Streaming & Digital Media Solutions for the Business World

At Streaming Media West 2006, you will:

- Find out why 2006 is the year of IP video
- Learn how to leverage new content distribution models
- Hear case studies from B2B and B2C streaming projects
- Learn about cutting-edge streaming tools and techniques

October 31 – November 2, 2006
San Jose McEnery Convention Center
San Jose, CA

www.streamingmedia.com/west
Welcome to the Streaming Media West 2006 Conference and Exhibition

Streaming Media West includes over 100 speakers in 29 sessions and presentations covering Business, Technology, and Content subjects. Learn first hand how leading companies are successfully utilizing audio and video technologies for B2C and B2B applications. Based on previous attendee feedback, this year’s show features new “show and tell” sessions giving you hands-on demonstrations by presenters guiding you step by step.

Streaming Media West also features cutting-edge exhibitors and intensive conference program seminars that showcase the best and the brightest minds in the streaming media industry—at the podium, in the exhibit hall, and among the attendees! Welcome to San Jose, enjoy the conference and please let us know if we can assist you at any time.

Dan Rayburn  
Conference Chairman & Executive Vice President,  
StreamingMedia.com

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General Information

Press Room
A press area will be available on Tuesday, Wednesday and Thursday from 8:00 a.m. – 5:00 p.m. outside of Meeting Room D.

Streaming Sessions
All Streaming Media West sessions will be webcast and archived in audio and video and available on the www.StreamingMedia.com/West website.

Coffee and Danish
Coffee and danish are provided for conference attendees from 8:00 a.m. – 9:00 a.m. each morning before the keynote sessions.

Coffee Breaks
Complimentary coffee will be available in the Exhibit Hall on Wednesday at 10:00 a.m. and 2:30 p.m. and on Thursday at 10:00 a.m.

Grand Opening Reception
All attendees are invited to a networking reception in the Exhibit Hall on Tuesday from 5:00 p.m. to 7:00 p.m. Enjoy a glass of wine and light hor d’oeuvres while you visit with exhibitors, speakers, and other conference attendees.

Webcast  
Official Webcasting for Streaming Media West is courtesy of TV Worldwide.com.

E-mail Stations  
E-mail stations will be available for attendee use in the Exhibit Hall during show hours.

Exhibit Hours
Tuesday, October 31 | 5:00 p.m. - 7:00 p.m.  
Wednesday, November 1 | 10:00 a.m. - 4:30 p.m.  
Thursday, November 2 | 10:00 a.m. - 3:30 p.m.

Organizer
143 Old Marlton Pike, Medford, NJ 08055-8750  
Phone: (800) 300-9868 or (609) 654-6266 • Fax: (609) 654-4309  
E-mail: custserv@infotoday.com  
Web site: www.infotoday.com

Streaming & Digital Media Solutions for the Business World
Monday, October 30
9:00 a.m. – 12:00 p.m.  
W1: Building a Custom Flash Video Streaming Player  
Edward Apostol | Senior Consultant, New Toronto Group

9:30 a.m. – 11:30 a.m.  
A101: Selecting Webcasting Hardware

11:30 a.m. – 1:15 p.m.  
A102: The Business of Podcasting & Video Blogging

12:15 p.m. – 2:30 p.m.  
Lunch Break

2:30 p.m. – 4:30 p.m.  
A103: Costs for Outsourced CDN & Streaming Services

A104: Streaming at Work in a Multinational Company

A105: Consumer-Generated Video Communities

5:00 p.m. – 7:00 p.m.  
WELCOME RECEPTION in the Exhibit Hall

Tuesday, October 31
9:00 a.m. – 9:45 a.m.  
OPENING KEYNOTE | HOW VIDEO CAN SUCCEED ON A TEXT-BASED SITE | Vivian Schiller, Senior VP & General Manager, NYTimes.com

10:00 a.m. – 11:00 a.m.  
A101: Selecting Webcasting Hardware

11:00 a.m. – 12:00 p.m.  
A102: The Business of Podcasting & Video Blogging

12:00 p.m. – 1:15 p.m.  
Lunch Break

1:15 p.m. – 2:15 p.m.  
A103: Costs for Outsourced CDN & Streaming Services

A104: Streaming at Work in a Multinational Company

A105: Consumer-Generated Video Communities

5:00 p.m. – 7:00 p.m.  
WELCOME RECEPTION in the Exhibit Hall

Wednesday, November 1
9:00 a.m. – 10:00 a.m.  
KEYNOTE | A BREAKTHROUGH FOR DIGITAL VIDEO SYNDICATION | Brian Buchwald, General Manager, National Broadband Company

