The Business and Technology of Online Video

MAY 20–21
HILTON NEW YORK
PRE-CONFERENCE SEMINARS: MAY 19

KEYNOTE SPEAKERS

George Kliavkoff
Chief Digital Officer,
NBC Universal

Caleb Silver
Executive Producer for Video, CNNMoney.com

- 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 seminars
- Learn about the new business and distribution models for online video
- Gain access to the newly expanded Exhibit Hall featuring major streaming and online video vendors
- More than 3,400 professionals attended last year’s Streaming Media East!

www.streamingmedia.com/east
Streaming Media East includes over 100 speakers in 32 sessions and presentations covering Business, Technology, and Content subjects. Learn first hand how leading companies are successfully utilizing online video technologies for B2C and B2B applications. Based on previous attendee feedback, this year’s conference sessions feature more video demonstrations showcasing real-world examples of content in action.

Streaming Media East 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 New York, 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

Welcome to New York, enjoy the conference and please let us know if we can assist you at any time.
### KEYNOTES

#### Tuesday, May 20

**Welcome & Keynote**
- **Monday, May 19**
  - 9:00 a.m. – 12:00 p.m.: **SM1:** Using Adobe Media Server to Deliver Live and On-Demand Video
  - 1:30 p.m. – 4:30 p.m.: **SM3:** Deploying On-Demand and Live Media Experiences with Microsoft Silverlight

#### Wednesday, May 21

**Keynote**
- **Wednesday, 9:00 a.m. – 10:00 a.m.:** CNNMoney.com Video | Caleb Silver, CNNMoney.com

#### Tuesday, May 20

**Welcome & Keynote**
- **Monday, May 19**
  - 9:00 a.m. – 10:00 a.m.: **COFFEE BREAK — In the Exhibit Hall**
  - 10:00 a.m. – 10:30 a.m.: **COFFEE BREAK — In the Exhibit Hall**
  - 10:30 a.m. – 11:30 a.m.: **A101:** Effective Advertising Models for Short-Form Video Marketing
  - 11:45 a.m. – 12:30 p.m.: **A102:** Monetizing and Aggregating Niche Video Content
  - 12:30 p.m. – 1:45 p.m.: **LUNCH BREAK — Visit the Exhibits**
  - 1:45 p.m. – 2:30 p.m.: **A103:** Creating and Promoting Amateur and Viral Videos
  - 2:45 p.m. – 3:30 p.m.: **A104:** How Old Media Is Embracing Online Video and New Media
  - 3:30 p.m. – 4:00 p.m.: **COFFEE BREAK — In the Exhibit Hall**
  - 4:00 p.m. – 5:00 p.m.: **A105:** Adobe Media Player: Creating, Delivering, & Monetizing Video
  - 5:00 p.m. – 6:00 p.m.: **NETWORKING RECEPTION in the Exhibit Hall**

**Seminars are priced separately.**

**SM2:** Comparing and Using Online Video Codecs
**SM4:** Planning, Building, and Launching a Successful Podcast

### Q&A with George Kliavkoff, Chief Digital Officer, NBC Universal

George Kliavkoff is NBC Universal’s first chief digital officer. Kliavkoff is responsible for furthering the company’s digital media strategy and leading the company’s digital media initiatives. 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. Kliavkoff also sits on the board of the Peacock Equity Fund, a $250 million joint venture fund with GE Commercial Finance to invest in early stage digital companies.

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.

