November 19-20, 2019
PRECONFERENCE WORKSHOPS
MONDAY, NOVEMBER 18

- Learn what you need to know to make streaming work—from content capture and creation to distribution and management
- Get in-depth training on online video technology and applications in intensive preconference seminars
- Learn about the new business and distribution models for online video
- Gain access to the Showcase featuring major streaming and online video vendors
- Network with your colleagues, peers, and experts in streaming media

The Westin Bonaventure
Los Angeles, CA

CONNECT:
#StreamingWest

STREAMINGMEDIA.COM/WEST

Diamond Sponsor
MediaKind

Platinum Sponsors
aws
appliaster
THEO

Gold Sponsors
BITMOVIN
packetfabric
Recurly
SIGNIANT
SSIMWAVE
UI CENTRIC
XILINX

Silver Sponsors
DLVR
dgeconex
interra
media
verizon
media
wowza
media systems

Streaming Partner
mobeon

Association Sponsors
labm
MoCA

On-Demand Video Sponsor
brightcove

ORGANIZED AND PRODUCED BY
Information Today, Inc.

PUBLISHERS OF

FEATURED THESE SPECIAL EVENTS
live streaming SUMMIT
OTT LEADERSHIP SUMMIT
Video Engineering SUMMIT
Welcome to Streaming Media West 2019. We’re thrilled to be in downtown Los Angeles, right in the heart of the entertainment industry, and we hope you enjoy our new venue as much as we have.

It’s our biggest—and, we think, best—Streaming Media West yet. In addition to our long-running Business & Strategy Track and Technical & How-To Track, we’ve got four focused summits that let you zero in on the speakers and topics that are most important to you—the Video Engineering Summit, the OTT Leadership Summit, the Live Streaming Summit, and the brand-new Esports & Sports Summit. There’s also the Discovery Track, where you can learn directly from solutions providers about how they’re tackling the biggest challenges facing streaming media today. Depending on the type of pass you have, you can take a deep dive into any single track or summit, or you can “build your own show” by attending sessions across all of them.

Of course, just as important as the great content are the networking opportunities. In addition to receptions Monday and Tuesday evening, we are holding meetups during the coffee breaks in the networking lounge in the Showcase. Each one will be hosted by a Streaming Media magazine contributing editor. If your focus is video engineering, OTT, live streaming, or esports & sports, check the program schedule for the meetup that will help you “find your tribe.”

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

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

MONDAY, NOVEMBER 18

9:00 a.m. – 12:00 p.m.
W1 Introduction to ABR Production & Delivery
W2 Deploying CMAF: Why, When, & How
W3 Off-the-Shelf Streaming Tools

1:30 p.m. – 4:30 p.m.
W4 Objective Quality Metrics 2D & 3D
W5 Video Machine Learning: Customizing Solutions & Training Models

5:00 p.m. – 6:30 p.m.
VIP WELCOME MIXER Lakeview Bistro, Lobby Level

TUESDAY, NOVEMBER 19

9:00 a.m. – 9:45 a.m.
WELCOME & OPENING KEYNOTE San Francisco Fireside Chat: Amazon Fire TV’s Customer-First Approach to Streaming Sandeep Gupta, Amazon Fire TV

9:45 a.m. – 10:00 a.m.
KEYNOTE San Francisco Industrializing Broadcast-Quality Streaming Mark Russell, MediaKind

10:00 a.m. – 10:30 a.m.
COFFEE Networking and OTT Meet Up in the Streaming Media Showcase

11:30 a.m. – 12:30 p.m.
B101 Business & Strategy Sacrament Subscription Fatigue: Too Much of a Good Thing?
B102 Business & Strategy San Diego How-To: Fine-Tuning Your Encoding With Objective Quality Metrics

12:30 p.m. – 1:30 p.m.
ATTENDEE LUNCH

1:30 p.m. – 2:15 p.m.
Business & Strategy Sacrament LinkedIn Live: A Producer’s Journey
Business & Strategy San Diego Microservices in Action

1:30 p.m. – 2:45 p.m.
COFFEE Networking and Live Streaming Meet Up in the Streaming Media Showcase

2:45 p.m. – 3:30 p.m.
B104 Business & Strategy San Diego The State of the CDN Market
B105 Business & Strategy San Diego Open Source Streaming

3:30 p.m. – 4:30 p.m.
HAPPY HOUR in the Streaming Media Showcase

4:30 p.m. – 5:15 p.m.
B106 Business & Strategy San Francisco Optimizing Corporate Communications
B107 Business & Strategy San Francisco ATSC 3.0: What You Need to Know

5:30 p.m. – 7:00 p.m.
NETWORKING RECEPTION Plaza Deck, 4th Level

WEDNESDAY, NOVEMBER 20

8:30 a.m. – 9:00 a.m.
Streaming Media Magazine’s Readers’ Choice Awards Breakfast San Francisco Amazon

9:00 a.m. – 10:00 a.m.
KEYNOTE San Francisco The Next Generation of Sports Streaming MODERATOR: Kiran Paranjpe, Google, Inc.

10:00 a.m. – 10:30 a.m.
COFFEE Networking and Esports & Sports Streaming Meet Up in the Streaming Media Showcase

10:30 a.m. – 11:30 a.m.
B201 Business & Strategy Sacramento UX: Keep Viewers Happy
B202 Business & Strategy San Diego How To: Playout in the Cloud

11:30 a.m. – 12:30 p.m.
B203 Business & Strategy San Francisco Connecting the Dots for Connected TV Advertising
B204 Business & Strategy San Francisco Multicast: Has Its Time Finally Arrived?

12:30 p.m. – 1:30 p.m.
LUNCH BREAK — Visit the Streaming Media Showcase

1:30 p.m. – 2:30 p.m.
B205 Business & Strategy San Francisco Video Machine Learning Demystified
B206 Business & Strategy San Francisco Tackling the Latency Challenge

2:30 p.m. – 3:30 p.m.
B207 Business & Strategy San Francisco Mixed Realities: VR, AR, & XR
B208 Business & Strategy San Francisco 5G & The Future of Streaming

3:00 p.m. – 4:45 p.m.
COFFEE Networking and Video Engineering Meet Up in the Streaming Media Showcase

4:45 p.m. – 5:45 p.m.
CLOSING SESSION San Francisco Low-Latency HTTP Live Streaming Update Roger Ponto, Apple

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

TUESDAY
10:00 a.m. – 10:30 a.m.  | OTT Meet Up
2:15 p.m. – 2:45 p.m.  | Live Streaming Meet Up

WEDNESDAY
10:00 a.m. – 10:30 a.m.  | Esports & Sports Streaming Meet Up
2:30 p.m. – 3:00 p.m.  | Video Engineering Meet Up

VIP Welcome Mixer
Sponsored by applyaster
digitalelement
Monday, November 18
5:00 p.m. – 6:30 p.m.
Lakeview Bistro, Lobby Level
Kick off your Streaming Media West experience with your industry peers and learn from the leaders and innovators in the field. Whether you are from broadcast and cable, media and entertainment, education, IT, sports, advertising, telco, or any other industry involved in online video, you’ll find your niche. Meet Ups are located in the Showcase area.

Stream Your Event & Connect with Our Editors
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.

Conference-Wide Networking Reception
Tuesday, November 19
5:30 p.m. – 7:00 p.m.
Plaza Deck, 4th Level
Join us outside on the Plaza Deck after a full day of sessions. Open to all attendees, speakers, exhibitors, and Discovery Pass holders.

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

Network: Streaming Media Wifi
Enter URL: http://bit.ly/SMW19APP
Username/Password: smwest19

Visit the Streaming Media Showcase
Sponsored by
❙
❙
❙
Sandeep Gupta,
Amazon Fire TV
DT201
DT202
DT203
DT204
LS101
LS102
LS103
LS104
LS105

See onsite flyer for details
Aggregated Services
to End-Users Through DTC and OTT
Delivering Innovative Consumer Experiences
Low Latency Reality Check
Why Not Both!
Cross-Device Media Apps: Build or Buy?
Content from Providers Around the Globe
Cloud Ingest Portals: Strategies for Acquiring Live-Streaming Best Practices Monitoring Live OTT Services Is
Streaming
Bringing Convenience to Corporate Fireside Chat With Industry Leaders
Real-Time Remote Production for the FIFA Women’s World Cup

Get the App & Connect
Download the HelloCrowd app and search for Streaming Media West 2019 to access everything you need during the event.

Scan this QR code or follow the link to download this app
Enter URL: http://bit.ly/SMW19APP

Save the Date
STREAMINGMEDIA.COM/WEST
JUNE 2–3, 2020
THE WESTIN Copley Place
BOSTON, MA
#StreamingWest
**W1** Introduction to ABR Production & Delivery

This course helps those new to streaming media get familiar with relevant terms, concepts, and technologies. The session begins with a definition of terms like codecs, container formats, and adaptive bitrate (ABR) 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 review the technical requirements for ABR delivery to computers, smartphones and tablets, OTT devices, and smart TVs. We finish with a quick look at advanced codecs like HEVC, VP9, AVI, 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, & Contributing Editor, Streaming Media

**W2** Deploying CMAF; Why, When, & How

The concept of a single set of deliverables to all relevant end points has been the holy grail since the dawn of adaptive bitrate (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, attendees learn how to create CMAF-packaged assets for HLS and or 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 will briefly cover how to extend what you learned to adaptive codecs starting with VP9, then to 4K encoding, packaging, and delivery with HEVC or AV1. Then, we dive into what needs to happen next inside the video player to enable proper multi-bitrate ABR streaming with low latency. Last but not least, we cover the details around protecting 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.