10:00 a.m. – 10:30 a.m.  
Coffee Break in the Exhibit Hall

10:30 a.m. – 11:30 a.m.  
A201: How Web 2.0 Is Changing the Streaming Experience

A202: Global Webcasting at MasterCard

11:30 a.m. – 12:30 p.m.  
Lunch Break—Visit the Exhibit Hall

12:30 p.m. – 1:30 p.m.  
A203: Unique Challenges to Enterprise Streaming

1:30 p.m. – 2:30 p.m.  
Coffee Break in the Exhibit Hall

2:30 p.m. – 4:00 p.m.  
A204: Podcasting & On-Demand Video in Higher Education

A205: Flash Vs. Windows Media: How to Choose the Right Format

Wednesday, November 1
9:00 a.m. – 10:00 a.m.  
KEYNOTE | THE NEW FRONTIER: WEB VIDEO ON TV | Tara Maitra, VP & General Manager, Programming, TiVo

10:00 a.m. – 10:30 a.m.  
Coffee Break in the Exhibit Hall

10:30 a.m. – 11:30 a.m.  
A301: Technology Demands of Rich Advertising Standards


11:30 a.m. – 12:30 p.m.  
Lunch Break—Visit the Exhibit Hall

12:30 p.m. – 2:00 p.m.  
A303: Distribution & Delivery of Digital Media

A304: Podcasting & On-Demand Video in Higher Education

2:00 p.m. – 3:00 p.m.  
A305: Flash Vs. Windows Media: How to Choose the Right Format

3:00 p.m. – 3:30 p.m.  
Visit the Exhibit Hall

Focus On...

ENTERPRISE STREAMING
- A103 Costs for Outsourced CDN & Streaming Services
- A104 Streaming at Work in a Multinational Company
- A203 Unique Challenges to Enterprise Streaming
- A303 Distribution and Delivery of Digital Media
- B301 Video for Distance Learning & Classroom Training

MEDIA & ENTERTAINMENT
- B101 Convergent Roles for IPTV, Wireless & Set-Top Boxes
- B102 Shooting for Streaming
- B105 Best Practices for Windows Media Video Encoding
- A205 Flash Vs. Windows Media: How to Choose the Right Format
- B303 On-Demand Entertainment Content

FOCUS ON ... HOW TO DO IT
- A101 Selecting Webcasting Hardware
- B102 Shooting for Streaming
- B105 Best Practices for Windows Media Video Encoding
- A205 Flash Vs. Windows Media: How to Choose the Right Format
- B303 Creating Content with Flash Video
How Video Can Succeed on a Text-Based Site

How does a brand known for words for more than 150 years make it in the world of cable and broadcast news sites? Vivian Schiller, formerly of CNN, and now senior vice president and general manager at NYTimes.com, will illustrate how the New York Times is creating and programming original video content to appeal to the NYTimes.com user. Vivian Schiller was named senior vice president and general manager of NYTimes.com in May 2006. Before joining the Times in 2002, she was executive vice president for CNN Productions.

A Breakthrough for Digital Video Syndication

Find out how a traditional media company is breaking from the "norm" to create a video platform for the future. Hear Brian Buchwald, general manager of NBBC, discuss NBC Universal's newest digital initiative and explain why this new model for online video syndication generates added value for all digital media constituents. Brian Buchwald was named general manager of NBBC (the National Broadband Company), an NBC Universal digital venture, in June 2006. Along with Mike Steib, he developed the business model for and managed the September 2006 launch of NBBC, a unique B2B service.

The New Frontier: Web Video on TV

Video on the Web is exploding and new broadband video channels continue to emerge. The average consumer spends more time each day with Web video, whether produced by professionals or amateurs. As the worlds of Web video and TV meld, the time will come when consumers seamlessly view video on TV, regardless of whether that content is delivered via cable, broadcast, or from a server. Tara Maitra, who is vice president and general manager of programing will talk about how TiVo is leading this charge and the opportunities that delivering Web video to the TV open up - for producers, programmers, and consumers. At TiVo Tara Maitra is responsible for cultivating relationships with content companies and unique content offerings for delivery via broadband.
SELECTING WEBCASTING HARDWARE
Webcasters have many options when selecting hardware for audio-video capture, encoding, and workflow. Choosing the best-of-breed capture cards, lighting, audio mixers, and video gear can be daunting. Learn from this panel of seasoned Webcasting professionals as they discuss the cost and pros and cons of Webcasting hardware and ways to streamline your workflow.