**Q&A with George Kliavkoff, Chief Digital Officer, NBC Universal**
- **Tuesday, 9:00 a.m. – 10:00 a.m.:**

**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 through-out the internet.
Using Adobe Media Server to Deliver Live and On-Demand Video
9:00 a.m. – 12:00 p.m.
Adobe’s Flash Media Server offers a unique combination of powerful streaming and a flexible environment for creating and delivering engaging multidirectional social media experiences to the broadest possible audience. Attendees will learn about HD-quality video, integrated live video streams, delivery to mobile devices, and deeper interactivity through an extensible plug-in architecture. This workshop will also cover new features that include enhanced content protection with encrypted streaming, increased performance, and new logging/measurement tools to maximize the return on content investment.
PRESENTER: Kevin Towes, Product Manager, Flash Media Server, Adobe

Comparing and Using Online Video Codecs
9:00 a.m. – 12:00 p.m.
This workshop focuses on comparing the quality, playback environment, and feature sets of the big three codecs (VP6, H.264, and Windows Media), including a comparison of the primary H.264 codecs including Apple, Main Concept, Telestream, and others. Attendees will also get an introduction to universal encoding parameters, like variable and constant bitrate encoding and I, B, and P frames, and then learn the technical requirements for producing files with each codec. During the final hour, the workshop will analyze which sub-$1,000 encoding tools do the best (and worst) jobs with each format.
PRESENTER: Jan Ozer, Principal, Doceo Publishing

Deploying On-Demand and Live Media Experiences with Microsoft Silverlight
1:30 p.m. – 4:30 p.m.
This workshop will cover the entire process of creating, managing, and developing rich media experiences with Microsoft Silverlight. Learn how to encode video and other rich media with Expression Encoder and see how to create media players in Expression Blend. The workshop will also demonstrate the media capabilities of Silverlight 2.0 and will explore, in-depth, how to deploy Windows Server 2008 for both streaming (Windows Media Services 2008) and progressive download (IIS 7 Media Pack) scenarios. Attendees will also have the chance to win copies of Expression Encoder.
PRESENTER: Ben Waggoner, Principal Video Strategist, Microsoft Silverlight

Planning, Building, and Launching a Successful Podcast
1:30 p.m. – 4:30 p.m.
This hands-on workshop walks you through the details of starting an audio podcast, from content creation and delivery to syndication. Learn how to use some of Apple’s podcasting tools and other devices as real podcasts are created throughout the workshop. Learn all about the podcasting process including how to syndicate shows via RSS and blogs, what hardware and software solutions work best, and how to get listeners to your content, and how others are benefiting from using podcasting today.
PRESENTER: Jose Castillo, President, thinkjose LLC

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Tuesday, May 20

9:00 a.m. – 10:00 a.m.

Q&A with George Kliavkoff, Chief Digital Officer, NBC Universal

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.

10:00 a.m. – 10:30 a.m.

COFFEE BREAK

In the Exhibit Hall

10:30 a.m. – 11:30 a.m.

Effective Advertising Models for Short-Form Video Marketing

Some advertisers see user-generated video sites as a free way to distribute their message, but this has rapidly evolved into a significant paid business, where sites charge based on video placement and search keywords. Learn the relative ROI of going to a major site (e.g., YouTube) vs. a smaller site (i.e., Metacafe) vs. a plethora of tiny sites. Learn what methods are successful for getting viewers and the importance of content vs. placement. This panel will discuss and show video examples of effective business models for both advertisers and publishers.

MODERATOR: Jeff Marcus, CEO, Sparkway

PANELISTS:
- Christian Spinillo, Product Development Strategist, PointRoll
- Tom Buffalano, VP, GM, Subscription Services, CSTV Networks
- Allyson Campa, VP of Marketing, Metacafe

Best Practices in Enterprise Streaming for Communications and Learning

Use of online video in the enterprise has evolved well beyond the special-occasion, rudimentary talking-head videos that characterized early adoption. Whether webcasting executive briefings across the globe or capturing and archiving rich media presentations for training, marketing, sales, and compliance, a growing number of organizations are capitalizing on the capabilities of Web 2.0 technologies. This session will show examples from Fortune 500 organizations of best practices in integrated online video for communications and learning.