**PRESENTER:** David Hassoun, Founder & CEO, RealEyes Media

**W3** Off-the-Shelf Streaming Tools

The build vs. buy debate will never go away, but sometimes the perfect tool for content development and distribution already exists, is easy to learn and use, and fits within your budget. This workshop covers the latest developments in a number of tools that will help you at virtually every step of the streaming video workflow, from editing to analytics. This workshop is open to product owners, engineering staff, or others involved with delivering media—you don’t need a development background, just an interest in finding out how the latest tools can optimize your workflow. Nadine Krefetz and co-presenters cover the following types of tools: cloud-based switching products for multi-playout management; collaborative editing; UX prototyping; churn-busting analytics; artificial intelligence and machine learning; live and on-demand video libraries.

**PRESENTER:** Nadine Krefetz, Consultant, Reality Software, & Contributing Editor, Streaming Media

**W4** Objective Quality Metrics 2D & 3D: What They Are, How to Compute Them, & How to Use Them

Every compression practitioner should understand what objective quality metrics do, how to compute them, and how to use them. This workshop guides attendees through the following steps: an introduction to metrics like PSNR, SSIM, SSIMplus, and VMAF; plus several 3D metrics; how to compute metrics with open source tools like FFmpeg and VMAFMaster, as well as third-party tools like the Moscow State University Video Quality Measurement tool and SSIMWave Quality of Experience Monitor; how to interpret the results; how to use these tools to choose a preset, choose the top rate for video files, and build an encoding ladder.

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

**W5** Video Machine Learning: Customizing Solutions & Training Models

Do you want to realize maximum business value from video machine learning solutions? To do so requires customization and model training. During this workshop, we go over core concepts that will help you in your customization and model training efforts. We also take a look at various options that are in the wild and ready for you to realize value from machine learning applications for video. We wrap things up with some hands-on demonstrations and customization and training tips and tricks. You walk away from this workshop armed with knowledge on how to get started providing your business value in this exciting area of video machine learning.

**PRESENTER:** Jun Heider, CTO, RealEyes Media

**W6** Discovering the Power of FFmpeg

One of the most widely used tools with video encoding and deployment processes is FFmpeg, an open-source command line utility that can read and write just about any video, audio, or subtitle codec with just about any format, container, or protocol. Starting with core command line parameters, you learn how to read video files and output in various bitrates, codecs, and containers. The workshop then moves into more intermediate-level commands with map parameters and video filters. We look at more advanced utilization of FFmpeg as well, exploring composition of two video sources with text labels and placement and setting up multiple processes to output multiple bitrates for adaptive delivery.

**PRESENTER:** Robert Reinhardt, Video Solutions Architect, VideoRX, & Contributing Editor, Streaming Media
commercial and open source tools and how to use them to fine-tune your adaptive bitrate ladders and encoding settings.

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

OTT Leadership Summit

OTTO101 Fireside Chat: Innovation in the Time of Streaming TV

With the introduction of myriad screens and technologies like time-shifting, DVR, and on-demand programming, the days of families gathering around the television to watch linear TV are gone. Consumers expect to bend “TV time” to work around their schedules, and they demand an ever-evolving set of intuitive yet cutting-edge features to constantly improve the experience. Philo CTO Ben Chambers walks us through how the team at the nation’s first entertainment-focused OTT service is approaching and exceeding consumer expectations.

SPEAKERS:
Ben Chambers, CTO, Philo
Eric Schumacher-Rasmussen, VP & Editor-in-Chief, Streaming Media, USA

Video Engineering Summit

VES101 The Video Engineer’s Toolbox

Having the right tools for the job allows you to work smarter, not just harder. When developing for and supporting some of the biggest live streaming events such as the Super Bowl, Olympics, and the World Cup, we have beefed up and refined the arsenal of tools we bring. This session covers some of the tools to monitor, debug, and identify to solve problems quickly and effectively for live and on-demand streaming content, then dives deeper into some key, often overlooked use cases.

SPEAKER: David Hassoun, CEO, ReaEye Media

Esports & Sports Streaming Summit

ESS101 Get in the Game: How Players and Producers Can Get Started

Case Study: From Game Seat to Driver Seat

Dreams really do come true, and sometimes gamers get a chance for real-world action. In this case study, Torque Esports introduces World’s Fastest Gamer, an online competition that lets casual mobile players and pro gamers become actual pros. Using advanced driving simulators, WFG teaches driving skills and turns talented gamers into motorsport professionals.

SPEAKER: Darcy Lorincz, Torque Esports

Mass Appeal: Advancements in Technology Empower Esports Live Streaming

The latest innovations and growing affordability of live-streaming technology have opened the esports live-streaming market to the average consumer, allowing anyone to become a live streamer with the right tools. Learn how the latest technology developments have enabled esports fans to join YouTube, Twitch, Mixer, or other live-streaming services.

SPEAKERS: Marco Ordaz, Product Manager, & Michael Oliva, Marketing Director, IOGear

Live Streaming Summit

LS101 Brining Convenience to Corporate Streaming

While social media and entertainment get most of the attention when it comes to live streaming, it’s just as crucial to B2B and internal corporate communications. This panel of experts discusses how to effectively and efficiently connect to all of your internal viewers while also being able to scale for an external audience, as well as the myriad technologies that can be used from capture to distribution.

SPEAKERS:
Dan Swiney, Head of Live Production and Streaming, LinkedIn
Dan House, VP of Encoding & Digital Strategy, BC Live

Discovery Track

DT101 Discovery Track Session: SSIMWAVE, Xilinx

Stop Bad Video in its Tracks

Not all content is created equal. Gate and switch content to avoid getting trapped into expending resources needlessly. Reject or send the content to the appropriate encoder to optimize storage and transmission costs while ensuring video quality thresholds. Attend this session for your chance to win: 10 gift cards for streaming services ($25 value each).

SPEAKER: Abdul Rehman, CEO, SSIMWAVE

The Future of Live Video Encoding

In this talk, we walk through the future landscape of major problems to solve in video encoding—what lies ahead in terms of approaches to reduce bandwidth and encoding compute complexity, data center power consumption, codec adoption, quality measurements, and tools to increase differentiation across a range of industries.

SPEAKER: Sean Gardner, Senior Marketing Manager, Xilinx

Download the Streaming Media West App

Scan this QR code or follow the link to download this app

Enter URL: http://bit.ly/SMW19APP
Many consumers are looking for alternatives to traditional cable and SVOD services, as well as skinny bundles they prefer. In this fireside chat, we talk with an executive from Awesomeness TV about what works—and what doesn’t—with the next generation of consumers.

SPEAKERS:
- Eric Schumacher-Rasmussen, Co-Head, Awesomeness
- Adam Lewinson, VP Sales, U.S., Applicaster

### Reaching Generation Z

 Consumers’ video consumption habits are changing dramatically. Generation Z watches video in a completely different way than older generations, and it’s imperative that we reach them on their terms, with the type of content they want, in the formats that speak to them, on the devices they prefer. In this fireside chat, we talk with an executive from Awesomeness TV about what works—and what doesn’t—with the next generation of consumers.

SPEAKERS:
- Rebecca Glashow, Co-Head, Awesomeness
- Shelley Zimmerman, Co-Head, Awesomeness
- Eric Schumacher-Rasmussen, VP & Editor-in-Chief, Streaming Media

### OTT Leadership Summit

### OTT102: Fireside Chats: Finding New Audiences

### Ad-Supported VOD as an Alternative to Broadcast & SVOD

Many consumers are looking for alternatives to traditional cable and SVOD services, as well as skinny bundles that aren’t so skinny after all. Enter free, ad-supported services that offer premium content without the premium price tag. We talk about the challenges and opportunities facing AVOD services.

SPEAKERS:
- Adam Lewinson, Chief Content Officer, Tubi
- Eric Schumacher-Rasmussen, VP & Editor-in-Chief, Streaming Media

### Video Engineering Summit

### VES102: Low Latency Live Streaming at Scale

Many streaming producers are attempting to enable viewers to interact with live streamers in real-time through chat, Q&A, betting, bidding, and more. They all encounter the same challenge: reducing latency while syncing interactions between the live streamer and viewers. There’s currently a race between WebRTC-based approaches, which are very low in latency but hard to scale, and HTTP-based approaches, which are easy to scale but higher in latency. Neither is ideal. This session details approaches to achieving interactivity at scale using existing technologies.

SPEAKER: Steve Heffnerman, Founder & Head of Product, Mux and Creator of Video.js

## Esports & Sports Streaming Summit

### ESS102: Focus on Fans: Attracting Eyeballs, Keeping Them Hooked

### Increasing Fan Engagement

Streaming live video is just the beginning. To succeed today, it’s crucial to engage fans and keep them tuning in. Putting out a tune-in message isn’t enough anymore. You’ve got to get fans invested in the next match, engaging them on multiple platforms. Here’s how some leagues cater to their fans to create all-new experiences and lifelong engagement.

SPEAKERS:
- Ed Nordholm, Chief Corporate Officer, Anthem Sports & Entertainment, President, Fight Media Group, (Fight Network and Impact Wrestling)
- Brett Collins, Founder & CEO, BC Live Productions
- Matt Smith, Comcast

### The Next Generation

Don’t assume that young people today are going to watch the same sports that their parents follow. Young viewers are up for grabs, as the traditional sports world undergoes massive changes. Will today’s young viewers grow up loving basketball and football, or will esports eventually dominate? Here’s how leagues are securing the next generation.

SPEAKERS:
- Nick Crooks, Global Head, Business Development, Nitro Circus
- Art Evans, Founder & CEO, Maestro.io
- Brett Casadonte, President & Co-Founder, GloboStream Media LLC
- Codi Warren, Managing Director, Communications, USA Softball

### Live Streaming Summit

### LS102: Live-Streaming Best Practices

How reliable is your live-streaming production workflow? Learn how to use and configure the essential components of a live streaming event system, including cameras, H.264 encoders/streamers, video switchers, video signal conversion, and recorders. 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 with the right gear to fit the budget you have.