MODERATOR: Don Michels, Vice President, Technology, The FeedRoom

PANELISTS:
Craig Burton, CEO, Encodec
Brent Ross, Director of Sales, Americas, Digital Rapids
Rich Mavrogeanes, Founder & CTO, VBrick Systems, Inc.
Matthew Gowan, Director, Multimedia Communication, Wyndham Vacation Ownership

CONVERGENT ROLES FOR IPTV, WIRELESS & SET-TOP BOXES IN DELIVERING CONSUMER ENTERTAINMENT
Remember when convergence meant that your cell phone would also be your TV, and also your PDA, and also your toaster oven? We have learned a lot since then and it is clear that “convergence” means a seamless integration of devices so that you can receive your content when you want it, how you want it, and where you want it. Explore with this panel the role of current consumer entertainment devices in this new convergent world and how these devices will play together to offer a superior consumer experience.

MODERATOR: Tejpaul Bhatia, President, Tej Media Networks, Inc.

PANELISTS:
Stephen Condon, Vice President, Marketing, Entrieq, Inc.
Chris Wagner, Executive Vice President & Co-Founder, Neulion
Rich Buchanan, Vice President, Marketing, Sling Media
Jeff Morris, Director, Digital News Services, ABCNews

THE BUSINESS OF PODCASTING & VIDEO BLOGGING
iPods, Apple’s Web-based downloading service, has more than 60,000 regular podcasts. With the exploding world of blogs and podcasts, the challenge for anyone starting a podcast or blog is to build trust and respect and at the same time measure and verify their audience. This session explores the costs of starting a pod-
Streaming at Work in a Multinational Company

Two weeks, four countries, six events. Hear how Accenture uses streaming media to link senior executives with a highly distributed workforce. Executive travel schedules require that Webcasts originate from corporate offices, hotels, and studios in the U.S. and around the world. Learn how to plan, coordinate, and execute events in this demanding environment. Understand the infrastructure that supports these live events, plus on-demand streaming, podcast recordings, and more.

SPEAKER: George Levar, Manager, Global Digital Media Services, Accenture

The Rise of Broadband TV Channels

Panelists representing all facets of IP television discuss the problems of identifying conformance points for IPTV systems from a business perspective. Panelists will also discuss the challenges in developing end-to-end systems for IPTV deployment and the expectations from both service providers and end-users. Service providers, equipment manufacturers, and hardware/software developers will find this session highly relevant.

MODERATOR: Raghav Gupta, Director, Business Development & Strategy, Brightcove

PANELISTS:
Ed Carroll, President, Rainbow Entertainment Services, Rainbow Media Holdings LLC
Alix Baudin, Vice President, Business Development, BET Interactive
Brian Buchwald, General Manager, National Broadband Company
Brett Bouttier, Vice President, New Business And Strategy, Warner Brothers

Consumer-Generated Video Communities

With the continued growth of easy broadband access, cheap technology, and social computing, many individuals are creating, sharing, and viewing videos online. Hear how these video communities are generating a whole new arena for buzz marketing, brand conversations, and content creation. Tap into what’s next on the horizon for sharing video content and new innovations in social media. Find out about the positives and negatives surrounding copyright issues and content ownership. Hear from this panel about business models and potential revenue streams related to user-generated video communities.

MODERATOR: Jose Castillo, President, thinkjose LLC

PANELISTS:
Hunter Walk, Product Manager, Google Video
Chris O’Brian, CEO & Co-Founder, Motionbox
Steven Starr, Founder & CEO, Revver
Smith Forte, Vice President, Online Studio, Current TV

Best Practices for Windows Media Video Encoding

Windows Media supports compression media in everything from mobile phones to HD, which means that many of its options aren’t applicable to all situations. This session focuses on crafting encoding settings for optimum Web video (streaming or progressive download). Learn how to choose between CBR and VBR, 1-pass and 2-pass, and design the right intelligent streaming settings for your audience. Information is applicable to all Windows Media encoding tools, including Windows Media Encoder, ProCoder, Squeeze, Compression Master, and Flip4Mac.