MODERATOR: Mike Newman, CEO, Accordent

PANELISTS:
- Sunil Verma, DVP, Macy’s Home Store
- Scott Szczurek, Online Video Specialist, CME Group, Inc.
- Joan Dollard-Spooner, Associate Director, Webcasts, Podcasts, Ernst & Young LLP
- Rose Kazan, Director of Global Multimedia Services, Lehman Brothers

The H.264 Convergence

Over the past year, more and more streaming media players are utilizing H.264 and providing support for the technology. Adobe’s recent support for H.264 in its Flash player has sparked industry discussions among major broadcasters and online video producers about the role H.264 will play. This session will explain why H.264 is getting so much exposure, what recent announcements have put it into the spotlight, and whether it can really be the one codec that the entire industry can converge on. Attendees will also see real-world examples of sites and services that are utilizing H.264 today.

MODERATOR: Eric Manchester, Manager Digital Media Distribution, Time Warner Cable

PANELISTS:
- Matt Smith, Video Architect, Yahoo!
- Tim Napoleon, Chief Strategist, Media and Entertainment, Akamai
- Kevin Towes, Product Manager, Flash Media Server, Adobe
- Jay Pabley, Director, Voice and Data Services Development, Sprint Nextel

11:45 a.m. – 12:30 p.m.

Monetizing and Aggregating Niche Video Content

This panel will discuss the new ways content owners and site developers are aggregating content and distributing it on Web 2.0. See examples of ways to develop niche vertical sites without having to hire tons of new personnel and discuss how to reach audiences on social networking sites like Facebook and others. Learn about some of the new emerging platforms for niche video distribution and learn best practices for increasing your chances of making money with your content.

MODERATOR: Steve Safran, Senior VP, Media 2.0, Audience Research & Development, AR&D

PANELISTS:
- Jim Leundenberck, CEO, Revision3
- Alex Blum, CEO, KickApps
- Herb Scannell, CEO, Co-Foudner, Next New Networks

CDN Pricing: The Going Rate for Video Delivery

With more CDN players in the market than ever before, trying to figure out what you should pay for delivering video can still be quite complex. This presentation will offer real pricing numbers from large, globally focused content delivery networks and show you the average going rate when you outsource delivery to a third party. The session will also cover some of the variables that determine the final price and how you should accurately compare the delivery services of one CDN to another, and it will give you a list of providers in the market today.

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

Focus Group: Young People’s Attitudes Toward Online Video

In this special session, a panel of high school and college students will discuss their online video consumption habits. Learn what types of online video content they like, what sites they get their content from, the devices they are playing it back on, and how they interact with video advertising. Find out what their perspective is on pay media and portable content, as well as what they think the future holds for the next generation of viewers on the web. Bring your own questions for a lively Q&A session with the students at the end of the session.

MODERATOR: Peter Cervieri, Director, ScribeMedia

Networking Reception

Join us in the Exhibit Hall on Tuesday from 5:00 p.m. – 6:00 p.m. for a networking reception. Renew old acquaintances, meet new colleagues—and visit with the exhibitors—all while enjoying light hors d’oeuvres and drinks.
12:30 p.m. – 1:45 p.m.
LUNCH BREAK — Visit the Exhibit Hall

1:45 p.m. – 2:30 p.m.
Creating and Promoting Amateur and Viral Videos

The session explores what makes a video viral and how marketers and creators can promote their video using online video sites and blogs. Proven industry experts reveal what works and what doesn’t—often counterintuitive advice that has helped them garner millions of viewers for one-hit wonders and serialized content. Come see firsthand examples from some of the best viral videos creators on the web and learn how they have created an online audience.

MODERATOR: Kevin Nails, Product Director, Industry blogger, WillIVideoForFood.com

PANELISTS:
Paul Koutonis, CEO, Co-Founder, For Your Imagination
J. Crowley, Founder, Black20.com
Ben Relles, Founder and CEO, BarelyPolitical.com
Kip “Kipkay” Kedersha, Viral Video Producer, Metacafe Top Producer

Will P2P Become a Legitimate Means of Delivering Video?

