’t require new tools. Join Scott Apgar as he discusses a case of SeaChange’s approach to Ad Sales for the Linear OTT DAI offerings using existing tools and Ad Sales techniques while allowing a flexible, segmented targeting approach. Attend this session for your chance to win: Potensic T25 GPS Drone: FPV RC drone with camera, 1080P HD, WiFi, live video, dual GPS, return home, quadcopter with adjustable wide-angle camera, follow me, altitude hold, long control range ($166 value).

**SPEAKER:** Scott Apgar, Senior Director, Product Management and Advanced Advertising, SeaChange International, Inc.

2:45 p.m. – 3:15 p.m. | Sponsored by [videoRx](#)

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

**Enterprise Meetup**—Exhibit Hall Networking Lounge

3:15 p.m. – 4:00 p.m. | Business & Strategy Track

**B204 ▶ Batten Down the Hatches: Stream Piracy and How to Protect Your Content**

As video streaming has grown, so too has piracy. Industry sources estimate that as many as 10% of broadband subscribers pirate live streams through technologies like Kodi boxes that are sold online from countries where it is difficult to litigate or police copyright violations. So how can you protect live-streaming content? This session explores various methods and technologies in use by some of today’s biggest streaming companies to mitigate stream piracy and protect live content.

**MODERATOR:** Jason Thibeault, Executive Director, Streaming Video Alliance, USA

**PANELISTS:**

Olga Kornienko, Co-Founder & Chief Operating Officer, EZDRM

Christopher Sass, Head of Technical Sales, Americas, Synamedia

Please check the conference website or Streaming Media East app for additional speakers.

**Technical & How-To Track**

**T204 ▶ Modular Cloud Video Workflows**

The era of black boxes and closed software is over; operating a streaming video service in 2019 requires a modular video workflow. This is more than moving video operations to the cloud, as services must optimize for the broadest coverage on the widest range of devices, which means using the latest codecs, packaging, and DRM technologies. Codec SDKs, microservices, and docker containers are now critical components of the modern video workflow. Attendees hear what Microsoft and Beamr are doing to facilitate and accelerate modular video workflows that are ideally suited for video encoding, processing, and packaging functionality to facilitate scalability in any video service.

**SPEAKERS:**

Tom Vaughan, VP Strategy, Beamr

Nikki Conley, Cloud Solution Architect, Microsoft

OTT Leadership Summit Track

**OTT204 ▶ Unlocking the Value of OTT Audiences**

The growth of OTT has created opportunities for distributors and marketers seeking to extend their audience reach. What do we know about OTT audiences and the various ways consumers are connecting with the content across platforms and devices? In this session, Marissa McArdle, VP, product leadership at Nielsen, shares data on OTT viewing patterns and discusses recent advancements in cross-platform ad measurement that have given brands new insights into connecting audiences beyond the screen.

**SPEAKER:** Marissa McArdle, VP, Product Leadership, Nielsen

Video Engineering Summit Track

**VES204 ▶ Deploying WebRTC in a Low-Latency Streaming Service**

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

**SPEAKER:** Alexandre Gouaillard, Founder and CEO, CosMo Software Consulting, IETF, W3C

Live Streaming Summit

**LS204 ▶ The 360° View**

You can teach an old dog new tricks. Many producers are putting a fresh face on traditional shows, and major platforms have released players that support 360° video and spurred its resurgence. Gaming tournaments now happen in completely virtual environments. Augmented reality is an opportunity for the audience to see the unexpected and heighten their experience. With 360°, virtual reality, and augmented reality, the viewers are a part of a new story that they help create. Find out how building a stream with these elements can increase viewership and extend view time.

**SPEAKERS:**

Brian McNeill, COO, Stringr

Jose Frias, Head, Production, Chapter Four

Jay Nemeth, President, Flightline Films

Scott Gillies, Flightline Films

**Discovery Track**

**DT204 ▶ Discovery Track Session**

Please check the conference website or Streaming Media East app for details.

2:45 p.m. – 3:15 p.m. | Sponsored by [videoRx](#)

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Jay Nemeth, President, Flightline Films

Scott Gillies, Flightline Films

**Discovery Track**

**DT204 ▶ Discovery Track Session**

Please check the conference website or Streaming Media East app for details.