SPEAKER: Ben Waggoner, Program Manager, Video Encoding, Professional Content Group, Microsoft

Welcome Reception & Exhibit Hall Grand Opening

All attendees are invited to a networking reception in the Exhibit Hall on Tuesday from 5:00 p.m. to 7:00 p.m. Enjoy a glass of wine and light hors d’oeuvres while you visit with exhibitors, speakers, and other conference attendees.

Information Today, Inc. would like to thank all of the sponsors for their support of Streaming Media West 2006.

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Global Webcasting at MasterCard
Learn how MasterCard implemented a live streaming Webcasting program to reach all of its offices globally. Hear how MasterCard’s multimedia team worked with its internal communications department to expand its Webcasting services so every employee could view video from their desktops. Learn how MasterCard implemented a content distribution network and used industry products to create a robust program of live events.

SPEAKERS:
Jack Williams, Senior Engineer/Project Manager, MasterCard Television
Ellyse Cuttler, VP, Worldwide Communications, MasterCard Worldwide

Strategies for Monetizing Content Across Multiple Platforms
This session focuses on how content owners can create a multi-platform strategy to monetize content via streaming and downloads. Panelists will explore the impact that new wireless and IPTV distribution channels can have on ways to monetize content. They will also discuss the decisions involved in pairing content with platforms and determining the best content protection technology while maximizing potential revenue.

MODERATOR: Peter Daley, Equity Research Analyst, Digital Media, Rutberg & Company

PANELISTS:
Andrew Rosenman, President, Arise Communications Inc.
Mark Larkin, Executive Producer, Broadband and Webcasting, CNET Networks Inc.
Tom McInerney, CEO, Guba
Roy Sehgal, Vice President, Business and Corporate Development, Atom Entertainment

Adding Closed Captioning to Web Video
There is a growing need for authoring tools and utilities that can create or display caption data for streaming content that contains audio. Using software such as NCAM’s free tool, MAGpie, this practical session demonstrates how video content authors can eas-
General Conference

where the business value is tangible. This session explores strategies that are important to streaming in the corporate environment.

MODERATOR: Jeff Hanley, Manager, Multimedia Corporate Learning Center, KLA-Tencor

PANELISTS:
Bart Feder, President & CEO, The FeedRoom
Patty Perkins, Vice President, Desktop Video Manager, Wachovia Video Network
Louis Broome, Manager, SMSGR WW Creative Solutions, Microsoft
Robert Luna, Media Manager, Corporate Media Center, Target

Creating Content with Macromedia Flash Video

Flash video is taking over the Internet for creating custom video experiences. In this session you’ll see how companies have been successful by creating their own custom experiences using Flash and the Flash Media Server. You will discover the basics of how Flash Media Server works, transcoding to the Flash Video Format (FLV) and using Flash 8 authoring tools to create custom video experiences very quickly.

SPEAKER: Edward Apostol, Consultant, New Toronto Group

2:30 p.m. – 3:00 p.m.

Coffee Break—Visit the Exhibits

3:00 p.m. – 4:00 p.m.

Streaming, Podcasting, & On-Demand Video in Higher Education

Colleges and universities are taking advantage of the latest distribution technologies. Video streaming and interactive, video-based courses have led the field, but now podcasting and vodcasting are important new technologies in educational delivery. Ross Davis from Seattle Community Colleges Television shows the newest educational streaming and downloading services now being used by over 77,000 public schools and 800 colleges. Donna Liu from the University Channel at Princeton University reveals the techniques behind the tens of thousands of daily downloads she is delivering, and Glen Kuck from San Bernardino Community College District demonstrates how he is leading a consortium of higher education in tele-course streaming video services.

SPEAKERS:
Ross Davis, General Manager, SCCtv, Seattle Community Colleges Television
Donna Liu, Executive Director, The University Channel Project, Woodrow Wilson School of Public and International Affairs, Princeton University
Glen Kuck, Executive Director, Distributed Education and Technology Services, San Bernardino Community College District

The Business of Online Video Advertising

In the past year, the online video advertising industry has matured as more campaigns incorporate in-stream and in-page video advertising. Hear panelists discuss and demonstrate some of the innovative new campaigns they are using to acquire and retain customers. Learn about challenges of the uncertain metrics for determining rich media marketing ROI and for reporting on customer usage. Hear how various business models may further encourage the adoption of this technology by the marketing world.

