STREAMING & DIGITAL MEDIA SOLUTIONS FOR THE BUSINESS WORLD

SM streaming media West

NOV 14
Pre-Conference Seminars

NOV 15–17
Conference and Exhibition

FINAL PROGRAM

NOVEMBER 15–17, 2005
SAN JOSE MCENERY CONVENTION CENTER
SAN JOSE, CALIFORNIA

AT STREAMING MEDIA WEST 2005, YOU WILL:

➤ Explore new digital media content strategies
➤ Hear case studies from streaming practitioners
➤ Discover the latest streaming techniques and tools
➤ Learn how to make streaming work in your organization

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Some Content Delivery Network (CDN) vendors charge their customers the maximum contractual monthly fee even if the customer still has unused CDN services for that month. Plus, these customers cannot carryover those unused services from one month to the next. That is, up until now.

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For more information about Mirror Image’s TotalValuePlan call us today at +1 800 353 2923 and learn how you can get more out of your CDN dollars.

Our Network is Your Network™
www.mirror-image.com
Welcome to the *Streaming Media West 2005* Conference and Exhibition

As the Streaming Media West Conference and Exhibition, now located in the McEnery Convention Center in San Jose, enters its 8th year, it is clear that the use of streaming and digital media technology and applications has dramatically changed. The industry is now driven by informed and empowered customers who are seriously looking at the opportunities that streaming applications offer for their businesses.

Streaming Media West includes over 100 speakers in 26 sessions and case study presentations covering Business, Technology, and Content subjects. Learn first hand how leading companies are successfully utilizing streaming and digital media technology in their organizations.

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 and enjoy the conference.

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

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### General Information

- **Press Room**
  Meeting Room D will be available for the press on Tuesday, Wednesday and Thursday from 8:00 a.m. – 5:00 p.m.

- **Streaming Sessions**
  All Streaming Media West sessions will be archived in streaming audio and available on the www.streamingmedia.com/portal Web site a few weeks after the event.

- **Coffee and Danish**
  Coffee and danish are provided for conference attendees before the sessions begin on Tuesday from 9:00 a.m. – 10:00 a.m. and on Wednesday and Thursday from 8:00 a.m. – 9:00 a.m.

- **Coffee Breaks**
  Complimentary coffee will be available in the Exhibit Hall on Wednesday at 10:00 a.m. and 3:00 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 hors d’oeuvres while you visit with exhibitors, speakers, and other conference attendees.

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### Organizer

**Information Today, Inc.**  
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**Fax:** (609) 654-4309  
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**Web site:** www.infotoday.com
Visit Macromedia Booth #407 for a chance to Win an iPod nano.

# Conference At-A-Glance

## Monday, November 14
### Pre-Conference Seminars
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 a.m. – 12:00 p.m.</td>
<td>S1: Streaming Media Production: Part I Audio-Video Capture &amp; Production</td>
</tr>
<tr>
<td>1:30 p.m. – 4:30 p.m.</td>
<td>S3: Streaming Media Production: Part II Encoding, Delivery, &amp; Management</td>
</tr>
<tr>
<td>10:00 a.m. – 11:00 a.m.</td>
<td>S2: Creating Your Own Media Empire with Podcasts and Video Blogs</td>
</tr>
<tr>
<td>11:15 a.m. – 12:15 p.m.</td>
<td>S4: Digital Rights Management 101</td>
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</tbody>
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## Tuesday, November 15

**Track A | Monetizing Content**

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>10:00 a.m. – 11:00 a.m.</td>
<td>A101: Advertising Evolution: Television Versus Streaming</td>
</tr>
<tr>
<td>11:15 a.m. – 12:15 p.m.</td>
<td>A102: Digital Rights Management</td>
</tr>
<tr>
<td>12:15 p.m. – 1:45 p.m.</td>
<td>LUNCH BREAK</td>
</tr>
<tr>
<td>1:45 p.m. – 2:30 p.m.</td>
<td>A103: Rich Media Marketing &amp; Advertising</td>
</tr>
<tr>
<td>2:45 p.m. – 3:45 p.m.</td>
<td>A104: The Business of Internet Radio</td>
</tr>
<tr>
<td>4:00 p.m. – 5:00 p.m.</td>
<td>A105: The Business of Online Music &amp; Movies</td>
</tr>
<tr>
<td>5:00 p.m. – 7:00 p.m.</td>
<td>GRAND OPENING RECEPTION in the Exhibit Hall sponsored by (\text{VectorVAX} )</td>
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**Track B | Content Distribution**