SPEAKER: Robert Reinhardt, CTO, videoR

## Discovery Track

### DT102: Discovery Track Session: Interra Systems, EdgeConneX

### Monitoring Live OTT Services Is Critical for Service Assurance

Around the globe, OTT video consumption is rising steadily, with live streaming, attracting large audiences. This necessitates that operators adopt a holistic methodology to service assurance to gain better visibility into what is happening with the live OTT workflow, decrease the chance for churn, and maximize monetization. Monitoring solutions are a fundamental requirement today for VOD and live OTT applications. This session highlights the challenges of live streaming and how monitoring can help by providing a centralized service assurance view, validation of where the issue is located, and increased flexibility via a software-based and cloud-deployable approach. Attend this session for your chance to win: Google Nest Hub ($129 Value).

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

### Content and Eyeballs—The Perfect Match at the Edge

Latency is one of the most important factors in delivering content to users. There is a growing trend in the community of partners, customers, and providers to meet the eyeballs providers away from carrier hotels. The high density environments require a greater amount of power, cooling, redundancy that EdgeConneX has built for our customers since inception. We’ll discuss trends in key markets, and why EdgeConneX is recognized as the leader in this space. Attend this session for your chance to win: Beats Pill & Portable Wireless Speaker ($195 value).

SPEAKER: Elsa Pine, VP Global Sales & Business Development, EdgeConneX

## 12:30 p.m. – 1:30 p.m. ATTEndeen LUncHEon
Technical & How-To Track

**T103 ‣ Microservices in Action**

The discussion around microservices has moved from theory and planning to looking at optimization for deployment for streaming within a microservices/services-oriented architecture. A year ago many were thinking about deployment in this new highly available, scalable and agile way, today, it has emerged as common practice, or at the least as a common strategy. This session examines some examples of microservices in action in a discussion with leading content publishers and goes deep into some real-world microservices architectures, exploring introspection, orchestration, containerization, and wider virtualization strategies.

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

**SPEAKERS:**
- Nermeen Ismail, Distinguished Engineer, Cisco
- Tanu Agarwal, Director of Engineering of Video Platform, Twitch
- Nathan Moore, Director of Performance Engineering Platform, StackPath
- Olga Kornienko, Co-Founder & Chief Operating Officer, EZDRM
- Shobana Radhakrishnan, Director of Engineering, Android TV

**OTT Leadership Summit**

**OTT103 ‣ Understanding the DRM Lifecycle**

As DRM becomes a global standard for content creators and consumers, the DRM lifecycle becomes more and more important. Implementing DRM into a complex video workflow can be a daunting task. That combined with the mandatory use of DRM for premium content leaves an OTT Operator with a lot of questions. In this session, we explore the “DRM Lifecycle” from content creation to editing to digital dailies to post to screeners and, ultimately, to consumer distribution.

**MODERATOR:** Christopher Levy, CEO and Founder, BuyDRM

**SPEAKERS:**
- Gulliver Smithers, SVP Product & Technology, Sony Pictures Entertainment
- Corey Smith, Director Live Operations, Global Broadcast, Blizzard
- Steve Cronan, CEO, 9th Kind

**Video Engineering Summit**

**VES103 ‣ CDN and Edge Services**

**Evaluating & Testing CDN Suppliers for Performance & Unit Economics**

This discussion details how video engineers should set up their CDNs for optimal delivery around the world. From multi-CDN to optimizing encoding and transcoding efforts, we provide actionable recommendations based on real, unbiased testing. Attendees walk away with insights regarding how to optimize their CDN(s) for media delivery.

**SPEAKER:** Steven Tripas, Platform Solutions Architect, Zype

**Delivering Premium Content at Scale**

With many streaming services available, and more coming online every day, it’s critical that premium content continues to engage viewers and can be delivered with reliability, quality, and flexibility. Learn more about how premium video platforms are bringing together the best of Silicon Valley and Hollywood to deliver captivating content, and the infrastructure and technology innovations being put into place to ensure success for 2020 and beyond.

**SPEAKER:** Heather Mellish, Principal BDM, Edge Services, AWS

**Esports & Sports Streaming Summit**

**ESS103 ‣ Let’s Sync Up: Understanding the Opportunities of Live Sports Streaming**

Advanced technologies such as ultra-low latency, synchronized multi-stream, and 5G are transforming the streaming of live sports, offering new, superior experiences to traditional linear TV. However, as these technologies increase the value and consumption of live streaming, they present challenges in protecting high-value content. This session focuses on the new technologies that are transforming live sports video, as well as what this means from a content value and content protection perspective.

**SPEAKERS:**
- Mark Nakano, VP Content Security & Anti-Piracy, Turner Broadcast
- Michael Jones, SVP & Head, Business Development, VisualOn

**Live Streaming Summit**

**LS103 ‣ Fireside Chat With Industry Leaders**

Join us as we discuss the massive increase in live streaming viewership and the importance of your audience with one of the industry leaders in the tech space. See website or the Streaming Media West app for details.

**Discovery Track**

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

**OTT: Where to Invest Your UX & Design Budget**

Designing great digital products—because digital is always evolving—is a never-ending proposition. Identifying what users really want is only the beginning. How can you make the UX definition and design process run more smoothly and deliver products which are both compelling, effective, and technically efficient? We discuss the latest practices for OTT products, G16 which will make everyone involved in the product lifecycle through to end-consumers happy with what you’re creating. **Attend this session for your chance to win: A 1.5 day UX audit.**

**SPEAKER:** Sam Drury, Head, UX, UI Centric

Low Latency Live Streaming Delivery: What’s Next?

At the Apple Worldwide Developer Conference, Apple announced the specs for a new, low-latency extension of its HTTP Live Streaming (HLS) protocol: Low-Latency HLS. While reducing latency for live streaming is a valuable goal (and one that we can get behind), this news interrupted an industry-wide effort to do so via chunked transfer encoding. With more viewers ditching traditional satellite and cable services each year, the race for speedier live-stream delivery is in full force. Apple Low-Latency HLS 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, ideal use cases, and what can be expected of low-latency HLS next. **Attend this session for your chance to win: Amazon gift card ($250 value).**

**SPEAKER:** Tim Dougherty, Director of Sales Engineering, Wowza Systems

**2:15 p.m. – 2:45 p.m.**

**COFFEE**

**2:45 p.m. – 3:30 p.m.**

**Business & Strategy Track**

**B104 ‣ The State of the CDN Market**

Content delivery networks (CDNs) deliver vast quantities of data to an ever-growing, media-hungry audience. The sheer scale of operations and consumer adoption of these services is daunting. Forgotten when they work, yet in the spotlight if they fail, the CDNs have a thankless but critical role in our industry. In this session, Dom Robinson, chair of Content Delivery Summit and 25-year veteran in the CDN space, talks to executives from the leading CDNs about the state of the sector, the challenges being faced, new technology strategies, and which services are rising and falling in demand. If a CDN is a part of your ecosystem, then this broad discussion should touch on a variety of high-level topics that directly affect your business.

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

**SPEAKERS:**
- Peter Chave, Principal Architect, Akamai Technologies
- Neil Glazebrook, Senior Director of Content Delivery and Edge Compute, Limelight Networks
- Keoki, CEO, Tullix
- Ryan Durley, CDN Senior Product Manager, Comcast

**Technical & How-To Track**

**T104 ‣ Open Source Streaming**

In this session, we review every stage of the live- and on-demand streaming workflow and explore how open source options can be used in real-world implementations. We’ll examine tools such as FFmpeg, VLC, and GStreamer, as well as open source codecs, and discuss our panelists’ favorites for solving specific challenges, the pros and cons of each, and compare them to some commercial offerings. While this session is of use for technicians and developers, the emphasis is on higher-level strategic questions about where and when open source tools can replace commercial offerings and thus reduce costs.

**MODERATOR:** Jason Thibeaut, Executive Vice President, Streaming Video Alliance

**SPEAKERS:**
- Steve Heffernen, Head of Product, Max
- Rob Dillon, Principal Strategist, Dillon Media Ventures

**OTT Leadership Summit**

**OTT104 ‣ Fireside Chat: Connecting With Generation Alpha**

Born with the iPad, Generation Alpha consumes video in ways that are even more different than Generation Z. How do you create content and deliver it in a way that connects with viewers 9 and younger, while being respectful of the fact that these are just kids? Pocket.watch is the studio behind Ryan ToysReview, HobbyKidsTV, and EvanTubeHD, and this discussion with David B. Williams sheds light on the opportunities and challenges that come with creating content for the next generation.

**SPEAKER:** David B. Williams, GM/SVP for Channels, Pocket.watch

**Video Engineering Summit**

**VES104 ‣ Integrating CMAF Into a VOD Workflow**

This presentation details how to implement CMAF into a VOD workflow, and how CMAF saves storage space, reduces latency, and improves cache efficiency, which leads to better performance and the simplification of content encryption.

**SPEAKER:** Tomas Back, VP of Product Development, CDN77
Dan Houze, VP of Encoding & Digital Strategy, BC Live
VP Global Marketing, Hive Streaming

SPEAKERS:
Senior Solutions Engineer, Watson Media & Weather, IBM
Scott Grizzle,
cost.

video activities at scale without harming the network. Focus is then placed on developing a secure-

Business & Strategy Track
HAPPY HOUR
3:30 p.m. – 4:30 p.m.
HAPPY HOUR sponsored by MediaKind in the Streaming Media Showcase

4:30 p.m. – 5:15 p.m.
Business & Strategy Track

B105 Optimizing Corporate Communications
From delivery to improving end-user experiences, this talk covers how enterprises can support internal video activities at scale without harming the network. Focus is then placed on developing a secure-rich process for accessing and hosting video assets to be accessed by employees and stakeholders. This also includes covering value adds for end users, including using artificial intelligence to make content more accessible and discoverable through automated processes.