MODERATOR: Jeff Marcus, CTO, 24/7 Real Media

PANELISTS:
Jim Smith, Chief of Publisher Services, Advertising.com
John Cate, Vice President, National Media Director, Carat Fusion
Jeremy Lockhorn, Group Director Creative Strategy, Avenue A Razorfish
Matt Nessier, Associate Media Director, Universal McCann

4:15 p.m. – 5:00 p.m.

Flash Versus Windows Media: How to Choose the Right Format

It’s been nearly 14 years since streaming media technology was first used on the Internet, but there is still no single standard format for video delivery. Multiple formats such as Windows Media and Flash compete more than ever, each trying to win over content creators. What is the true market penetration for each format? What do you need to know to choose the right format? This presentation will break through the marketing hype to inform, educate, and empower you to select the right format for your application.

SPEAKER: Dan Rayburn, Executive Vice President, StreamingMedia.com

Streaming Sites that Do It Right

Steve Safran from New England Cable News and Stephen Warley from LostRemote.com showcase sites that use streaming video and video downloads in imaginative and important new ways to reach their audience—and have their audience reach them. This lively session illustrates best practices for publishing video and inviting user-generated video and highlights profitable business models.

SPEAKERS:
Steve Safran, Managing Editor, LostRemote.com
Stephen Warley, Contributor, LostRemote.com

E-MAIL STATIONS

E-mail stations will be available for attendee use in the Exhibit Hall during show hours.

www.streamingmedia.com/west
Video for Distance Learning & Classroom Training

Educational institutions have long been testing grounds for technological breakthroughs that change how we work and learn. Learn how educational institutions are using streaming today, and how business organizations can take a cue from them by using streaming technology to enhance distance learning and corporate training initiatives. Hear firsthand examples of how streaming media technology is supporting classroom learning and providing distance learning and about hybrid models that offer the best of both.

MODERATOR: Paul Riismandel, Manager, Digital Media Production and Support, University of Illinois ATLAS

PANELISTS:
- Matthew Harp, Digital Library Production Manager, Arizona State University
- Bill Angrove, Assistant Vice Provost, Distance Learning, University of Texas San Antonio
- Marty Kahn, Production Supervisor, Broadcast Media Center, De Anza College
- Richard Bloom, Technology Specialist, Educational Technology Services, University of California, Berkeley

COFFEE BREAKS

Complimentary coffee will be available in the Exhibit Hall on Wednesday at 10:00 a.m. and 2:30 p.m. and on Thursday at 10:00 a.m.
2:00 p.m. – 3:00 p.m.

**Distribution & Delivery of Digital Media**

This session examines digital media delivery and distribution options and gives you the know-how to choose the best combination for your content across multiple platforms. Panelists will discuss the pros and cons of each and their costs, and help you understand how to make the right choices for your business needs.

**MODERATOR:** Eric Schumacher-Rasmussen, Editor, StreamingMedia.com

**PANELISTS:**
- Larry Kless, Multimedia & Videoconferencing, Kaiser Permanente Northern California
- Krish Menon, Vice President, Technology, The NewsMarket
- Alex Blum, President, JumpTV

See you in the Spring in New York City

Streaming Media East 2007 Conference & Exhibition

Streaming & Digital Media Solutions for the Business World

May 14-16 2007

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3:00 p.m. – 3:30 p.m.

**Coffee Break— Last Chance to Visit the Exhibits**

**On-Demand Entertainment Content**

The digital entertainment space is buzzing with new arrivals, all looking to gain a competitive piece of the pie. This session explores the new subscription and digital download services that are available for music, video, and radio content. Who's making the biggest moves? What do the consumers really want? Hear answers to these questions and more from executives who are breaking into this new world of digital entertainment.