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>10:00 a.m. – 11:00 a.m.</td>
<td>B101: Mobile Media, Portable Media &amp; Personal Broadcasting</td>
</tr>
<tr>
<td>11:15 a.m. – 12:15 p.m.</td>
<td>B102: Podcasting &amp; Video Blogging</td>
</tr>
<tr>
<td>12:15 p.m. – 1:45 p.m.</td>
<td>LUNCH BREAK</td>
</tr>
<tr>
<td>1:45 p.m. – 2:30 p.m.</td>
<td>B103: Live Internet Broadcasting: Best Practices</td>
</tr>
<tr>
<td>2:45 p.m. – 3:45 p.m.</td>
<td>B104: The Real Cost of CDN &amp; Streaming Services</td>
</tr>
<tr>
<td>4:00 p.m. – 5:00 p.m.</td>
<td>B105: Content Delivery Vendor Showdown</td>
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## Wednesday, November 16

### Keynote
- **BEYOND THE PC: STREAMING MOBILE SERVICES**
  - John Giamatteo, EVP of Worldwide Business Products, RealNetworks, Inc.

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<tr>
<td>10:30 a.m. – 11:30 a.m.</td>
<td>A201: Planning &amp; Executing Effective Webcasts</td>
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<tr>
<td>11:45 a.m. – 12:30 p.m.</td>
<td>A202: Building a Complete Streaming System</td>
</tr>
<tr>
<td>12:30 p.m. – 2:00 p.m.</td>
<td>LUNCH BREAK—Visit the Exhibit Hall</td>
</tr>
<tr>
<td>2:00 p.m. – 3:00 p.m.</td>
<td>A203: Building Enterprise Streaming Applications</td>
</tr>
<tr>
<td>3:00 p.m. – 3:30 p.m.</td>
<td>COFFEE BREAK in the Exhibit Hall</td>
</tr>
<tr>
<td>3:30 p.m. – 4:30 p.m.</td>
<td>A204: Effective Streaming for Teaching &amp; E-Learning</td>
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### Keynote
- **STREAMING MEDIA CONTENT: A BUSINESS MODEL FOR SUCCESS**
  - Steven Haimowitz, President & CEO, Healthology, Inc.

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<td>A301: Corporate Streaming: Real Costs &amp; ROI</td>
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<td>11:30 a.m. – 12:30 p.m.</td>
<td>A302: Adding Interactivity to Webcasts</td>
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<tr>
<td>12:30 p.m. – 2:00 p.m.</td>
<td>LUNCH BREAK—Visit the Exhibit Hall</td>
</tr>
<tr>
<td>2:00 p.m. – 3:00 p.m.</td>
<td>A303: Flash: Real-World Implementations</td>
</tr>
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<td>3:00 p.m. – 3:30 p.m.</td>
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## Thursday, November 17

### Keynote
- **STREAMING MEDIA CONTENT: A BUSINESS MODEL FOR SUCCESS**
  - Steven Haimowitz, President & CEO, Healthology, Inc.

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### Focus On...
Create your own specialized conference tracks by attending all or some of these sessions.

## Enterprise Streaming
- **B103** Live Internet Broadcasting: Best Practices
- **B105** Content Delivery Vendor Showdown
- **A201** Planning & Executing Effective Webcasts
- **A202** Building a Complete Streaming System
- **A203** Building Enterprise Streaming Applications
- **A204** Effective Streaming for Teaching & E-Learning
- **A302** Adding Interactivity to Webcasts

## Media & Entertainment
- **A102** Digital Rights Management
- **B101** Mobile Media, Portable Media, & Personal Broadcasting
- **B102** Podcasting & Video Blogging
- **B104** The Real Cost of CDN & Streaming Services
- **B201** Digital Delivery of Movies & Programming
- **B301** Streaming: Just How Big Is It?

## Advertising
- **A101** Advertising Evolution: Television Versus Streaming
- **A103** Rich Media Marketing & Advertising
- **A104** The Business of Internet Radio
- **B102** Podcasting & Video Blogging
- **B204** Streaming Media Advertising Vendor Showdown
- **B301** Streaming: Just How Big Is It?
- **A303** Flash: Real-World Implementations

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**November 15–17, 2005 | San Jose McEnery Convention Center**
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San Jose McEnery Convention Center
San Jose, CA | November 15 – 17
Booth #507

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keynotes & seminars

Seminar 1

**Streaming Media Production: Part I Audio-Video Capture & Production**

Monday, November 14
9:00 a.m. – 12:00 p.m.

**Steve Mack** | Author, *Streaming Media Bible*

This seminar covers basic audio and video production techniques, especially as they apply to the creation of streaming media files. The seminar begins with an explanation of the challenges and limitations of streaming media, then discusses the tools used to create streaming media and streaming media workflow. Following this foundation, audio and video production are covered in detail. Attendees will learn how to produce audio and video that will achieve the highest-quality streaming media files.

Seminar 2

**Creating Your Own Media Empire with Podcasts & Video Blogs**

Monday, November 14
9:00 a.m. – 12:00 p.m.