Peer-to-peer (P2P) technology has become one of the hottest topics lately in the online video industry. Controversy now surrounds the role P2P will play especially in high-quality video delivery on the net. Does P2P have a legitimate shot at becoming a mass-market distribution model or will networks block the traffic before it has the chance? If P2P really is cheaper and better, then why haven’t content providers adopted it en masse? What’s missing from P2P business models? Can P2P truly support live delivery, Flash-based videos, VOD security, broadcast audience scalability? These and many other questions will be addressed in this interactive session.

MODERATOR: Marty Lafferty, CEO, DCIA

PANELISTS:
Patty Perkins, VP, Desktop Video Manager, Wachovia Video Network
Doug Pasko, PMTS, Verizon’s Network and Technology Group
Barry Tishgart, VP, Internet Services, Comcast

Entertainment Devices: How TiVo, Xbox, and iPods Are Changing the Content Landscape

Today, with the influx of new entertainment devices, consumers no longer rely on just the PC for their online video consumption. Between their iPhones and iPods, their XBOXes and TiVos, consumers now have many ways to get their video fix. So what are the new business models that will be created from these new devices? What current hurdles need to be overcome so that content can be monetized for multiple platforms? 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 video experience.

MODERATOR: Jose Castillo, President, thinkjose

PANELISTS:
Bruno Lucarelli, Manager, Advertising Sales, eBay Motors
Terri Walter, VP, Advanced Marketing Solutions, Avenue A | Razorfish
Patrick Casson, VP, Marketing, VUDU
Andre Mika, VP, Broadcast and New Media, NHL

2:45 p.m. – 3:30 p.m.
How Old Media Is Embracing Online Video and New Media

Led by the National Academy of Television Arts and Sciences, this session will discuss how converging media technologies are redefining traditional distribution methods, how interactive and on-demand services are changing, and how entertainment and news videos are being consumed. Come hear from some of the leading publishers, broadcasters, and advertisers about the impact that video and new media is having upon their business models.

MODERATOR: Christie Morrongiello, Director, National Academy of Media Arts & Sciences (NAMAS)

PANELISTS:
Isaac Josephson, Director, Product Management, ABC News Digital Media
David Eun, VP, Content Partnerships, Google
Vivian Schiller, SVP, GM, NYTimes.com
Richard Glasser, Executive Director of Emerging Media, CondeNet

Codec Comparison: VP6, H.264, and Windows Media

Choosing the right codec involves lots of factors, including quality, player install base, costs, and server-related features. This session will compare the video quality of the big three codecs: VP6, H.264, and Windows Media. It will also include a comparison of the primary H.264 codecs including Apple, Sorenson, Main Concept, and Dicas. The session will present attendees with the latest published penetration figures for the H.264-compatible Flash 9 player and Microsoft’s Silverlight player and provide usage statistics among major broadcasters and corporations. Attendees will also learn how to compare relevant server- and player-related features, as well as costs associated with adapting and using each platform.

PRESENTER: Jan Ozer, Principal, Doceo Publishing

Live Broadcasting Over Mobile and Wi-Fi Networks

While big media tests the waters of mobile broadcasting, many web video producers are already out there doing it live from the street with a cell phone. Others are joining in and experimenting with two-way broadcasts via streaming video over cell phone networks and via Wi-Fi, wherever they are. Viewers can chat while the broadcast is going on and affect and sometimes even direct the content being produced. Come to this session to hear Steve Garfield talk with other pioneers in the live broadcasting space about their experiences on the forefront of this new technology for sharing their stories over the web.

PRESENTERS: Steve Garfield, Mobile Video Journalist, SteveGarfield.com
Max Haot, Founder, CEO, Mogulus
Bhaskar Roy, Co-Founder, Qik.com

3:30 p.m. – 4:00 p.m.
COFFEE BREAK — Sponsored by Hibernia
In the Exhibit Hall

4:00 p.m. – 5:00 p.m.
Adobe Media Player: Creating, Delivering, and Monetizing Branded Video

This session will show how Adobe Media Players enables consumers to take control of when and where they watch their favorite shows and other video content broadcast over the internet. Learn how the Adobe Media Player allows content owners to monetize and protect their video content and include branding and advertising around content including overlays and sponsorship. This session will also look at how to effectively measure viewership engagement whether a consumer is viewing the content online or offline and show how to target consumers with relevant advertising.

