COFFEE BREAK — In the Exhibit Hall
WELCOME & KEYNOTE
COFFEE BREAK — In the Exhibit Hall

Monday, May 19

9:00 a.m. – 12:00 p.m.
SM1: Using Adobe Media Server to Deliver Live and On-Demand Video
SM3: Deploying On-Demand and Live Media Experiences with Microsoft Silverlight

1:30 p.m. – 4:30 p.m.
SM2: Comparing and Using Online Video Codecs
SM4: Planning, Building, and Launching a Successful Podcast

Tuesday, May 20

9:00 a.m. – 10:00 a.m.
WELCOME & KEYNOTE | Mercury Ballroom, 3rd Floor | Q&A | George Kliavkoff, NBC Universal

10:00 a.m. – 10:30 a.m.
TRACK A | Murray Hall
A101: Effective Advertising Models for Short-Form Video Marketing
A102: Monetizing and Aggregating Niche Video Content
LUNCH BREAK — Visit the Exhibits

A103: Creating and Promoting Amateur and Viral Videos
A104: How Old Media Is Embracing Online Video and New Media

2:45 p.m. – 3:30 p.m.
COFFEE BREAK — In the Exhibit Hall
A105: Adobe Media Player: Creating, Delivering, & Monetizing Video

3:30 p.m. – 4:00 p.m.
A106: Creating and Promoting Amateur and Viral Videos

4:00 p.m. – 5:00 p.m.
A107: Effective Advertising Models for Short-Form Video Marketing

5:00 p.m. – 6:00 p.m.
NETWORKING RECEPTION in the Exhibit Hall

Wednesday, May 21

9:00 a.m. – 10:00 a.m.
KEYNOTE | Mercury Ballroom, 3rd Floor | CNNMoney.com Video | Caleb Silver, CNNMoney.com

10:00 a.m. – 10:30 a.m.
TRACK A | Murray Hall
A201: Delivering Media for Microsoft Silverlight with Windows Server ’08
A202: Online Video: Should Content Creators Get a Cut?
LUNCH BREAK — Visit the Exhibits

A203: Reinventing the Ad Model Through Discovery and Targeting
COFFEE BREAK — In the Exhibit Hall
A204: Ad Networks Versus Branded Video Sites

11:45 a.m. – 12:30 p.m.
A205: Monetizing and Aggregating Niche Video Content

12:30 p.m. – 1:45 p.m.
LUNCH BREAK — Visit the Exhibits
1:45 p.m. – 2:45 p.m.
A206: Online Video: Should Content Creators Get a Cut?

2:45 p.m. – 3:30 p.m.
A207: Effective Advertising Models for Short-Form Video Marketing

3:30 p.m. – 4:15 p.m.
A208: Online Video: Should Content Creators Get a Cut?

4:15 p.m. – 5:00 p.m.
A209: Effective Advertising Models for Short-Form Video Marketing

5:00 p.m. – 6:00 p.m.
A210: Monetizing and Aggregating Niche Video Content

5:00 p.m. – 6:00 p.m.
A211: Effective Advertising Models for Short-Form Video Marketing

KEYNOTES
Located in the Mercury Ballroom, 3rd Floor

George Kliavkoff
Chief Digital Officer, NBC Universal

Q&A with George Kliavkoff, Chief Digital Officer, NBC Universal
Come hear an in-depth Q&A conversation between Dan Rayburn and George Kliavkoff discussing NBC Universal’s multiplatform online video strategy.

George Kliavkoff is NBC Universal’s first chief digital officer. Kliavkoff is responsible for furthering the company’s digital media strategy and developing new business models and markets. He oversees the distribution of digital products across multiple platforms, including on-demand, interactive television, broadband, wireless, and IPTV, as well as digital innovation and product development, portal and partner relationships. Kliavkoff served as the interim CEO of Hulu, NBCU’s online video joint venture with News Corp., and now sits on the board of the J.V.

Prior to joining NBC Universal, Kliavkoff was with Major League Baseball Advance Media (MLBAM). As executive vice president, business, Kliavkoff was responsible for MLBAM’s New Media licensing business and for all business development related to baseball’s interactive media unit. Kliavkoff oversaw MLBAM’s search strategy and its games (console, internet, mobile and fantasy) licensing programs. During his tenure at MLBAM, Kliavkoff was named one of Sports Business Journal’s “Forty Under 40,” a list celebrating the 40 most influential sports executives under the age of 40.

Caleb Silver
Executive Producer for Video, CNNMoney.com

CNNMoney.com Video—From Launch to More Than 30 Million Streams in 90 Days
Caleb Silver will address the challenges and production workflow involved in producing video for the various brands under the CNNMoney.com umbrella. Silver will discuss how he and the CNNMoney.com team built an independent video production facility inside CNN to produce a high volume of original videos for the website and distribution throughout the internet.

Caleb Silver is executive producer for CNNMoney.com’s video channel and oversees a team of producers and editors dedicated to producing original content for one of the most popular business and financial news websites on the internet. Silver will talk about the challenges and rewards of producing video for the various brands under the CNNMoney.com umbrella, which include CNNMoney, Fortune.com, Money Magazine and Fortune Small Business. Silver will discuss how he and the CNNMoney.com team built an independent video production facility inside CNN to produce a high volume of original videos for the website and distribution throughout the internet.