**Damien Stolarz** | Author, *Mastering Internet Video*

Internet-based streaming media has been too difficult to use to truly challenge radio and TV. However, several recent technical developments have paved the way for audio and video downloads to be accessed by tens of millions of new mainstream consumers. Much of the skill and experience in producing and encoding content for the Web also applies to podcasting and video blogging, but this seminar covers the key differences and new skills required, including content format, target platforms, syndication methods, cross-platform issues, software, licensing, and advertising.

Seminar 3

**Streaming Media Production: Part II Encoding, Delivery, & Management**

Monday, November 14
1:30 p.m. – 4:30 p.m.

**Steve Mack** | Author, *Streaming Media Bible*

The second part of this seminar covers streaming media workflow after content has been produced. Beginning with encoding, the seminar demonstrates how streaming media encoders work and discusses best practices, such as bit rates, screen resolution, and which codecs to use. The segment on authoring addresses metafiles and embedded streaming media players. Cross-platform embedding issues will be discussed, as well as simple scripting for controlling streaming media players. Finally, administering streaming media servers will be covered, including setup and day-to-day management.

Seminar 4

**Digital Rights Management 101**

Monday, November 14
1:30 p.m. – 4:30 p.m.

**Christopher Levy** | CEO, BuyDRM

Content subscription services on the Internet continue to grow at a rapid pace with revenues the past few years over $60 million and projected revenue for this year of more than $1 billion. Learn how you can be a part of this explosive market space, and the key technologies and trends your business will need to know about to succeed. This half-day seminar covers DRM issues including everything from the nuts and bolts of licensing, and advertising.

Keynotes

**Beyond the PC: Streaming Mobile Services—Yesterday’s Dream is Today’s Reality**

Wednesday, November 16 | 9:00 a.m. – 10:00 a.m.

**John Giamatteo** | EVP of Worldwide Business Products & Services and International Operations, RealNetworks, Inc.

Mobile carriers around the world are looking for ways to capitalize on their infrastructure investments to support high-speed (3G) data services. Market convergence is taking place whereby networks, devices, content, and other technologies are now able to make multimedia applications a reality. In addition, consumers and enterprises are rapidly adopting wireless data services, and streaming content is poised to be at the center of this adoption in the years ahead. Come hear from John Giamatteo, newly named Executive Vice President of Worldwide Business Products & Services and International Operations for RealNetworks, about Real’s perspective on this emerging space. Prior to joining Real, John Giamatteo was President and CEO of Nortel Networks Asia Pacific.

**Streaming Media Content: A Business Model for Success**

Thursday, November 17 | 9:00 a.m. – 10:00 a.m.

**Steven Haimowitz** | President & CEO, Healthology, Inc.

Dr. Steven Haimowitz is an early and enthusiastic adopter of various technologies to improve healthcare and the delivery of healthcare information—including streaming media. His company, Healthology was one of the earliest companies on the Web to implement streaming video as a core component of its content offerings. Now, the company has successfully established the largest syndication network for streaming health content on the Internet. Haimowitz will discuss the key factors that contributed to his decision to create a streaming video library, the operational challenges, and the business model that supported Healthology’s streaming media activities. Listen and learn about his passionate beliefs and practical applications for streaming technology in the field of healthcare communication.
PUBLISH VIDEO TO BROADBAND AND MOBILE. FAST.

Plug into thePlatform.

thePlatform Media Publishing System (MPS) is a comprehensive solution for aggregating, managing and publishing digital video. With MPS, content owners, aggregators and enterprises can quickly publish Windows Media, Flash, Real, MPEG-4 and QuickTime, over any IP-based network, to PCs, cell phones, PDAs, and advanced set-top boxes.

The MPS hosted solution scales from targeted audiences, to millions of users, and is proven by leading customers today. Over 200 content owners are now plugged into MPS, and innovative companies including Air Products, CNBC, Comcast, Microsoft, Primedia, SIRIUS Networks, Wall Street Journal Online and Verizon Wireless are powered by MPS. Experience thePlatform MPS for yourself, and get plugged-in.
10:00 a.m. – 11:00 a.m.

Advertising Evolution: Television Versus Streaming

It's not a real competition—yet. TV is still the giant, but streaming video is attracting enough brands and buzz to warrant a side-by-side comparison of the two business models and consumer climates. Todd Herman takes a (relatively) objective view of both business models, dissecting where he thinks each is in the lead and where each can gain. What about consumer behavior in streaming versus TV? Should brand managers target the same shows online as they do in TV? Come hear, critique, and disagree with one guy’s opinion of this competition, which is too early to call a race but too important to ignore.