PRESENTER: Deeje Cooley, Product Manager, Adobe Media Player, Adobe

Session Rooms

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Mergers and Acquisitions: Wall Street’s View

The number of companies in the online video industry is growing at a rapid pace, and capital markets play a significant role in shaping the industry. Acquisitions, partnerships, funding, and failures are all making headlines at an increasing rate. At times it is difficult to understand why these events occur, what drives them, who is involved, and how they affect the rest of the industry. This panel of venture capitalists, equity research analysts, and others will discuss their views on the state of the markets, what gets them excited, what concerns them, and how it could impact the way you do business.

MODERATOR: Brian Essex, Analyst

PANELISTS:
Colby Synesael, SVP, Equity Research, Telecom Services, Merriman Curhan Ford & Co.
Kevin Ryan, Co-founder, Chairman, Panther Express
Neil Siqueira, Partner, General Catalyst Partners
Ray Conley, CFA, Palo Alto Investors

User-Generated Video in Education

The online video revolution has been embraced by students, teachers, instructors, and researchers, many of whom are producing video for class assignments, teaching purposes, and other uses. Learn what kind of content is being produced, where it is being posted, and how user-generated content fits into the overall strategy of educational institutions. This panel of experienced educational media professionals will discuss the many ways your school, college, or university can maximize the value of your user-generated video and how you can assist faculty and students in making it better.

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

PANELISTS:
Gary Powell, Tech Co-Ord, The University of Toledo
Victoria R.M. Brown, Co-founder, Big Think
Steve Rosenbaum, CEO and Founder, Magnify.net

5:00 p.m. – 6:00 p.m.

NETWORKING RECEPTION
In the Exhibit Hall

Sponsored by

Session Rooms

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COMING SOON
**Wednesday, May 21**

9:00 a.m. – 10:00 a.m.

**CNNMoney.com Video—From Launch to More Than 30 Million Streams in 90 Days**

*Keynote*

**Caleb Silver, Executive Producer for Video, CNNMoney.com**

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. CNN Money.com launched its new video channel in January 2008.

10:00 a.m. – 10:30 a.m.

**COFFEE BREAK**

In the Exhibit Hall

10:30 a.m. – 11:30 a.m.

**Delivering Media for Microsoft Silverlight with Windows Server 2008**

**A201**

**PRESENTER:** Chris Knowlton, Sr. Lead Program Manager, Microsoft

This session will cover how to take advantage of the new Silverlight media serving features in Windows Server 2008. Attendees will learn about the new capabilities of IIS 7 Media Pack, including bitrate throttling and playlist options for progressive download content. The session will also demonstrate the enhanced capabilities in Windows Media Services 2008, including scalability doubling and appliance-like cache/proxy deployment for edge networks specific to streaming.

**Lifecasting: The New Broadcasting Platform**

**B201**

**MODERATOR:** Chris Brogan, VP, Strategy and Technology, CrossTechMedia, co-founder, PodCamp

**PANELISTS:**

- Scott Monty, Consigliere, crayon
- Sarah Meyers, Founder, Pop17.com
- Brad Hunstable, Founder, Business Development, Ustream.tv

How did lifecasting videos get so hot? In the early days of television, live was the second choice, because of potential pitfalls, cost of production, and a host of other problems. And yet, in the world of internet video, lifecasting—using internet videos to share moments of our lives or to broadcast personal events and happenings—is the new hot thing. With platforms like Kyte.tv, Zannel, Mogulus, Stickcam, and many others now available, lots of new options and opportunities exist. Come see some of the hot and upcoming mobile lifecasting options in action and learn if lifecasting will become just a fad or the next big thing.