**MODERATOR:** Steve Bryant, Associate Editor, eWEEK

**PANELISTS:**
- Jeffrey Volk, GM & Director, Advanced Media, US Tennis Association / US Open
- Michael Gordon, Chief Strategy Officer, Co-Founder, Limelighthouse Networks
- Carl Crabill, Vice President, Sales And Marketing, MovieBeam
- Warner Brothers
- Brian Haven, Senior Analyst, Forrester Research
- Thomas Loretan, VP, Executive Creative Director, Comcast Interactive Media

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<td>Assistant Vice Provost, Distance Learning, University of Texas San Antonio</td>
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<td>Ron Berryman</td>
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<td>Tejpal Bhatia</td>
<td>President, Tej Media Networks, Inc.</td>
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<td>Richard Bloom</td>
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<td>Jose Castillo</td>
<td>President, thinkjose LLC</td>
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<td>Matt Crowley</td>
<td>Senior Product Manager of Multimedia, Palm, Inc.</td>
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<td>Elyse Cuttler</td>
<td>Vice President, Worldwide Communications, MasterCard Worldwide</td>
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<td>Smith Forte</td>
<td>Vice President, Online Studio, Current TV</td>
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<td>Michael Gordon</td>
<td>Chief Strategy Officer, Co-Founder, Limelight Networks</td>
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<td>Director, Multimedia Communication, Wyndham Vacation Ownership</td>
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<td>Howard Greenfield</td>
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<td>Digital Library Production Manager, Arizona State University</td>
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<td>Todd Herman</td>
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<td>Marty Kahn</td>
<td>Production Supervisor, Broadcast Media Center, De Anza College</td>
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<tr>
<td>Scott McLernon</td>
<td>Media Manager, Corporate Media Center, Target</td>
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<tr>
<td>Steve Mack</td>
<td>Author, <em>Hands-On Guide to Webcasting</em></td>
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<tr>
<td>Jeff Marcus</td>
<td>CTO, 24/7 Real Media</td>
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<tr>
<td>Rich Mavrogeanes</td>
<td>Founder &amp; CTO, VBrick Systems, Inc.</td>
</tr>
<tr>
<td>Tom McInerney</td>
<td>CEO, Guba</td>
</tr>
<tr>
<td>Matt Crowley</td>
<td>Senior Vice President, Advertising Sales, CBS Digital Media</td>
</tr>
</tbody>
</table>
Krish Menon  
Vice President, Technology, The NewsMarket

Don Michels  
Vice President, Technology, The FeedRoom

Jeff Morris  
Director, Digital News Services, ABCNews

Tim Napoleon  
Product Line Director, Akamai

Matt Nessier  
Associate Media Director, Universal McCann

Chris O’Brien  
CEO & Co-Founder, Motionbox

Josh Owens  
Host and Producer, Web 2.0 Show

Jan Ozer  
Principal, Doceo Publishing

Ari Paparo  
Vice President, Rich Media Product Management, DoubleClick

Patty Perkins  
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Dan Rayburn  
Executive Vice President, StreamingMedia.com

Paul Riismandel  
Manager, Digital Media Production and Support, University of Illinois ATLAS

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Steve Safran  
Managing Editor, LostRemote.com

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Timothy Tuttle  
Vice President, AOL Video

Jeffrey Volk  
GM & Director, Advanced Media, US Tennis Association / US Open

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Hunter Walk  
Product Manager, Google Video

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Contributor, LostRemote.com

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Molly Wood  
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GM, Social Media, Yahoo!
Streaming Media West offers conference attendees a firsthand look at the leading software, hardware, and network solutions and services in the streaming media industry. Admission to the Exhibit Hall is included with all Streaming Media West 2006 conference registrations.

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business processes online, which is why 27 out of 30 of the largest media and entertainment companies have formed trusted relationships with Akamai. Akamai Media Delivery gives companies the ability to quickly monetize and deliver digital media assets while providing a consistently great experience for audiences worldwide. Akamai's global network and expertise in delivering the largest events on the Internet ensures successful execution of digital media strategies for leading music stores, content owners, online advertising providers and portals. Akamai is "The Trusted Choice for Online Business." For more information, visit www.akamai.com.

Accordent Technologies develops presentation authoring and management solutions that enhance the way that universities, government agencies, and the corporate enterprise author, publish and manage online presentations for corporate communications and e-Learning.

Abacast, Inc.
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PH: 360-835-5205
FAX: 360-836-0102
www.abacast.com

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PH: 887-425-2624
FAX: 617-444-3001
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Blogtronix
6638 Banning Dr.
Oakland, CA 94611
PH: 415-738-8841
FAX: 510-531-4871
www.blogtronix.com

Booth # 414
Blogtronix improves communication among employees and with suppliers, partners and customers. The Blogtronix platform integrates blogs with wiki, group communities, social networking, and RSS feeds to improve our customers’ internal and external communication and collaboration needs. Blogtronix provides social networking in a box solutions for media companies.