SPEAKER: Todd Herman, Streaming Media Evangelist, MSN

Mobile Media, Portable Media, & Personal Broadcasting

Portable media, media players, mobile video phones, and wireless are being watched carefully by broadcasters, streaming companies, and communications companies. This session looks at different projects from around the world and what makes sense for today’s streaming companies. Find out how on-demand, streaming, PPV, video blogging, syndication, and podcasting fit into the world of personal broadcasting. Learn how companies and content producers do it and how to measure success. Whether you’re involved in Internet broadcasting, cable broadband audio and video, IPTV/telco TV, digital TV, or satellite delivery, the changes brought on by widespread streaming will bring personal broadcasting into the world of personal broadcasting.

MODERATOR: Peggy Miles, President, InterVox Communications

PANELISTS:
- Stephen Smyth, Vice President, Media, Reuters
- Phillip Alveda, CEO & Chairman, MobiTV/Idetic

Digital Rights Management: Monetizing Streaming Assets

As the streaming media industry evolves, more companies are offering content for sale on their Web sites and in syndication. This panel looks at the issues surrounding the successful deployment of DRM-enabled digital media for downloads and streaming business models. Areas of discussion will include payment processing, content encryption, defining licensing and business models, persistent security, and DRM for devices. Join some “paid media” industry experts to discuss the streaming media payout.

MODERATOR: Christopher Levy, CEO, BuyDRM

PANELISTS:
- Randall Crockett, Vice President, Operations, DRM Networks
- Naveen Jain, CEO and Founder, SparkArt
- Alex Rofman, Vice President of Business Development, SNOCAP

Podcasting & Video Blogging: The Best Thing to Happen to Streaming Media

The much anticipated convergence of television and the Internet has not happened, at least not yet. Instead, an ecosystem of mobile media devices is moving media consumption away from the desktop and into the living room using relatively simple Web syndication technologies. Building on the combined cultural shifts of Web logs, the iPod and TiVo, streaming media is experiencing a long-awaited breakthrough into the cultural mainstream. This panel of experts will discuss some major effects of podcasting on mainstream media and what’s happening with video blogging.

MODERATOR: Damien Stolarz, Author, Mastering Internet Video

PANELISTS:
- Nicholas Ascheim, Product Manager, NYTimes.com
- Kevin Marks, Principal Engineer, Technorati
- Eric Rice, Founder, Audioblog.com
- Mark Larkin, Executive Producer, CNET Broadband and Webcasting, CNET Networks Inc.

11:15 a.m. – 12:15 p.m.

Lunch Break

1:45 p.m. – 2:30 p.m.

Rich Media Marketing & Advertising

Rich media marketing and advertising on the Internet offers the unique opportunity to directly target advertising on specific demographics and also allows advertisers to get direct response rates based on views and click-throughs. With rich media email, interstitial streaming ads, product sponsorships, and viral marketing, the creative possibilities can be very informative and cost effective. This panel of experts will discuss what has and has not worked for them, the opportunities for rich media marketing, and how to make it work for you.

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

PANELISTS:
- Elizabeth Harz, Category Development Officer, Technology, Yahoo!
- Howard Manus, Vice President of Operations, BusinessWeek Online
Live Internet Broadcasting: Best Practices

This how-to session delves into the intricacies and best practices of live broadcasting. From signal acquisition through encoding to server distribution, the session details the best practices for delivering a live Internet Webcast. Discover how to deconstruct a complex and rich live event down to its elemental parts, from hardware and software to the workflow and signal flow of the production. Industry experts and end-users share experiences and guidelines to help you produce successful, high-quality Internet broadcasts.

**SPEAKER:** Steve Mark, Author, Streaming Media Bible

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**The Business of Internet Radio**

Now that the technology is proven, the royalties are somewhat predictable, and the audience is arriving in droves, how will those who operate Internet radio businesses make money? Is there room for the independent entrepreneur, or is Internet radio just an add-on to more comprehensive services such as Yahoo! and AOL? Is a subscription service the only way to go? Can a free, advertising-supported model work? Can costs be controlled to make any of these models work for the long term? Hear from those who are running Internet radio stations and benefit from their experience.

**MODERATOR:** Raghav Gupta, Digital Media Consultant

**PANELISTS:**
- Jon Gelsey, Digital Home, Intel Capital
- Robert Hammond, Vice President, Engineering, Maven Networks
- Ian Schafer, President & Founder, Deep Focus
- Margaret Wilhelm, Senior Director, Consumer Relationship Marketing, Universal Music Group

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**The Real Cost of CDN & Streaming Services**

Trying to get a handle on just how much to pay for streaming services is more than just a little difficult. In this session, Michael Hoch, co-author of the StreamingMedia.com research report entitled “The Cost of CDN & Streaming Services: 3rd Edition” answers your questions on current and future pricing trends. This session also gives pricing details and service capabilities for vendors including Akamai, Limelight Networks, Mirror Image, SAVVIS, and VitalStream.

**SPEAKER:**
- Michael Hoch, Vice President of Research, RampRate, Inc.

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**Grand Opening Reception**

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**Sponsored by:**
- VectorMAX
- VitalStream

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**www.streamingmedia.com/west**
Wednesday, November 16

9:00 a.m. – 10:00 a.m.