**MODERATOR:** Chris Brogan, VP, Strategy and Technology, CrossTechMedia, co-founder, PodCamp

**PANELISTS:**

- Scott Monty, Consigliere, crayon
- Sarah Meyers, Founder, Pop17.com
- Brad Hunstable, Founder, Business Development, Ustream.tv

**Online Video: Should Content Creators Get a Cut?**

**A202**

**MODERATOR:** Eric Rosser Eldon, Writer, VentureBeat.com

Last year, writers in Hollywood went on strike against movie studios and television broadcasters, in part because they demanded a share of revenue generated by the digital media they helped to create. Meanwhile, the largest video site in the country, YouTube, barely pays its content producers anything. Some venture capitalists sense an opportunity and are moving south from Silicon Valley to create new entertainment companies that in many instances put the writers—producers, directors and actors—in control. Learn what the role of content producers is in digital media and how working with them can help your business.

**MODERATOR:** Eric Rosser Eldon, Writer, VentureBeat.com

**PANELISTS:**

- Gordon Castle, Sr. Technology Fellow, Turner Broadcasting Systems
- Justin Day, Co-Founder, CTO, blip.tv
- Bobby Tulsiani, Analyst, Media and Internet Video, Jupiter Research
- Kelly Rodrigues, CEO, Blotowtor Entertainent

Tools and Best Practices for the Enterprise Streaming Media Department

This session will bring together four frontline streaming media professionals to discuss their favorite toolsets and techniques for producing enterprise communications and training content. The emphasis will be on in-house production with “off-the-shelf” tools and apps, rather than turnkey or outsourced solutions. What works and what should be avoided? What is the best way to maximize your budget? How can you leverage existing infrastructure already inside your organization? This and more will be covered in this enterprise-focused session.

**MODERATOR:** Larry Bouthillier, Educational & Multimedia Technology Architect, Harvard University

**PANELISTS:**

- Carmen Ferrigno, Director Corporate Marketing, Rohm and Haas Co.
- Mark D’Andrea, Webcast Engineer, Roche Pharmaceuticals
- Kenneth Herr, Principal Media Technologist, Air Products
- Carlos Gomez, Multimedia Technical Specialist, Medco

11:45 a.m. – 12:30 p.m.

**E-mail Stations**

E-mail stations will be open in the Exhibit Hall during regular exhibit hours for attendees to check their e-mail.

Exhibit Hours

**Tuesday, May 20**

10:00 a.m. - 6:00 p.m.

**Wednesday, May 21**

10:00 a.m. - 4:00 p.m.
Beyond the Classroom: Reaching a Global and Mobile Audience with Elearning
12:30 p.m. – 1:45 p.m.

Today’s students expect more than a classroom lecture. They expect to be able to access course content and the entire universe of related archival and research material from anywhere, at any time. Learn what top universities and corporate training departments are doing to keep up with the demands and expectations of these students. This forum will discuss the tools and best practices for delivering elearning in the age of broadband, IPTV, iPods, and instant access.

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

PANELISTS:
Ralph Merkel, Producer, Director, University of Louisville
Tony Klejna, Director, Educational Technology and New Media, Daemen College
Thomas Delaney, Associate Dean for Information Technology, CIO, NYU School Of Law

1:45 p.m. – 2:45 p.m.

Reinventing the Ad Model Through Discovery and Targeting

While advertising has emerged as the primary business model for broadband video, it remains relatively immature. Key constraints include users’ inability to find the videos they seek and limitations on targeting ads against particular content. This panel will explore how industry participants are addressing these challenges and starting to show results. Come hear the factors that are affecting the current business models for online video advertising and the hurdles that need to be overcome to truly allow content to be monetized on the web.