MODERATOR: Scott Grizzle, Senior Solutions Engineer, Watson Media & Weather, IBM
SPEAKERS:
Stephen Condon, VP Global Marketing, Hive Streaming
Dan Houze, VP of Encoding & Digital Strategy, BC Live
Sean Patrick Keen, Global Director of Sales Engineering, Intrado Digital Media
Andy Howard, Founder & Managing Director, Howard & Associates

Technical & How-To Track
T105 ATSC 3.0: What You Need to Know
The promise of ATSC 3.0 is the ability to multicast not only audio and video, but data as well. If ATSC 3.0 can achieve this, plus allow for targeted personalized advertising, the broadcast world will have combined the digital promise of targeting with the scale of broadcast, essentially changing the broadcast vs. streaming playing field. How will this work with legacy CDNs and new 5G pipes? What does broadcast-as-a-service mean? How do converged OTT-OTA apps work in the future? How does this help deliver the right content to the right audience?

SPEAKERS:
Katherine Bowe, Technical Director, Twitch

Live Streaming Summit
LS104 Real-Time Remote Production for the FIFA Women’s World Cup
Millions of people around the world tuned in for the 2019 FIFA Women’s World Cup Finals in France between the USA and Norway. After the huge success of FOX Sports’ innovative broadcast of the 2018 FIFA World Cup, our panelists collaborated with FOX Sports to deliver new remote production capabilities and greater efficiencies for this year’s women’s final. Boasting more than twice as many streams as the 2018 World Cup, these panelists discuss how they enabled production teams in Los Angeles to begin editing multiple camera feeds within less than 10 seconds of the live action for highlights, playback, and bridge programming and employed new capabilities such as real-time direct-to-cloud archiving and more extensive—yet consolidated—monitoring.

SPEAKERS:
Michael Flatners, Chief Technology Officer, IBM Aspera
Dustin Myers, Senior VP, Production Operations, Fox Sports
Dave Norman, Telesystem
Daniel Gonzales, Senior Solutions Architect, Levels Beyond

Discovery Track
DT104 Discovery Track Session: PacketFabric, DLVR
Upgrade Your Network, Upgrade Your Stream
As streaming media continues to take over the entertainment world, content creators and providers will require advanced infrastructure to keep up with production schedules and consumer demands. This session examines how private networks can play a critical role in the lifecycle of streaming content, from its creation and distribution and through to its consumption. We discuss how PacketFabric can enable powerful new workflows to quickly go from the camera to the cloud to the screen by delivering reliable, flexible, and high-capacity connectivity from production locations to cloud providers, CDNs, and beyond. Attend this session for your chance to win: Amazon gift card ($200 value).

SPEAKER: Chad Milam, President & CEO, PacketFabric

Configuring Robust Multi-CDN in Azure, Powered by DLVR
Reliable, high-quality video viewing experiences are critical to video publishers. This presentation discusses how DLVR’s integration on Azure offers a highly scalable, measured, optimized, and simplified multi-CDN service for large and medium-size Azure customers running video workloads. Attend this session for your chance to win: 3 Hydro Flasks ($35 value each).

SPEAKERS:
Mike Gordon, Co-Founder & CEO, DLVR
Daniel Gicklhorn, Lead Product Manager, Azure Cloud CDN and Azure Front Door, Microsoft

3:30 p.m. – 4:30 p.m.

OTT105 Who Cares About Sports & News?
As video offers proliferate, many have purely on-demand content while others include live programming. Understanding the nuances of consumer interest in live video, especially sports and news, is critical to securing content rights, designing offers, and targeting subscribers. For many consumers, interest in a favorite team or athlete is the primary driver for their live video subscription, while other consumers have virtually no interest in sports or traditional news and often find little value in live TV. This session explores findings from a new consumer survey from Altman Vilandrie & Co., including a deep dive into reasons for consumer adoption of live TV offers, and a panel discussion featuring top executives from the TV industry.

MODERATOR: Jonathan Hurd, Director, Altman Vilandrie & Co.
SPEAKERS:
Kazier Campwala, Vice President, Business Operations and Insights, Disney DTCI/ABC News
Tony Brown, Chief of Staff, Newsy
Rob Dillon, Principal Strategist, Dillon Media Ventures

Video Engineering Summit
VES105 Applications of Per-Title Encoding
Per-title encoding techniques have progressed from theory to reality with real-world statistics to verify effectiveness. In this roundtable, panelists discuss how their technologies work and the overall impact on their encoding ecosystem and share case studies about how per-title encoding has saved bandwidth and/or improved quality of experience.

MODERATOR: Jan Gzer, Principal, Streaming Learning Center and Contributing Editor, Streaming Media
SPEAKERS:
Assaf Berkowitz, Director of Technical Services, Kaltura
Jon Dahl, CEO, Mux
Steve Geiger, Solutions Director of Americas, Brightcove

Esports & Sports Streaming Summit
ESS105 Esports & Streaming in Education
What’s happening in collegiate esports? How do new programs in elementary, middle, and high school esports factor in? We look at the benefits to an esports and streaming program in schools and how it prepares students for jobs in the real world. We also discuss opportunities for streaming hardware and software vendors to sell into this new vertical within education.

SPEAKER: Todd Conley, Executive Director, HighSchoolLLG

Live Streaming Summit
LS105 Scaling for the Demands of a Growing Live Audience
As more people are turning to streaming as their main source of content, companies are dealing with the necessity of scaling quickly. On top of this, everyone is viewing from many devices, each with a specific set of quality specifications. With many viewers now getting their live events and sports coverage almost exclusively from streaming services this panel discusses the necessary tools to ensure a successful viewing experience.

SPEAKERS:
Tim Baldwin, Director of Product, Zixi
Edward Doty, Executive Producer, Jukin Media
Corey Smith, Director Live Operations, Global Broadcast, Blizzard
Daniel Piascki, VP of Engineering, LiveU
Wednesday November 20

8:30 a.m. – 9:00 a.m.
READERS’ CHOICE AWARDS BREAKFAST

Gold Sponsor: Amazon Web Services
Silver Sponsor: MAGWELL, Inc.

9:00 a.m. – 10:00 a.m.
KEYNOTE
The Next Generation of Sports Streaming
MODERATOR: Kiran Paranjpe, Head of Sports & Entertainment/Global Partnerships, Google, Inc.

PANELISTS:
Brendan Reiley, Director, Revenue Operations, NASCAR Digital Media;
Rich Robinson, SVP, Digital, World Surf League
Jared Smith, Senior Vice President of Digital Products, WWE

Advanced TV has opened up a new world of possibilities when it comes to the sports viewing experience. This includes new direct-to-consumer (DTC) platforms that let fans watch anytime or anywhere, second-screen experiences that complement the TV and in-person viewing experience, and more personalized content and ads that are relevant to the viewer. Whether you’re watching from the stands, from the couch, or on-the-go, new technology is delivering a heightened sports viewing experience for fans everywhere. In this session, Kiran Paranjpe moderates a roundtable of digital executives from sports organizations to discuss their successes and strategies launching and growing DTC platforms. Topics include streaming technology decisions, subscription vs. advertising revenue models, regional vs. global distribution models, and marketing DTC services effectively.

10:00 a.m. – 10:30 a.m.
COFFEE sponsored by verizon & ESPORTS & SPORTS STREAMING MEETUP in the Streaming Media Showcase

10:30 a.m. – 11:15 a.m.
Business & Strategy Track
B201 ▶ UX: Keep Viewers Happy
What delights viewers and keeps them engaged when it comes to the video user experience (UX)? This panel discusses the trends media companies are following when it comes to creating a one-click environment, moving customers through a registration or transaction process, or simply structuring navigation systems so content can be more easily found. Are text-based navigation systems a bad idea? What about removing the program guide? If customers churn early and often when they’re not happy, what will keep viewers happy?
MODERATOR: Nadine Kreitz, Consultant, Reality Software and Contributing Editor, Streaming Media

SPEAKERS:
Tyler Winton, Vice President Business Development, TiVo
Tony Brown, Chief of Staff, Newey
Rama Morgan-Auko, Director, Software Engineering, FandangoNOW
Sam Drury, Head of User Experience, Ul Crictr

Technical & How-To Track
T201 ▶ HOW-TO: Playout in the Cloud
This presentation will fundamentally shift the way attendees think of playout in the cloud. Rather than building a schedule and extensively re-encoding assets in real time for broadcast, learn how to decouple the mono-thrust of playout software into discrete components on top of AWS services. The approach discussed will open new possibilities of channel customization, personalization, and end-user quality, while also dramatically reducing running costs.
SPEAKER: Phillip Harrison, Solution Architect, Amazon Web Services

OTT Leadership Summit
OTT201 ▶ How Niche Video Services Can Find Success
Netflix, Prime Video, Hulu, and other entertainment giants get most of the attention, but that doesn’t mean there’s not a place for niche services to not only survive, but thrive. It’s all about knowing your audience—not just creating a great video offering but building communities that deliver content of all kinds and invite user interaction and participation in curating the channels they’ve always wanted.
MODERATOR: Jonathan Barbato, Office of the CEO, Best Ever Channels
SPEAKERS:
Gene Pao, Senior Vice President, Digital Enterprises, Shout! Factory
Jon Cody, Founder & CEO, TV4 Entertainment, Inc.
Erica Speka, CEO, Cinedigm
Floris Bauer, Co-Founder and President, Gunpowder & Sky