KEYNOTE—Beyond the PC: Streaming Mobile Services


Mobile carriers around the world are looking for ways to capitalize on their infrastructure investments to support high-speed (3G) data services. Market convergence is taking place whereby networks, devices, content, and other technologies are now able to make multimedia applications a reality. In addition, consumers and enterprises are rapidly adopting wireless data services, and streaming content is poised to be at the center of this adoption in the years ahead. Come hear from John Giamatteo, newly named Executive Vice President of Worldwide Business Products & Services and International Operations for RealNetworks, about Real's perspective on this emerging space. Prior to joining Real, John Giamatteo was President and CEO of Nortel Networks Asia Pacific.

10:00 a.m. – 10:30 a.m.

Coffee Break — A Chance to Visit the Exhibits

10:30 a.m. – 11:30 a.m.

Planning & Executing Effective Webcasts

A relatively new conduit for corporate communications, Webcasting provides exciting ways to engage targeted audiences. Whether it's for internal training, sales and marketing, or investor relations, effectively reaching your audience requires understanding the strengths and weaknesses of existing technologies, guidelines for assembling event resources, and selecting the best channel for message delivery. Hear several case studies of Webcast events and gain valuable insights into Webcasting best practices.

MODERATOR: Steve Mack, Author, Streaming Media Bible

PANELISTS:
- Travis Petershagen, Digital Media Solutions Manager, Microsoft Studios
- Mark Angolia, Production Specialist, Air Line Pilots Association
- David York, Director, Media & Digital Solutions, Raytheon

11:45 a.m. – 12:30 p.m.

Building a Complete Streaming System

Learn how State Farm Insurance built a cooperative production process among several corporate departments including IT, television engineers, TV producer and directors, graphic artists, and programmers. Hear how they are producing blended products, using custom events within the media stream to synchronize presentation graphics, third-party and custom-built tools, streaming studio design, media management through attributes, media databases, and corporate content delivery networks.

SPEAKERS:
- Al Ortiz, Technical Analyst, Enterprise Network Design
- Kent Lowry, Senior Training Analyst, Creative Services
- Dale Arbour, Senior Production Director, Creative Services
- Laura Goeckner, Production Director 2, Creative Services
- Mark Kelley, Consultant, Creative Services, State Farm Insurance

Legal Challenges to Media Innovation

In the wake of the Supreme Court decision and Acacia Research Corporation’s patent litigation campaign against video and audio streaming, there is increasing concern about legal risks that media technology innovators may face as the market for these products continues to grow. In this session a panel of innovators in the digital media space reviews these risks and explores the potential impact on such issues as raising venture funding, reverse engineering competitor products, as well as design, launch, and marketing decisions.

MODERATOR: Jason Schultz, Staff Attorney, Electronic Frontier Foundation

PANELISTS:
- Mary Hodder, CEO, Bloqx, Inc.
- Jason Krikorian, Chief Financial Officer & Vice President, Business Development, SlingMedia
- Andrew Wolfe, Ph.D., Consultant
Building Enterprise Streaming Applications
This session illustrates how to build various enterprise streaming applications such as executive announcements, internal communications, human resources, and training. See demonstrations of these apps and how quickly they can be put together, hearing tips, best practices, and proven techniques from a multinational company. Learn about the pros and cons of embedded versus stand-alone presentations and when each is appropriate, as well as encoding issues and practice. See how underlying technologies such as style sheets, absolute positioning, and cookies can be used to quickly create a quality interactive presentation. Application code will be available upon request to help jump-start presentations for your organization.

SPEAKER: Gerald Tyler, Senior Consultant, Streaming Media/Webmaster, Shell Information Technology International

Building a Wireless Content Approval System
Turner Studios has built an integrated approval environment using Hewlett Packard iPaq Pocket PC devices, Anystream Agility Encoding, and Avid Unity SAN storage. The system allows Turner Broadcasting producers to view and approve in-production content from any location around the world using wireless Internet access points. This session is a case study about how to encode content from multiple sources and the delivery methods used to send that content to hand-held devices in high-quality formats.

SPEAKER: Ken Brady, Director of Technical Operations, Turner Studios

Effective Streaming for Teaching & E-Learning
Educational institutions have long been testing grounds for the latest 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 academia 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 how hybrid models are emerging that offer the best of both worlds.