MORATOR: Will Richmond, President, Broadband Directions LLC

PANELISTS:
Dave Osborn, VP, Video & Media Products, Nielsen Online
Christopher Johnston, Director, Ad Products and Technology Partnerships, Brightcove
Rob Aitken, Product Manager, Online Video, AP
Mike Henry, SVP, Advertising Sales, Veoh

Independent Content: Creating New Revenue Streams

In the wake of the Writer’s Guild strike, what does the landscape look like for writers, content producers, and video creators who want to use the internet as the next broadcast medium? What are the non-studio/traditional revenue streams on the internet, and who’s in the best position to profit from them? Hear from some traditional broadcast producers who have created new content companies focusing on unique web-based video and hear what types, genres, and lengths of videos are getting the most traction. Attendees will also learn what kinds of content are going to generate the most dollars online and hear where those dollars are expected to come from.

MORATOR: Stephen Murray, Co-CEO, C00, RevImage / Magnetic.TV

PANELISTS:
Frank Santopadre, Editor in Chief, COMEDYSMACK
Thom Woodley, Writer and Producer, TheBurg.TV

Planning & Executing Successful Webcasts

No longer just a conduit for corporate communications, webcasting offers exciting ways to engage targeted audiences. Whether it’s for internal purposes like training, sales, and marketing or consumer-facing entertainment events, effectively reaching your audience requires understanding the strengths and weaknesses of existing technologies, following guidelines for assembling event resources, and selecting the best channel for message delivery. Hear several case studies from webcast events and gain valuable insights into webcasting best practices.

MORATOR: Dan Michels, CTO, Medialink Worldwide

PANELISTS:
Che Rhodos, Assistant Managing Editor, News Video, WashingtonPost.com
Michael Gaylord, VP, TV Land Digital
Paul MacDougall, Post Production Coordinator, IMG Media
Andrew Lipson, Founder, President, Iced Coffee Media

2:45 p.m. – 3:15 p.m.

COFFEE BREAK—Visit the Exhibit Hall

3:15 p.m. – 4:00 p.m.

Ad Networks Versus Branded Video Sites

In the increasingly disaggregated world of online video who will win shares of video advertising budgets: branded sites like YouTube, Heavy, Daily Motion, etc., or the burgeoning market of advertising network players. Buyers and sellers face off on the impact of branding vs. audience reach and the implications for media planning, advertising budgets and CPMs.

MORATOR: Joe Mandese, Editor In Chief, MediaPost

PANELISTS:
Fred McIntyre, SVP, AOL Video
Aleck Schleider, VP, Marketing, Advertising.com
John Lumpkin, SVP, Sales Strategy and Partnerships, Heavy.com
Garrett Albanese, Media Supervisor, Carat

Evaluating and Choosing the Right Methods of Video Delivery

With all the various means of distribution and protocols available for video today—CDN, P2P, streaming, progressive download—there is still no single solution that will meet all customers’ needs perfectly across all platforms and devices. Learn the various methodologies for content distribution, as well as the pros and cons of each type. Speakers will also discuss which methodologies apply best to which platforms and geographic locations based on type of content, length and format of video, and target audiences. Panelists will also provide you with guidelines and formulas for determining the best single and/or hybrid solution for your online video distribution needs.

MORATOR: Bill McCandless, Executive Editor, Multimedia, TheStreet.com

PANELISTS:
Dave Witzig, Sr. Director, Interactive Video Commerce, ShopNBC
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Tuesday, May 20
10:00 a.m. - 6:00 p.m.

Networking Reception
5:00 p.m. – 6:00 p.m.

Wednesday, May 21
10:00 a.m. - 4:00 p.m.

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<td>425-920-7495</td>
<td>PowerStream.NET</td>
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### Exhibit Hours

**Tuesday, May 20**
- 10:00 a.m. - 6:00 p.m.
- Networking Reception: 5:00 p.m. – 6:00 p.m.

**Wednesday, May 21**
- 10:00 a.m. - 4:00 p.m.

Check your e-mail during exhibit hours.
Located in the Exhibit Hall.

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Rhozet
1171 Homestead Road
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FAX: 408-246-3339
www.rhozet.com

Booth # 327
Rhozet is dedicated to providing media transcoding solutions to the broadcasting, VOD, web, and mobile markets. Rhozet’s Carbon Coder and Carbon Server products support the complete range of media formats including MXF and H.264, and have an easy-to-use interface as well as an XML-based SDK for complete programmatic control.