Video Engineering Summit
VES201 ▶ Controlling QoE With Better Data
Quality of experience (QoE) is critical to all successful streaming services. Using worldwide benchmark data, this talk identifies the most important QoE KPIs for VOD services and discusses their regional impact. For example, in the U.S., buffering issues drive user churn, while in Asia, managing device fragmentation is key. It also reviews a number of metrics, explores benchmark data, and details how to best understand and leverage the relationship between QoE and data.
SPEAKER: Marc Maycas, VP of Product Solutions, Nice People at Work

Esports & Sports Streaming Summit
ESS201 ▶ Live Streaming in Challenging Conditions
Not long ago, going live from a remote location meant driving up with a satellite truck. Well, those days are over. Today’s publishers are delivering live streams from challenging remote locations that a truck could never reach. These producers make it look easy, but it’s not. Learn how to overcome any obstacle.
SPEAKER: Payotl Perryman, Founder & Creative Director, Digital P Media
Sil Grobbe, CEO & Co-founder, Lightstream
Ben Gabrielson, Live/Sales Manager, Sports ESS
Jacob Potter, Assistant AD, Broadcasting, University of Oklahoma

Discovery Track
DT201 ▶ Discovery Track Session: AWS, Applicaster
Reliability of Live Streaming in the Cloud
Delivering reliable and resilient live streaming is a must for video providers, who depend on live video workflows being highly available and scalable with audience size never missing a moment of content. A truly resilient live video stream delivers a smooth and consistent experience for viewers, without gaps, stalls, or silences. In this session, learn how to use the AWS Cloud and AWS Media Services, like AWS Elemental MediaLive, AWS Elemental MediaConnect, AWS Elemental MediaStore, and AWS Elemental MediaPackage, to build highly available and reliable live video workflows in a cost-effective and scalable way, complete with monitoring, alerts, and security.
Attend this session for your chance to win: Amazon Echo Show ($230 value).
SPEAKER: Kiran Patel, Sr. Product Marketing Manager, AWS

Cross-Device Media Apps: Build or Buy? Why Not Both!
In this session, Idan Maron highlights how leading media companies like Zee5, ProSiebenSat.1, and others are maximizing their pre-existing workflows and resources, combined with best-of-breed third-party tech, to build user-loved apps with Zapp, Applicaster’s app lifecycle management platform. Attend this session for your chance to win: Sony Wireless Noise Canceling Extra Bass Headphones ($250 value).
SPEAKER: Idan Maron, VP, Business Development, Applicaster

11:30 a.m. – 12:30 p.m.
Business & Strategy Track
B202 ▶ Connecting the Dots for Connected TV Advertising
Study after study shows increased viewing for all OTT services on the TV screen, and 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, S&P Global Market Intelligence
SPEAKERS:
Allen Klosowski, SVP, Advanced Solutions Group, SpotX
Jay Prasad, Chief Strategy & Business Officer, Videomark
Gerrit Nimjeijer, Chief Technology Officer, AmperImp
Sean Doherty, Senior Vice President of Operations, Co-Founder, Wurl
Rachel Gantz, General Manager, Activation Solutions, Comscore
Reed Barker, Head of Advertising, Philo

#StreamingWest
Streaming video is easy, right? However, delivering a seamless, enjoyable, and consistent video experience can be challenging. Here’s how to create authentic moments that fit in with the action, pleasing sponsors and viewers alike.

**Video Engineering Summit**

**VES202 • Hardware Transcoding Solutions for the Cloud**

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 syntax. Attendees learn when and how to use these hardware codecs in VOD and live encoding workflows.

**VES203 • How to Customize Encoding, Packaging, & DRM for All Target Formats**

Consumer devices have many different operating systems, firmware, and chipsets, which often require different codecs, packaging formats, and DRM schemes. To achieve optimal QoE for all unlocking business value, custom metadata entry is key. This session will discuss strategies to make it fast, easy, and secure to ingest content from around the globe.

**OTT Leadership Summit**

**OTT202 • 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—at the intersection of 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.

**OTT203 • Harness SSAl’s Superpowers**

Server-side ad insertion (SSIA) claims to have superpowers: the ability to replace broadcast ads with or without SCTE markers, avoidance of viewer ad blockers, more standardized integration into each platform and better targeting and personalization. This session examines the pros and cons, what it takes to use them, and discuss some tips and tricks to keep in mind as you do. By the end of this session, you should feel empowered to start tinkering even without contemplating a data science degree.

**Technical & How-To Track**

**T202 • Multicast: Has Its Time Finally Arrived?**

Multicast is 31 years old this year. This session takes a rapid tour through multicast’s history, looks at some deployments and their successes and failures, and examines the emergence of IPTV, operator CDN, and application-layer P2P models. It then looks at why multicast adoption has been difficult, along with some of the technical and commercial challenges it has faced. Finally, it looks to the future and the re-emergence of interest with the hot new technologies in the space, including multicast-ABR, LTE-B, and DIER.

**T203 • Tackling the Latency Challenge**

Is latency impacting your customers’ experiences and your business? The good news is sub-second latency is within reach. In this session, you learn about WebRTC, what it takes to support it and the available APIs from MediaStream to RTCDataChannel and more, as well as the protocols that make it real time such as UDP, DTLS, SCTP and everything in-between. This session also addresses workflow best practices and implementation options.

**Technical & How-To Track**

**VES201 • Moneyball: Monetizing Your Assets**

Betting on the Future

Wagering and interactivity are about to become big parts of the streaming sports experience, whether that means adding on-screen trivia quizzes to keep fans engaged or betting real money on a game’s outcome. Hear from the architects of our gambling future as they chart out a path for integrating bets and sports viewing.

**VES202 • Video Machine Learning Demystified**

Do vendor machine learning models not get the gist of your video? If so, it’s time to create a custom model. Don’t worry if you’re not a data scientist. These days, there is a growing number of solutions available for everyone. During this session, we take a look at some of these solutions, talk through what it takes to use them, and discuss some tips and tricks to keep in mind as you do. By the end of this session, you should feel empowered to start tinkering even without contemplating a data science degree.

**Business & Strategy Track**

**B203 • Video Machine Learning Demystified**

Do vendor machine learning models not get the gist of your video? If so, it’s time to create a custom model. Don’t worry if you’re not a data scientist. These days, there is a growing number of solutions available for everyone. During this session, we take a look at some of these solutions, talk through what it takes to use them, and discuss some tips and tricks to keep in mind as you do. By the end of this session, you should feel empowered to start tinkering even without contemplating a data science degree.

**Business & Strategy Track**

**T203 • Tackling the Latency Challenge**

Is latency impacting your customers’ experiences and your business? The good news is sub-second latency is within reach. In this session, you learn about WebRTC, what it takes to support it and the available APIs from MediaStream to RTCDataChannel and more, as well as the protocols that make it real time such as UDP, DTLS, SCTP and everything in-between. This session also addresses workflow best practices and implementation options.

**B203 • Video Machine Learning Demystified**

Do vendor machine learning models not get the gist of your video? If so, it’s time to create a custom model. Don’t worry if you’re not a data scientist. These days, there is a growing number of solutions available for everyone. During this session, we take a look at some of these solutions, talk through what it takes to use them, and discuss some tips and tricks to keep in mind as you do. By the end of this session, you should feel empowered to start tinkering even without contemplating a data science degree.

**Discovery Track**

**DT202 • Discovery Track Session: Bitmovin, Signiant**

Data-Driven Video: Using Analytics to Determine When & Where to Optimize Your Video Pipeline

Streaming video is easy, right? However, delivering a seamless, enjoyable, and consistent video experience to users can be difficult—especially across a range of markets and platforms. Address the biggest and most common challenges in the video streaming market by measuring your viewers’ QoE and video pipeline performance and using that data to derive actionable insights and make smart choices about how to optimize video encoding and playback. Attend this session for your chance to win: Notebooks for all attendees ($8 value each).

**Keynotes & Closing Session**

San Francisco
Track B: Sacramento
Track T: San Diego
OTT Leadership Summit: San Francisco
Video Engineering Summit: Beverly

**Session Rooms**

**Esports & Sports Streaming Summit**

Echo Park
Live Streaming Summit
MT. Washington
Discovery Track
Silver Lake
Consumers were supposed to pioneer “extended reality” (XR), the umbrella term for virtual reality (VR) and augmented reality (AR). Instead, things took an unexpected turn: Corporations and universities are leading the way for training, learning, and conferencing use cases. These experiences entail streaming a wide range of large media assets including video, images, audio, and 3D objects. This session features a discussion with one of the leading XR labs in the United States.

SPEAKERS:
Gil Sheller, XR Evangelist, Kaltura
Ruben Duran, Documentary Filmmaker & Director of XR LabS, Houston Community College

Technical & How-To Track

T204 | 5G & the Future of Streaming
5G marks a new era of cellular network connectivity. In this presentation, Jon Landman, VP of sales at Teradek, describes how 5G will make a difference for live streaming. Learn how you can use 5G to optimize your connectivity for more reliable broadcasts. Explore what exactly is 5G and how it differs from our current 4G LTE networks. Discover how you can combine 5G connectivity and HEVC compression to deliver higher-quality video while using less bandwidth.

SPEAKER: Jon Landman, Vice President of Sales, Teradek

OTT Leadership Summit

OTT204 | Addressable TV: How Close Are We to Finding the Holy Grail?
From the beginning of the online video revolution, personalized video has been one of our loftiest and hardest-to-achieve goals. This session examines the state of addressable television for both content distributors and advertisers today, as well as what we can expect in the near future and what sort of privacy and data collection issues pose challenges to truly personalized video delivery.