MODERATOR: Ross Davis, General Manager, SCCtv, Seattle Community Colleges Television

PANELISTS:
Scott Houck, Academic Media Producer, Metro State College of Denver
Rogulja Wolf, Streaming Project Development and Content Management, Sandia National Laboratories
Paul Riismandel, Manager, Digital AV Production and Support, University of Illinois ATLAS
Keith Mitchell, Senior Manager, QuickTime and Digital Publishing, Apple Computer

Streaming Media Advertising Vendor Showdown
Advertising using streaming media is a hot topic, but many questions remain about how to implement in-stream advertising. How do you choose the right technology solution for your ad campaign? And what user metrics and tracking options are available? In this special session, you will hear back-to-back sales presentations from leading in-stream solution providers showcasing how leading agencies and brands are reaching and engaging target audiences online to influence brand awareness, recall, and purchasing decisions.

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

PANELISTS:
Larry Allen, GM, Unicast
David Breckling, CEO and President, EyeWonder, Inc.
Jesse Chenard, CEO, Dynadco
Marc Hernandez, Director of Sales, Western Region, Eyeblaster

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9:00 a.m. – 10:00 a.m.

**KEYNOTE—Streaming Media Content: A Business Model for Success**

Steven Haimowitz | President & CEO, Healthology, Inc.

Dr. Steven Haimowitz is an early and enthusiastic adopter of various technologies to improve healthcare and the delivery of healthcare information—including streaming media. His company, Healthology was one of the earliest companies on the Web to implement streaming video as a core component of its content offerings. Now, the company has successfully established the largest syndication network for streaming health content on the Internet. Haimowitz will discuss the key factors that contributed to his decision to create a streaming video library, the operational challenges, and the business model that supported Healthology’s streaming media activities. Listen and learn about his passionate beliefs and practical applications for streaming technology in the field of healthcare communication.

10:00 a.m. – 10:30 a.m.

**Coffee Break – A Chance to Visit the Exhibits**

10:30 a.m. – 11:30 a.m.

**Corporate Streaming: Real Costs & ROI**

This is the session that really counts! Here is where you’ll find out how much streaming media on a corporate network actually costs, and look at who’s making streaming media pay in terms of savings and competitive edge. Experts will also discuss case studies that show organizations that are profiting from streaming media and different ways that streaming media can pay—or save you money. Hear about the likely payback period on streaming video projects, and how to know if now is the right time for your organization to invest, or should you wait a bit?

**MODERATOR:** Mike Mitchell, Director, Cisco Media Network, Cisco

**PANELISTS:**

- Bart Feder, President & CEO, The FeedRoom
- Mark Lubeck, Director of Technology & Digital Media, Charles Schwab & Co., Inc.
- Cliff Haac, Manager, RTI International

11:30 a.m. – 12:30 p.m.

**Adding Interactivity to Webcasts**

With budgets under ever-greater scrutiny, it’s crucial to find new, inexpensive, innovative, and highly effective ways to make Webcasts more interactive. This session digs into available applications and techniques for adding interactivity within and surrounding your streams. Whether you simply want to add stickiness to your site or incorporate functions for interactivity, this session will build a foundation on which to begin your own projects. The experts will discuss the use of Flash, SMIL, chat, slides, managed messaging, polling, and more.

**MODERATOR:** Daniel Webster, VP, Technology & Product Development, The FeedRoom

**PANELISTS:**

- Chris Hock, Director of Product Management, Macromedia, Inc.
- Wayne Waterman, Rich Media Engineer, Intel
- Sharon Watkins, Knowledge Analyst, Africa Region, World Bank
- Dan Seoane, Media Services Manager, Covad Communications

12:30 p.m. – 2:00 p.m.

**Lunch Break — A Chance to Visit the Exhibits**
Flash: Real-World Implementations

Many companies are migrating Web sites to rich media, and many are using the Macromedia Flash platform. Traditionally a progressive download format, new Flash developments now have the potential for distribution of streaming media. This panel of Flash developers and project managers will share real-world examples of rich media Websites and give advice on how to plan for a successful Web site redesign using Flash.

MODERATOR: Tim Napoleon, Director of Business Development, VitalStream, Inc.
PANELISTS:
Will Law, Chief Technology Officer, Hostcast
Beau Amburs, CEO, Metaliq.com
Kevin Towes, Director of Flash, New Toronto Group

Growing the Industry

With streaming in its second development phase after the shakeout, the industry is looking forward to continued growth and expansion. But are there hidden hurdles we’re encountering that continue to limit this progress? This session will be an open discussion of issues and practices that may be affecting or restricting the growth of the industry. Bring your comments, plus questions about anything you have heard, or not heard, during the conference.

MODERATOR: Dan Rayburn, Executive Vice President, StreamingMedia.com
PANELISTS:
Harry Lin, Vice President, ABC.com
Jereme Pitts, Senior Vice President, Sales, Accordent Technologies
David Stern, Global Offerings Executive, Enterprise Video Communications, IBM, Digital Media Solutions

Last Chance to Visit the Exhibits

Focal Press introduces the NEW Hands-on Guide Series just in time for Streaming Media West

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The Hands-On Guide Series serves as the ultimate resource in streaming and digital media-based subjects for industry professionals. The books cover solutions for enterprise, media and entertainment, and educational institutions. A compendium of everything you need to know for streaming and digital media subjects, this series is known in the industry as a must-have tool of the trade.