BitPass
2955 Campus Drive, Suite 250
San Mateo, CA 94403
PH: 650-388-3000
FAX: 650-388-3080
www.bitpass.com

Booth # 516
BitPass offers the industry’s leading commerce solution for digital content, enabling merchants and marketers to multiply returns on their primary assets: Content, Customers and Communities. The company’s integrated iMediaSM Commerce Engine makes anything clickable saleable from videos to images to audio content and more via a turnkey system for merchandising, selling and distributing content online, including subscriptions and pay-per-view options. The BitPass platform also empowers marketers to influence consumers with digital content incentives and rewards, and to understand consumer buying behavior. For customers, BitPass offers the iMediaSM Account, which consolidates user download activity in a universal location and provides a fast, easy way to manage and reward consumption of all premium media. For more information, visit www.bitpass.com.

Click.TV
695 Arkansas St.
San Francisco, CA 94107
PH: 650-209-4050
FAX: 650-240-2237
www.clicktv

Booth # 619
Click.TV provides a technology platform for adding time-synced metadata to Web and mobile video. The Click.TV player displays this metadata at specific points in time during video playback. Click.TV’s search and navigation features allows instant access to points of interest within the video. Click.TV is perfect for viewing full-length videos, such as news broadcasts, sporting events and educational lectures and training presentations.

THANK YOU!
Information Today, Inc. would like to thank all of the exhibitors, sponsors, and speakers for their support of Streaming Media West 2006.
ClipSyndicate, a next-generation online video advertising & content syndication platform, enables respected broadcasters and video content producers to easily monetize their content and extend their brands through an Internet distribution channel that syndicates video clips to thousands of vertical Web sites in need of rich media content. Launched in 2006, ClipSyndicate is a service of Critical Mention Inc., the most comprehensive Web-based television search and broadcast monitoring service. Critical Mention (www.criticalmention.com) is privately held, with headquarters in New York City.

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EMediaLive.com, The Digital Studio Magazine, published by Information Today, Inc. is for digital studio professionals who capture, edit, encode, publish, and stream digital media. Each monthly issue also includes the "EventDV" special insert, designed to help practicing videographers hone practical skills and grow their business. EMediaLive provides the most detailed reports of the equipment that comprise today’s digital studios.

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EventDV
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www.eventdv.net

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EventDV helps event videographers meet the different expectations that their clients bring to each project. From lighting, acoustics and digital video camera skills to post production and distribution, EventDV provides the most detailed reports of the equipment and knowledge that comprise today’s digital studios.

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from the end-user perspective, enabling companies to ensure their streaming content is being delivered in a reliable and consistent manner. Contact: roopak.patel@keynote.com

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Kula Media Group
235 N. LBJ Drive, Suite A
San Marcos, TX 78666
PH: 512-853-9436
www.kulabyte.com

Booth # 515
Kula Media Group, Inc. is the leading developer of advanced video processing technologies. Founded in San Marcos, Texas, Kula’s engineering and management team is focused on delivering the fastest video encoding solution in the industry, while also achieving the highest video quality available.

Mirror Image Internet, Inc.
2 Highwood Drive
Tewksbury, MA 01876
PH: 800-353-2923
FAX: 781-376-1110
www.mirror-image.com

Booth # 606
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Mirror Image Internet’s patented global network reliably stream video and audio content to users around the world, regardless of location or traffic bursts. With comprehensive capabilities and an easy-to-use Web-based management tool, the Mirror Image single-source solution enables companies to easily publish, manage, deliver and analyze their streaming media activity.

Monetize Media Inc.
1240 N. Lakeview Avenue
Suite 150-B
Anaheim, CA 92807
PH: 866-577-2467
FAX: 714-701-3601
www.monetizemedia.com

Booth # 703
MonetizeMedia is a technology platform, leveraging the inherent power of the internet to transform the delivery and consumption of media. We enable content owners and aggregators to manage, market, and Monetize media. MonetizeMedia provides state-of-the-art content management, encoding, DRM, commerce and tracking to ensure effective distribution to consumers.