SPEAKERS:
Zeev Neumeier, Senior Vice President, Product, Inscape
Kamal Bokhari, General Manager, Data & Analytics, DISH Media
Sean Doherty, Senior Vice President of Operations, Co-Founder, Wurl
Scott Worthen, Senior Vice President of Strategic Partnerships, Comscore
JT Taylor, Head of Product Marketing, Synamedia

Video Engineering Summit

VES204 | LCEVC: The Latest MPEG Standard
Heard of MPEG-5 part 2 (LCEVC)? And EVC? VVC, AV1, AVS2? Anyone getting an acronym headache? Alongside VP9 and HEVC, these next-generation standards are vying to be the successor to H.264, but will there ever be a single leader again? With the single-standard, single-resolution media delivery chain broken, operators and service providers are looking for the best tool for the job in every part of their ecosystem. Compression experts from Facebook and V-Nova discuss the reasons why and reveal some of the secrets of the latest standard in the MPEG family, LCEVC—a low-complexity enhancement for all codecs, even non-MPEG ones.

SPEAKERS:
Guido Meardi, CEO & Co-Founder, V-Nova
Tarek Amara, Principal Video Specialist, Twitch

Esports & Sports Streaming Summit

ESS204 | Niche Sports Find a Home
In the online video world, there’s no such thing as niche. Formerly remote events are now as close as a cellphone. Viewers are discovering a range of unusual events like they haven’t seen since The Wide World of Sports, and they can’t get enough. Here’s how several niche sports used online video to tap into a worldwide audience.