Titles in the series:
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Focal Press has been a leading publisher of media technology books for over 60 years - providing essential resources for professionals in many areas including: broadcast and media distribution technologies, film and digital video production and postproduction.

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<tr>
<td>Jeremy Allaire</td>
<td>CEO, Brightcove</td>
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<td>Larry Allen</td>
<td>GM, Unicast</td>
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<td>Phillip Alvelda</td>
<td>CEO &amp; Chairman, MobiTV/Idetic</td>
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<td>Mark Angolia</td>
<td>Production Specialist, Airline Pilots Association</td>
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<td>Dale Arbour</td>
<td>Senior Production Director, Creative Services, State Farm Insurance</td>
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<td>Nicholas Ascheim</td>
<td>Product Manager, NYTimes.com</td>
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<td>Rod Bacon</td>
<td>CEO, Media Publisher, Inc.</td>
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<td>Tejpaul Bhatia</td>
<td>Senior Manager, Product Strategy, ESPN New Media</td>
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<td>Jon Gelsey</td>
<td>Digital Home, Intel Capital</td>
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<td>Production Director, Creative Services, State Farm Insurance</td>
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<td>Vice President, Sales, Limelight Networks, Inc.</td>
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<td>Business Development Manager, Digital Media Division, Microsoft</td>
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<td>Vice President of CDN Services, SAVVIS, Inc.</td>
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### EXHIBIT HOURS

- **Tuesday, November 15**: 5:00 p.m. – 7:00 p.m.
- **Wednesday, November 16**: 10:00 a.m. – 4:30 p.m.
- **Thursday, November 17**: 10:00 a.m. – 3:30 p.m.

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www.keynote.com

Booth # 413
Keynote Systems, The Internet Performance Authority, is the worldwide leader in e-business performance management services. Over 2,100 corporations rely on Keynote’s extensive infrastructure of over 1,600 measurement computers in more than 50 cities worldwide to improve their e-business performance. Keynote’s Streaming Perspective service monitors the quality of streaming media (including Macromedia Flash, Real, Quicktime and Microsoft Windows Media) from the end-user perspective, enabling companies to ensure their streaming content is being delivered in a reliable and consistent manner.
Some security ideas just don’t work...

Ours does.

**Streaming Media Defender™**

is proactive, auto-updating, invisible and secure.

(and it’s not file-based)

Deep down, you know that file-based DRM doesn’t work.
Most schemes are cracked in days or weeks.

Protect your content now and never worry about updates again.

(LiveSquare)

Proactive anti-piracy protection for your streaming media.

(see us at **booth #414** for content security that really does work)
Macromedia provides industry-leading tools to design, develop and maintain interactive experiences for websites, presentations, games and mobile content. Communicate, educate, or conduct business better using video, effects, animation and text with Flash technology, including Flash authoring tools, Flash video, and Flash Player, installed on over 98% of the world’s connected desktops.

Maven Networks, Inc.
196 Broadway, 3rd Floor
Cambridge, MA 02139
PH: 617-806-8222
FAX: 617-806-8282
www.maven.net

Booth # 714
Maven Networks is a leading enabler of broadband video services. Our software platform empowers content providers and brand marketers to create and deliver compelling, direct-to-consumer broadband video-on-demand services, for marketing and monetizing media assets.

Media Publisher, Inc.
2105 Martin Luther King Jr. Way
Berkeley, CA 94704
PH: 510-548-4400
FAX: 510-548-4404
www.media-publisher.com

Booth # 513, 515
Media Publisher software helps companies deliver the vision of enterprise video communications by making business video secure, cost-effective, scalable, reliable, and easy to use. Our customers include Medco, Citigroup, Lockheed Martin, Capital One and Raytheon. MPI helps enterprises use business video for live and on-demand corporate communications, marketing promotions and training events.

Mirror Image Internet
2 Highwood Drive
Tewksbury, MA 01828
PH: 781-376-1918
FAX: 866-892-9594
www.mirror-image.com

Booth # 506
Mirror Image Internet, Inc. combines a patented global network with results-driven content delivery solutions to help customers deploy, monitor and refine online strategies. Recognized by EContent magazine as one of the 100 “Companies That Matter Most” in the digital content industry, Mirror Image, headquartered in Tewksbury, Mass.

National Academy of Television Arts & Sciences
111 W. 57th Street, Suite 1020
New York, NY 10019
PH: 212-458-3630
www.NewMediaCommittee.com

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Our mission is to study the commercial and technological potential of Advanced Media and make recommendations to the Board of Governors for strategy and steering. And, to create events which encourage and facilitate dialogue between industry professionals and foster better understanding. The Advanced Media Committee presides over the Advanced Media Technology Emmy Awards. It also produces monthly networking events and weekly cocktail gatherings in New York. For more information, please visit our Web site.