Media Publisher, Inc.
2000 Martin Powell Street
Suite 1650
Emeryville, CA 94608
PH: 510-859-4400
FAX: 510-548-4404
www.media-publisher.com

Booth # 419/421
Media Publisher, Inc. is the leader in Enterprise Video Communications. The company offers a complete suite of video applications—including solutions for live event Webcasting, video on demand editing, and digital signage—and a Video Control Center that manages a company’s existing content infrastructure. Media Publisher’s solution makes it easier for global 2000 companies to leverage business video, allowing them to communicate more efficiently and deliver a consistent message across distributed audiences. The company is privately held and based in Northern California.

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FAX: 425-936-7329
www.microsoft.com

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Andover, MA 01810
PH: 978-682-8300
FAX: 978-688-8100
www.navisite.com

Booth # 518/520
Platinum Sponsor
NaviSite is the leading, single source provider of complex streaming and host-
NeuLion, Inc.
1600 Old Country Road
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Plainview, NY 11803
PH: 516-622-8300
FAX: 516-293-0220
www.neuilion.com

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NeuLion provides the delivery platform for the future of television by developing a service that drives convergence between television and the internet. Working with companies interested in reaching niche markets anywhere at anytime, NeuLion’s technology uses the public internet to amalgamate content from any provider and deliver it in a targeted manner.

Nine Systems Corporation
10509 Vista Sorrento Parkway
Suite 200
San Diego, CA 92121
PH: 858-332-3987
FAX: 858-453-0393
www.ninesystems.com

Booth # TT4

Nine Systems provides a comprehensive solution for rich media production, publishing and distribution in today’s most popular forms. Nine Systems powers the online media experience for more than 300 of today’s most valuable brands including the Universal Music Group, the NBA, CinemaNow, CBS SportsLine and EMI Music.

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save money, time and headaches when finding vendors of IT services that fit their priorities, cost structures and needs. RampRate also provides research on next-gen digital-media platforms and other issues to clients including Yahoo, Microsoft, Sony, CBS and Blizzard.

partners a complete online video strategy designed to enable publishers, advertisers and content producers to build their brands, generate revenue and reach their desired audience anywhere, anytime through the intelligent, targeted use of compelling online video content. It’s a camera, teleprompter, lights, mic and PC combined into a single inexpensive, portable and easy to use device. Use it for video-on-demand, live Webcasts and more. Contact: bill@sirismedia.com

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PH: 206-674-2700
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PH: 314-628-7000
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RealNetworks Services USA
282 Cabrini Blvd.
Suite 1D
New York, NY 10040
PH: 212-802-4467
www.sorenson-usa.com

Media Sponsor
SSUSA provides strategy, consulting, training and services to help companies integrate streaming media into their Web sites and business models. Using our expertise and partnerships, we offer clients an objective perspective on the best technologies for their projects and help implement successful and profitable media delivery strategies. We specialize in delivering the highest-quality results that cutting edge technologies can deliver. Based in New York City, SSUSA was founded by Dale Sorenson in 1997.

ROO is the Internet video specialists, consistently ranked among the world’s top 10 video broadcasters. We offer our

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media implementations. The Streaming Media Xtra e-newsletter, considered a "must read" by industry insiders, now has a readership exceeding 37,000. StreamingMedia.com is the place to find any aspect of information relating to the streaming media industry or technology.

The FeedRoom

The FeedRoom
205 Hudson Street
8th Floor
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PH: 212-219-0343
FAX: 212-925-6471
www.feedroom.com

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Work of community-based Internet TV channels. Each channel serves targeted, special interest demographic audiences globally, from people with disabilities to the maritime industry. Fortune 500 companies, 14 federal government agencies, International Associations, including the National Association of Broadcasters use TV Worldwide’s live and archived state-of-the-art video streaming content applications and Internet TV channels. For the 5th year TV Worldwide will Webcast Streaming Media East live from the floor while featuring the International Webcasting Association (IWA), www.webcasters.org.

TalkPoint
100 William Street
9th Floor
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PH: 886-323-8660
FAX: 212-909-2901
www.talkpoint.com

Booth # 601
VitalStream, the world leader in audio and video streaming, enables businesses to broadcast digital media to worldwide audiences via the Internet. The Company provides complete solutions powered by its award-winning content delivery network including audio and video streaming, advertising placement and delivery, reporting and analysis and media asset management.

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Booth # 718/720
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PH: 949 743 2000
FAX: 949 727 9660
www.vitalstream.com

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