SPEAKER: Erik Ramberg, Medialink
<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>Michelle Abraham</td>
<td>Sr. Research Analyst, Media &amp; Communications, S&amp;P Global Market Intelligence</td>
<td></td>
</tr>
<tr>
<td>Tanu Aggarwal</td>
<td>Director of Engineering of Video Platform, Twitch</td>
<td></td>
</tr>
<tr>
<td>Tarek Amara</td>
<td>Principal Video Specialist, Twitch</td>
<td></td>
</tr>
<tr>
<td>Anupama Anantharaman</td>
<td>VP of Product Management, Interna Systems</td>
<td></td>
</tr>
<tr>
<td>Tomas Bacik</td>
<td>VP of Product Development, CDN7</td>
<td></td>
</tr>
<tr>
<td>Tim Baldwin</td>
<td>Director of Product, Zixi</td>
<td></td>
</tr>
<tr>
<td>Jonathon Barbato</td>
<td>Office of the CEO, Best Ever Channels</td>
<td></td>
</tr>
<tr>
<td>Floris Bauer</td>
<td>Co-Founder and President, Gunpowder &amp; Sky</td>
<td></td>
</tr>
<tr>
<td>Jon Bennett</td>
<td>VP Sales, US, Applicaster</td>
<td></td>
</tr>
<tr>
<td>Assaf Berkovitz</td>
<td>Director of Technical Services, Kaltura</td>
<td></td>
</tr>
<tr>
<td>Kemal Bokhari</td>
<td>General Manager, Data &amp; Analytics, DISH Media</td>
<td></td>
</tr>
<tr>
<td>George Bokuchava</td>
<td>CEO, Tutix</td>
<td></td>
</tr>
<tr>
<td>Josette Bonte</td>
<td>Managing Director, Digital Media Strategies, USC</td>
<td></td>
</tr>
<tr>
<td>Michael E. Bouchard</td>
<td>Vice President of Technology Strategy, ONE Media—a division of Sinclair Broadcast Group</td>
<td></td>
</tr>
<tr>
<td>Katherine Bowie</td>
<td>Vice President of Sales, Southwest, Twitch</td>
<td></td>
</tr>
<tr>
<td>Tony Brown</td>
<td>Chief of Staff, Newsy</td>
<td></td>
</tr>
<tr>
<td>Kaizur Campwala</td>
<td>Managing Director, Digital Media Strategies, USC</td>
<td></td>
</tr>
<tr>
<td>Brett Casadonte</td>
<td>President and Co-founder, GlobeStream Media LLC</td>
<td></td>
</tr>
<tr>
<td>Tyler Champley</td>
<td>VP Marketing and Audience Development, Poker TV</td>
<td></td>
</tr>
<tr>
<td>Peter Chave</td>
<td>Principal Architect, Akamai Technologies</td>
<td></td>
</tr>
<tr>
<td>Jon Cody</td>
<td>Founder &amp; CEO, TV4 Entertainment, Inc.</td>
<td></td>
</tr>
<tr>
<td>Stephen Condon</td>
<td>VP Global Marketing, Hive Streaming</td>
<td></td>
</tr>
<tr>
<td>Steve Cronan</td>
<td>CEO, 5th Kind</td>
<td></td>
</tr>
<tr>
<td>Nick Crooks</td>
<td>Global Head of Business Development, Nitro Circus</td>
<td></td>
</tr>
<tr>
<td>Andrew Crowe</td>
<td>Lead Engineer, Limelight Networks</td>
<td></td>
</tr>
<tr>
<td>Jon Dahl</td>
<td>CEO, Mux</td>
<td></td>
</tr>
<tr>
<td>Michael Dale</td>
<td>Executive VP, Media &amp; Entertainment, Crunchyroll/Elision</td>
<td></td>
</tr>
<tr>
<td>Williem De Saegher</td>
<td>North-America Sales Director, THEO Technologies</td>
<td></td>
</tr>
<tr>
<td>Rob Dillon</td>
<td>Principal Strategist, Dillon Media Ventures</td>
<td></td>
</tr>
<tr>
<td>Sean Doherty</td>
<td>Senior Vice President of Operations, Co-Founder, Wurl</td>
<td></td>
</tr>
<tr>
<td>Edward Doty</td>
<td>Executive Producer, Jukin Media</td>
<td></td>
</tr>
<tr>
<td>Tim Dougherty</td>
<td>Director of Sales Engineering, Wowza Media Systems</td>
<td></td>
</tr>
<tr>
<td>Sam Drury</td>
<td>Head of User Experience, Ul Centric</td>
<td></td>
</tr>
<tr>
<td>Ruben Duran</td>
<td>Documentary Filmmaker &amp; Director of XRLabS, Houston Community College</td>
<td></td>
</tr>
<tr>
<td>Ryan Durley</td>
<td>CDN Senior Product Manager, Comcast</td>
<td></td>
</tr>
<tr>
<td>Scott Ehrlich</td>
<td>Vice President, Emerging Platform Content, Sinclair Broadcast Group</td>
<td></td>
</tr>
<tr>
<td>Ari Evans</td>
<td>Founder and CEO, Maestro.io</td>
<td></td>
</tr>
<tr>
<td>Chris Finnan</td>
<td>Sr. Manager, Product Management &amp; Development, Cox Media</td>
<td></td>
</tr>
<tr>
<td>Jon Finegold</td>
<td>Chief Marketing Officer</td>
<td></td>
</tr>
<tr>
<td>Michael Flathers</td>
<td>Chief Technology Officer, IBM Aspera</td>
<td></td>
</tr>
<tr>
<td>Jonas Floth</td>
<td>EVP of Product, Recurly</td>
<td></td>
</tr>
<tr>
<td>Ben Gabrielson</td>
<td>LiveU Sales Manager, Sports ESS</td>
<td></td>
</tr>
<tr>
<td>Sean Gardner</td>
<td>Senior Marketing Manager, Xilinx</td>
<td></td>
</tr>
<tr>
<td>Steve Geiger</td>
<td>Solutions Director of Americas, Bitmovin</td>
<td></td>
</tr>
<tr>
<td>Greg Gemignani</td>
<td>Partner, Dickinson Wright</td>
<td></td>
</tr>
<tr>
<td>Daniel Gickhorn</td>
<td>Lead Product Manager, Azure Cloud CDN and Azure Front Door, Microsoft</td>
<td></td>
</tr>
<tr>
<td>Rebecca Glashow</td>
<td>Co-Head, Awesomeness</td>
<td></td>
</tr>
<tr>
<td>Neil Glazebro</td>
<td>Senior Director of Content Delivery and Edge Compute, Limelight Networks</td>
<td></td>
</tr>
<tr>
<td>Daniel Gonzales</td>
<td>Senior Solutions Architect, Levels Beyond</td>
<td></td>
</tr>
<tr>
<td>Mike Gordon</td>
<td>CEO, DLVR</td>
<td></td>
</tr>
<tr>
<td>Stephen Gray</td>
<td>Director of Ad Technology Systems, Disney</td>
<td></td>
</tr>
<tr>
<td>Scott Grizzle</td>
<td>Senior Solutions Engineer, Watson Media &amp; Weather, IBM</td>
<td></td>
</tr>
<tr>
<td>Stu Grubbs</td>
<td>CEO &amp; Co-founder, Lightstream</td>
<td></td>
</tr>
<tr>
<td>Sandeep Gupta</td>
<td>Vice President, Fire TV Devices and Experience, Amazon Fire TV</td>
<td></td>
</tr>
<tr>
<td>Phillip Harrison</td>
<td>Solution Architect, Amazon Web Services</td>
<td></td>
</tr>
<tr>
<td>David hassoun</td>
<td>CEO, ReaEyes Media</td>
<td></td>
</tr>
<tr>
<td>Steve Hefferman</td>
<td>Founder &amp; Head of Product, Mux, Creator of Video.js</td>
<td></td>
</tr>
<tr>
<td>Jun Heider</td>
<td>CTOO, ReaEyes Media</td>
<td></td>
</tr>
<tr>
<td>Paul Hodges</td>
<td>VP, SFG Productions, San Francisco Giants</td>
<td></td>
</tr>
<tr>
<td>Jamie Horowitz</td>
<td>EVP Content, DAZN</td>
<td></td>
</tr>
<tr>
<td>Dan Houze</td>
<td>VP of Encoding &amp; Digital Strategy, BC Live</td>
<td></td>
</tr>
<tr>
<td>Andy Howard</td>
<td>Founder &amp; Managing Director, Howard &amp; Associates</td>
<td></td>
</tr>
<tr>
<td>Jonathan Hurd</td>
<td>Director, Altman Vilandrie &amp; Co.</td>
<td></td>
</tr>
<tr>
<td>Neermeen Ismail</td>
<td>Distinguished Engineer, Cisco</td>
<td></td>
</tr>
<tr>
<td>Ryan James</td>
<td>Co-founder and Chief Design Officer, Unreal Entertainment</td>
<td></td>
</tr>
<tr>
<td>Sean Patrick Keen</td>
<td>Global Director of Sales Engineering, Intra Digital Media</td>
<td></td>
</tr>
<tr>
<td>Olga Kornienko</td>
<td>Co-Founder &amp; Chief Operating Officer</td>
<td></td>
</tr>
<tr>
<td>Nadine Krefetz</td>
<td>Consultant, Reality Software, Contributing Editor, Streaming Media</td>
<td></td>
</tr>
<tr>
<td>Felix Lahaye</td>
<td>Founder &amp; CEO, unitededsports.com</td>
<td></td>
</tr>
<tr>
<td>Jon Landman</td>
<td>Vice President of Sales, Teradek</td>
<td></td>
</tr>
<tr>
<td>Anthony Laysor</td>
<td>VP, Content Partnerships &amp; Programming, Xumo</td>
<td></td>
</tr>
<tr>
<td>Christopher Levy</td>
<td>CEO and Founder, BuyDRM</td>
<td></td>
</tr>
<tr>
<td>Adam Lewinson</td>
<td>Chief Content Officer, Tubi</td>
<td></td>
</tr>
<tr>
<td>Jim Long</td>
<td>CEO, Dijia</td>
<td></td>
</tr>
<tr>
<td>Darcy Lorincz</td>
<td>Torque Esports</td>
<td></td>
</tr>
<tr>
<td>Thijis Lowette</td>
<td>Lead Solution Architect, North America, THEO Technologies</td>
<td></td>
</tr>
<tr>
<td>Idan Maron</td>
<td>VP Business Development, Appicaster</td>
<td></td>
</tr>
<tr>
<td>Brad Martens</td>
<td>Manager, Media Systems &amp; Workflow, San Francisco Giants</td>
<td></td>
</tr>
<tr>
<td>Chadd Milam</td>
<td>President and CEO, PacketFabric</td>
<td></td>
</tr>
<tr>
<td>Nathan Moore</td>
<td>Director of Performance Engineering Platform, StackPath</td>
<td></td>
</tr>
<tr>
<td>Reina Morgan-Aluko</td>
<td>Director, Software Engineering, FandangoNOW</td>
<td></td>
</tr>
<tr>
<td>Dustin Myers</td>
<td>Senior VP, Production Operations, Fox Sports</td>
<td></td>
</tr>
<tr>
<td>Zeev Neumeier</td>
<td>Senior Vice President, Product, Inscape</td>
<td></td>
</tr>
<tr>
<td>Gerrit Niemeijer</td>
<td>Chief Technology Officer, Ampersand</td>
<td></td>
</tr>
<tr>
<td>Ed Nordholm</td>
<td>Chief Corporate Officer, Anthem Sports &amp; Entertainment, President, Fight Media Group, (Fight Network and Impact Wrestling)</td>
<td></td>
</tr>
<tr>
<td>Olga Kornienko</td>
<td>Co-Founder &amp; Chief Operating Officer</td>
<td></td>
</tr>
<tr>
<td>Dave Norman</td>
<td>President, ShortsTV Americas</td>
<td></td>
</tr>
<tr>
<td>Erick Opek</td>
<td>CEO, Cinedigm</td>
<td></td>
</tr>
<tr>
<td>Jan Ozer</td>
<td>Principal, Streaming Learning Center, Contributing Editor, Streaming Media</td>
<td></td>
</tr>
<tr>
<td>Chris Packard</td>
<td>Streaming Producer, LinkedIn Media Productions</td>
<td></td>
</tr>
<tr>
<td>Roger Pantos</td>
<td>Media Streaming Engineer, Apple</td>
<td></td>
</tr>
<tr>
<td>Gene Pao</td>
<td>Senior Vice President, Digital Enterprises, Shout! Factory</td>
<td></td>
</tr>
<tr>
<td>Kiran Paranjpe</td>
<td>Head of Sports &amp; Entertainment/Global Partnerships, Google, Inc.</td>
<td></td>
</tr>
<tr>
<td>James Patrick</td>
<td>Unreel.me</td>
<td></td>
</tr>
<tr>
<td>Sean Patrick Keen</td>
<td>Global Director of Sales Engineering, Intra Digital Media</td>
<td></td>
</tr>
<tr>
<td>Peyote Perryman</td>
<td>Founder and Creative Director, Digital P Media</td>
<td></td>
</tr>
<tr>
<td>Elsa Pine</td>
<td>VP Global Sales &amp; Business Development, EdgeConnectX</td>
<td></td>
</tr>
<tr>
<td>Daniel Pisarski</td>
<td>VP of Engineering, liveU</td>
<td></td>
</tr>
<tr>
<td>Jay Prasad</td>
<td>Chief Strategy &amp; Business Officer, VideoAmp</td>
<td></td>
</tr>
<tr>
<td>Shobhana Radhakrishnan</td>
<td>Director of Engineering, Android TV</td>
<td></td>
</tr>
<tr>
<td>Erik Ramberg</td>
<td>MediaKind</td>
<td></td>
</tr>
<tr>
<td>Abdul Rehman</td>
<td>CEO, SSIMWAVE</td>
<td></td>
</tr>
<tr>
<td>Brendan Reiley</td>
<td>Director, Revenue Operations, NASCAR</td>
<td></td>
</tr>
<tr>
<td>Robert Reinhardt</td>
<td>CTO, VideoRx</td>
<td></td>
</tr>
<tr>
<td>Yurii Reznik</td>
<td>Video Technology Fellow, Brightcove</td>
<td></td>
</tr>
<tr>
<td>Brian Ring</td>
<td>Principal Analyst, Ring Digital</td>
<td></td>
</tr>
<tr>
<td>Dom Robinson</td>
<td>Director and Creative Firestarter, iGaaS, Contributing Editor, StreamingMedia.com</td>
<td></td>
</tr>
<tr>
<td>Rich Robinson</td>
<td>Senior Vice President, Digital, World Surf League</td>
<td></td>
</tr>
<tr>
<td>Lindsey Ross</td>
<td>Director of Rights Acquisition, FloSports</td>
<td></td>
</tr>
<tr>
<td>Byron Saltsiak</td>
<td>VP of Video and Connected Devices, Warner Media</td>
<td></td>
</tr>
<tr>
<td>Schumacher-Rasmussen</td>
<td>VP &amp; Editor-in-Chief, Streaming Media, USA</td>
<td></td>
</tr>
<tr>
<td>Gil Shefler</td>
<td>XR Evangelist, Kaltura</td>
<td></td>
</tr>
<tr>
<td>Corey Smith</td>
<td>Director Live Operations, Global Broadcast, Blizzard</td>
<td></td>
</tr>
<tr>
<td>Jared Smith</td>
<td>Senior Vice President of Digital Products, WWE</td>
<td></td>
</tr>
<tr>
<td>Matt Smith</td>
<td>Executive Director, Business Development &amp; Strategy, Comcast Technology Solutions</td>
<td></td>
</tr>
<tr>
<td>Gulliver Smithers</td>
<td>SVP Product &amp; Technology, Sony Pictures Entertainment</td>
<td></td>
</tr>
<tr>
<td>Loc Sondheim</td>
<td>Director, Ad Sales and Distribution, The World Poker Tour and Allied Esports</td>
<td></td>
</tr>
<tr>
<td>Scott Sonnenberg</td>
<td>Chief Global Partnerships Officer, LA Clippers</td>
<td></td>
</tr>
<tr>
<td>Dan Swine</td>
<td>Head of Live Production and Streaming, LinkedIn</td>
<td></td>
</tr>
<tr>
<td>JT Taylor</td>
<td>Director of Product Marketing, Synamedia</td>
<td></td>
</tr>
<tr>
<td>Jason Thibeault</td>
<td>Executive Director, Streaming Video Alliance</td>
<td></td>
</tr>
<tr>
<td>Steven Tripas</td>
<td>Platform Solutions Architect, Zype</td>
<td></td>
</tr>
<tr>
<td>Adnan Virk</td>
<td>Host, ChangeUp and DAZN Boxing</td>
<td></td>
</tr>
<tr>
<td>Codi Warren</td>
<td>Managing Director of Communications, USA Softball</td>
<td></td>
</tr>
<tr>
<td>Tyler Winton</td>
<td>Vice President Business Development, TiVo</td>
<td></td>
</tr>
<tr>
<td>Scott Worthem</td>
<td>Senior Vice President of Strategic Partnerships, Comscore</td>
<td></td>
</tr>
<tr>
<td>Mark Young</td>
<td>Chief Business Officer, Fandango</td>
<td></td>
</tr>
<tr>
<td>Shelley Zimmerman</td>
<td>Co-Head, Awesomeness</td>
<td></td>
</tr>
</tbody>
</table>
FLOOR PLAN & EXHIBITOR LIST

A Different Engine ...................................................... 6
Ai-Media Inc. .............................................................. 25
Amazon Web Services, Inc. ........................................... 24
Anexia, Inc. ................................................................. 26
Applicaster ................................................................. 4
BaishanCloud ............................................................. 23
Bitmovin ..................................................................... 15
Comcast Technology Solutions .................................... 19
Digital Element ........................................................ 16
DVEO ....................................................................... 14
Limelight Networks .................................................... 9
MediaKind ................................................................. 1
Mobeon ................................................................. 36
NETINT Technologies ............................................... 20
PacketFabric ............................................................ 7
Rev ................................................................. 5
Signiant ................................................................. 21
SSIMWAVE Inc. ........................................................ 27
Streaming Media Interview’s ....................................... 29
Streaming Media Magazine ....................................... TBD
Teradek ................................................................. 37
THEO Technologies NV ........................................... 3
Tulix Systems .......................................................... 11
Ucodec Inc. ............................................................. 8
UI Centric ............................................................... 10
Xilinx, Inc. .............................................................. 13

FIND YOUR TRIBE & LEARN FROM THEM!