4:15 p.m. – 5:00 p.m. | **CLOSING SESSION ▶ Interactive Storytelling: Choose What Happens Next**

**Andy Schuler,** Manager, Video Engineering, Netflix

Looking to experiment with non-linear storytelling, Netflix launched its first interactive episodes in 2017 with two children’s adventures that encouraged even the youngest of viewers to control the trajectory of the story. Bandersnatch took interactive storytelling to another level with complex interactions, seamless segment transitions, and states that allow early decisions to impact the story much later. This presentation delves into how we overcame some of the more interesting technical challenges of the project (i.e., mastering, encoding, streaming), how we utilized SMPTE IMF to streamline the process, and why we need more formalized mastering practices for future projects.
SPEAKER DIRECTORY

Michelle Abraham
Sr. Research Analyst, Media & Communications (Kagan), S&P Global Market Intelligence

Mark Adams
SVP, Sales and Business Development, Brandlive

Denise Alison
Live Video Creator and CEO, Strategio Social Media Marketing

Chris Allen
CEO and Technical Co-Founder, RedSPo

Tarek Amara
Principal Video Specialist, Twitch

Scott Appar
Senior Director, Product Management and Advanced Advertising, SeaChange International, Inc.

Nick Bacon
Managing Director, Mainstream Media

Simon Ball
Senior Vice President, Digital Media Solutions, West

Josh Barstow
EVP, Corporate Strategy and Business Development, OpenVault

Youssuf Ben Youssuf
Director, Ad Platform, Roku

Brian Benedik
VP, Global Head of Advertising Sales, Spotify

Tony Brown
VP, Technology & Product, Newsy

Tom Carroux
Sales Director, Intertrust

Victor Cerejo
Technical Director, Suite Spot

Casey Charvet
Managing Director, Gigacasters

Nikki Conley
Cloud Solution Architect, One-Commercial Partner, Microsoft

Stephen Cronin
Developer, Reaktor Inc.

Guido Cugi
Head, Global Solutions Architecture, Intertrust

Kristie D’Ambrosio-Correll
VP, Engineering, Mirror

Peggy Dau
Independent Consultant, MAD Perspectives

Wes Dening
Executive Vice President, Development & Programming, Eureka Productions

Rob Dillon
Digital Operations Manager, Tribune Media Company

Tim Dougherty
Senior Solutions Engineer, Wowza Media Systems

Ethan Dreilinger
Solutions Engineer, Watson Media & IBM Cloud Video

Nathan Egge
Video Codec Engineer, Mozilla

Christian Feldman
Codec Engineer, Bitmovin

Lisa Figura
Vice President, Customer Experience Support, Harte Hanks, Board Member Socap

Sarah Foss
SVP, Strategic Initiatives, Freewheel Advertisers

Jose Dias
Head, Production, Chapter Four

John Gairnforth
Development Manager, RealEyes

Field Garthwaite
Co-Founder and CEO, Iris.tv

Dirk Gillioen
CEO, Unified Streaming

Scott Gillies
Flightline Films

Elizabeth Giorgi
Founder & CEO, Mighteer

Vittorio Giovara
Senior Engineer, Video Encoding, Video Encoding - Video Group, Vimeo

Scott Goldman
Director, Product Management, Product, Verizon Digital Media Services

Alexandre Gouallard
Founder and CEO, CosMo Software Consulting, IETF, W3C

Scott Grizzle
Senior Solutions Engineer, IBM Watson Media

Oliver Gunasekara
CEO & Co-Founder, NGCodec

Daniel Hahn
National Sales Manager, Adobe Ad Cloud TV

Chris Hall
Senior Vice President, Product, XUMO

Lauren Hallanan
VP, Livestreaming, The Meet Group

Moe Hamdahaidari
Director, Digital Strategy, UI Centric

Eric Harris
President & COO, Cheddar

Liz Hart
Assistant Director, Liz Hart Productions

David Hassoun
CEO, RealEyes

Jun Heider
CTO, RealEyes Media

David Hegg
Commercial General Manager - Targeted Delivery Solutions, Imagine Communications

Dan Houze
Encoding Engineer, BCLive

Andy Howard
Founder & Managing Director, Howard & Associates

Jonathan Hurd
Director, Altman Vilandrie & Co.

Jason Justman
Senior Principal Architect, Sinclair Broadcast Group

Joshua Kinberg
Director Product, Video, Mobile, and OTT, NBC News Digital

Andreas Kisslinger
CEO, Lightcast.com

Olga Kornienko
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**TUESDAY**
- 8:15 a.m. – 8:45 a.m. | First-Time Attendees Meetup
- 10:00 a.m. – 10:30 a.m. | OTT Meetup
- 3:30 p.m. – 4:00 p.m. | Content Delivery Meetup
- 5:00 p.m. – 6:00 p.m. | Women in Streaming Meetup

**WEDNESDAY**
- 8:15 a.m. – 8:45 a.m. | Education Meetup
- 10:00 a.m. – 10:30 a.m. | Video Engineers Meetup
- 2:45 p.m. – 3:15 p.m. | Enterprise Meetup

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**Exhibit Hall Hours**
- **Tuesday, May 7** | 8:00 a.m. – 6:00 p.m.
- **Happy Hour** | 5:00 p.m. – 6:00 p.m.
- **Wednesday, May 8** | 8:00 a.m. – 4:00 p.m.

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