Skytide
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San Mateo, CA 94403
PH: 650-292-1900
FAX: 650-312-1400
www.skytide.com

Booth # 401
Skytide delivers advanced analytics and reporting for the extreme volumes of today’s new and highly diverse data—including streaming media log files, HTTP click-stream data, play lists, program downloads, advertising content, and more. With Skytide, you can blend all of your diverse data to reveal new trends and unknown revenue opportunities in near real-time. Skytide is headquartered in San Mateo, CA.

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New York, NY 10040
PH: 212-802-4467
www.sorenson-usa.com

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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.

Networking Reception
Join us in the Exhibit Hall on Tuesday from 5:00 p.m. – 6:00 p.m. for a networking reception. Renew old acquaintances, meet new colleagues—and visit with the exhibitors—all while enjoying light hors d’oeuvres and drinks.

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FAX: 703-709-4231
www.tandberg.com

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The FeedRoom
205 Hudson Street, 8th Floor
New York, NY 10013
PH: 212-219-0343
FAX: 212-925-6471
www.feedroom.com

Booth # 325
The FeedRoom is a market leader in providing Web Video solutions that optimize corporate communication and engagement with customers, partners, employees and other stakeholders. Our solutions combine powerful web video technology with content management and detailed reporting, providing a complete platform for content owners to create, control and distribute video.

thinkjose
PH: 423-943-5262
www.thinkjose.com

Media Sponsor

Jose Castillo currently writes about new media, speaks to groups across the country, and consults with Fortune 500 companies and start-ups on the convergence of technology, marketing, and ideas. Working with clients and teams from all over the world has given Jose a unique perspective on creating spicy projects.

VBrick Systems
12 Beaumont Road
Wallingford, CT 06492
PH: 203-265-0044
FAX: 203-265-6750
www.vbrick.com

Booth # 119
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VBrick is the world leader of live, online networked video solutions. Offering the most comprehensive suite of enterprise video products in the industry, VBrick provides organizations with robust and proven online video that connect people everywhere. Visit the VBrick booth to receive a demo of our video streaming products, systems, and services.

Continental Breakfast & Breaks

A continental breakfast is provided for conference attendees starting at 8:00 a.m. each morning before the keynote session. Additional morning and afternoon coffee breaks will take place each day in the Exhibit Hall.

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Veodia's Video Platform as a Service allows organizations to broadcast and manage live and on-demand high quality (MPEG-4/h.264) video over the Internet. Businesses can instantly leverage the power of video with employees, clients and partners. IT groups can provide a scalable, secure and reliable online video solution to all departments.

Kontiki (a VeriSign company) is the only proven solution to securely publish large files, especially video, expeditiously to large groups of viewers cost effectively and efficiently over IP networks. Kontiki’s peer-assist technology is used to distribute video to thousands of desktops within the enterprise by industry leaders such as Wachovia. The BBC uses Kontiki to power its iPlayer.

ViewCast is a pioneer of hardware and software that enables live Internet broadcast streaming and mobile content delivery. ViewCast designs and markets legendary Osprey audio/video capture cards, Niagara streaming encoders, and flexible management/control software. ViewCast enables broadcasters, businesses, governments and other organizations to expand their audience via the Internet.

Widevine is a leading provider of content protection solutions worldwide for telco, cable and internet service providers and the recognized “Switzerland of DRM.” With the only multiformat and multiplatform DRM solution available, Widevine solutions enable content owners to protect their ad-based revenues, pay media revenue streams and copyrights.

Wowza Media Systems is a leading maker of high-performance, interactive streaming server software for service providers and enterprises in a broad range of industries. Its Wowza Media Server Pro is used by Macy’s, Tampa Bay Buccaneers, Interoute, Nacamar and many others to deliver live video, VOD, video recording, and chat. Visit Wowza at www.wowzamedia.com.

Thank You!

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