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

TUESDAY
10:00 a.m. – 10:30 a.m. ▲ OTT Meetup
2:15 p.m. – 2:45 p.m. ▲ Live Streaming Meetup

WEDNESDAY
10:00 a.m. – 10:30 a.m. ▲ Esports & Sports Streaming Meetup
2:30 p.m. – 3:00 p.m. ▲ Video Engineering Meetup

TUESDAY NETWORKING EVENTS

Streaming Showcase Happy Hour-sponsored by MediaKind
3:30 p.m. – 4:30 p.m.
Get a firsthand look at the leading software, hardware, and network solutions and services in the streaming media industry. The Showcase is the perfect place to meet with conference sponsors. Open to all.

Networking Reception
5:30 p.m. – 7:00 p.m. ▲ Plaza Pool Deck, 4th floor
Our evening reception is the perfect place to network with industry peers while enjoying a drink and some tasty bites. Open to all attendees, speakers, exhibitors, and Discovery Pass holders.

Showcase Hours

Tuesday, November 19
10:00 a.m. – 4:30 p.m.
Wednesday, November 20
10:00 a.m. – 3:00 p.m.

#StreamingWest
STREAMINGMEDIA.COM/WEST
Anexia operates a worldwide cloud covering over 90 locations in over 50 countries, providing IP connectivity, storage, computing, and colocation resources catering to organizations that benefit from a multi-rational and localized presence. Anexia's infrastructure is well-suited for live-streaming applications and can help reduce latency with its widespread presence.

Applicaster
Applicaster
410 Broadway
New York, NY 10018
www.applicaster.com

Booth No. 23
BaishanCloud is a leading Chinese cloud data service provider focusing on data lifecycle management. With a strong emphasis on data interactions and exchanges, Baishan's product suite is comprised of cloud delivery, cloud security, and cloud API management. Leveraging its extensive cloud delivery network, BaishanCloud's platform fulfills the data-transmission, data-security, and data-governance needs of Internet and enterprise customers.

Bronze Sponsor
Bronze Sponsor
Booth No. 25
Making your content accessible anytime, anywhere. We help you make the world accessible with captions, transcripts, subtitles, described video and more. We stand for access inclusion - global impact, one word at a time. We can also live-captions and live-translate your streaming events and programming.

Digital Element
Digital Element
155 Technology Parkway, Suite 800
Norcross, GA 30092
www.digitalelement.com

Booth No. 16
Digital Element's IP geolocation technology delivers information about online users such as location, connection type, proxy, and more. Using our accurate and reliable data allows you to proactively control digital assets, reduce associated risks, and preserve the online experience. Customers such as Netflix, BBC, Hulu, Sony, JP Morgan Chase utilize our solutions.

DVEO
DVEO
11409 West Bernardo Court
San Diego, CA 92127
www.dveo.com

Booth No. 14
DVEO is a leader in encoding, transcoding, delivering, and decoding video over IP. We support the popular protocols and codecs, including MPEG-2, H.264, H.265 and JPEG 2K. We are excited to announce most of our streaming products have been virtualized and support AWS, AZURE, and many other cloud solutions.

MediaKind
MediaKind
6300 Legacy Drive
Plano, TX 75025
www.medialkind.com

Booth No. 1
We are MediaKind, a global leader of media technology and services, established as a joint venture between One Equity Partners and Ericsson. Our mission is to be the first choice among service providers, operators, content owners and broadcasters looking to deliver immersive media experiences. Drawing on our long-standing industry heritage, we are driving next-generation live and on-demand, mobile and multiscreen media experiences for everyone, everywhere. Our end-to-end portfolio of media solutions include Emmy Award-winning video compression solutions for contribution and direct-to-consumer video service distribution; advertising and content personalization solutions; high-efficiency cloud DVR; and TV and video delivery platforms.

Silver Sponsor
Silver Sponsor
Bronze Sponsor
Booth No. 26
Anexia, Inc.
152 W 57th Street, 54th Floor
New York, NY 10019
www.anexia-il.com/en

Booth No. 24
Media solutions from Amazon Web Services (AWS) make it easy to build reliable, broadcast-quality video workflows in the cloud. These services allow you to create professional-quality media experiences for your viewers without the time, effort, and expense typically required to run specialized video equipment in a traditional data center. With pay-as-you-go pricing and fully automated resource scaling, you can accommodate any size audience without significant capital investment. Instead of managing complex infrastructures, media solutions from AWS let you focus on content to give viewers a great user experience.

Silver Sponsor
Silver Sponsor
Booth No. 22
Announcing most of our streaming products have been virtualized and support AWS, AZURE, and many other cloud solutions.

DVEO
DVEO
11409 West Bernardo Court
San Diego, CA 92127
www.dveo.com

Bronze Sponsor
Bronze Sponsor

CONNECT WITH US

#StreamingWest

STREAMINGMEDIA.COM/WEST

EXHIBITORS & SPONSORS

A Different Engine
A Different Engine
2120 University Avenue
Berkeley, CA 94704
www.adifferentengine.com

Bronze Sponsor
Bronze Sponsor
Booth No. 6
A Different Engine is an interactive Emmy Award-winning digital product agency. We help define, design and execute on a variety of digital ecosystems. We create and execute digital strategies for new technologies, working at the intersection of smart TVs, OTT boxes, connected cars, connected homes, and voice services.
Mobeon
www.mobeon.com
Streaming Partner
Booth No. 36
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.

PacketFabric
PacketFabric
9220 Jefferson Boulevard
Jefferson City, CA 90232
www.packetfabric.com
Gold Sponsor
Booth No. 7
PacketFabric redefines how companies build and use network services. The PacketFabric network-as-a-service platform provides instant connectivity between colocation facilities, to major cloud providers, and Internet Exchanges. PacketFabric is simple, cost-effective, and scalable network connectivity and all of our services are provided via our portal and API.

Recurly
Recurly
400 Alabama Street, #202
San Francisco, CA 94110
www.recurly.com
Gold Sponsor
Booth No. 12
Recurly, Inc. provides a versatile subscription management platform to manage the entire subscription lifecycle for market-leading businesses worldwide. Leading subscription businesses such as Sling TV, BarkBox, Asana, FabFipFun, CineMark and Fubo.tv depend on Recurly to harness the power of the subscription model and drive recurring revenue growth. Since its launch in 2010, Recurly has deployed subscription billing for thousands of companies across 42 countries.

Recurly
Rev
222 Kearny Street, Suite 800
San Francisco, CA 94108
www.rev.com
Bronze Sponsor
Booth No. 5
Rev provides fast, high-quality, and on-demand services for video captions, foreign language subtitles, and transcription. Starting at $1/minute with 24-hour turnaround, Rev is disrupting the market. Our FCC and ADA-compliant services can be delivered in file types that are compatible with all major editing softwares and video platforms.

SSIMWAVE
SSIMWAVE Inc.
375 Hagey Boulevard
Waterloo, ON N2L 6R5 Canada
www.ssimwave.com
Gold Sponsor
Booth No. 27
At SSIMWAVE, science meets art to make sure each video you deliver makes its way to a happy customer. We tune video content quality to balance feasibility with the best experience possible. We leverage our Primetime Emmy Award-winning technology to make the unknown, known; the subjective, objective; to reliably deliver video quality levels subscribers expect, and are willing to pay for.

THEO Technologies NV
1B Kolonel Segauchtaan Leuven
3012 BE Belgium
www.theoplayer.com
Platinum Sponsor
Booth No. 3
THEO Technologies is at the forefront of a rapidly evolving online video landscape, delivering a high-quality video experience across platforms and devices. THEOplayer, THEO Technologies’ flagship product, integrates seamlessly with every aspect of the video chain. THEO Technologies empowers publishers, telcos and broadcasters to deliver a cutting-edge video experience to their audiences. We are continually improving and expanding our offer; developing and testing the latest technologies in our “Innovation Lab.” With a strong focus on user experience, performance and cross-platform compatibility, THEO Technologies is delivering world-class video streaming for a global customer base.

Wowza Media Systems
Wowza Media Systems
523 Park Point Drive, Suite 300
Golden, CO 80401
www.wowza.com
Silver Sponsor
Our media platform is the simplest way to prepare, deliver, display, and monetize content. It’s built on the world’s largest, most connected delivery network, ensuring high-quality, instant-on viewing of digital content on every device, every time, everywhere. Learn more at www.wowza.com/media-platform.

Xilinx, Inc.
2100 Logic Drive
San Jose, CA 95124
www.xilinx.com
Gold Sponsor
Booth No. 13
Xilinx is the inventor of the FPGA, programmable SoCs, and now, the ACAP. Our highly-flexible programmable silicon, enabled by a suite of advanced software and tools, drives rapid innovation across a wide span of industries and technologies—from consumer to cars to the cloud. Xilinx delivers the most dynamic processing technology in the industry, enabling rapid innovation with its adaptable, intelligent computing.