NewTek
5131 Beckwith Blvd.
San Antonio, TX 78249
PH: 210-370-8000
FAX: 210-370-8001
www.newtek.com

Booth # 606
Corporate Sponsor
TriCaster is a portable LIVE production suite providing a comprehensive toolset designed for enterprise professionals. This integrated, compact presentation switcher allows simultaneous distribution to video, projector and Internet. TriCaster users can fashion compelling productions, using real-time switching and editing, PowerPoint support, template driven titles and over 200 transitions.

On2 Technologies
1560 Broadway, 10th Floor
New York, NY 10036
PH: 646-292-3533
FAX: 646-292-3534
www.on2.com

Booth # 512
On2 Technologies produces and licenses VP6/VP7 proprietary video compression technology and has been active in the video compression space since the early 1990s. In addition to the codec technology, On2 now owns and sells the Flix line of Flash Video encoding software. On2 Technologies is based in Clifton Park, NY.

Exhibit Hours
Tuesday, November 15 | 5:00 p.m. – 7:00 p.m.
Wednesday, November 16 | 10:00 a.m. – 4:30 p.m.
Thursday, November 17 | 10:00 a.m. – 3:30 p.m.

Internet Cafe
Check your e-mail at the Internet Cafe during regular exhibit hours.
All the power of a Live Production Truck in a Backpack. Just turn TriCaster on, plug in cameras, and seamlessly mix audio, video, pictures, titles, PowerPoint® and computer graphics into one compelling message that can be sent simultaneously to video, projector and a live webcast.

INPUTS: 3 Cameras (composite or Y/C) • 3 Audio Inputs • FireWire® • 6 USB 2.0 • RJ-45 Network Input

Come see the Emmy®-nominated TriCaster in action at Streaming Media West, Booth #606!
their servers securely in any of 12 Peer 1 data centers across North America and Europe, and/or connect to Peer 1's fast, fully redundant IP network.

**Pictron**

Pictron

1475 Saratoga Avenue, Suite 160
San Jose, CA 95129
PH: 408-725-8888
FAX: 408-446-5552
www.pictron.com

Booth # 705

Pictron provides the most comprehensive software platform for enterprise-scale rich media creation, communication, management, and distribution. Pictron Webcast Studio empowers users to easily produce compelling live and on-demand rich media presentations. Pictron Media Gateway Suite, automatically indexes video using scene change detection, speech recognition, and face recognition, to make video searchable and interactive.

**ProductionHUB.com**

ProductionHUB.com

801 W Fairbanks Avenue
Winter Park, FL 32789
PH: 407-629-4122
FAX: 407-629-8884
www.productionhub.com

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ProductionHUB.com is the most trusted online resource within the production industry. ProductionHUB has expanded to include a Request Engine, News, Events, Jobs and Classifieds. We remain committed to providing an online starting point for the production industry. This philosophy has enabled us to become the number one industry information resource, with more than 100,000 monthly users.

**Quad Research**

1150 Main St. Suite #C
Irvine, CA 92614
PH: 949-553-1642
FAX: 949-553-1206
www.quadresearch.net

Booth # 514

Converged Delivery Platform—A new standard in system architecture that combines configurable mass storage, computing and communications into a single, dynamically scalable and fault tolerant system. On a per-user session bases, Quad’s “Converged IP Services Delivery and Content Hosting Platform” has the highest ratio of Performance to Price in the industry.

**Real**

2601 Elliott Avenue
Seattle, WA 98121
PH: 206-674-2700
FAX: 206-239-0377
www.realnetworks.com

Booth # 709/711

Corporate Sponsor

Real is the leader in digital media delivery. With audio and video creation and hosting software from Real, corporate, education and government professionals can improve internal and external communications with dynamic multimedia presentations. Streaming media from Real can be securely viewed anytime, live or on-demand.

**Siris Media**

650 Castro Street, Suite 120-435
Mountain View, CA 94041
PH: 650-276-4064
FAX: 650-265-4429
www.sirismedia.com

Booth #Tabletop #5

Siris Studio Pro is a turn-key desktop video studio that puts professional audio and video tools in the hands of your key communicators. 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.

**Sorenson Services USA**

282 Cabrini Blvd., Suite 1D
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.

**Savvis**

SAVIS, Inc.

1 SAVVIS Parkway
St. Louis, MO 63017
PH: 800-729-8471
www.savvis.net

Booth # 507

Gold Sponsor

SAVIS, a global IT utility services provider, is a leader in the delivery of secure, reliable, and scalable hosting, network, and application services. As a leader for secure digital content production, management and distribution, SAVVIS has been delivering high quality production, encoding and streaming services for all formats of rich media since 1997. Our solutions also combine these core services with a sophisticated & automated encoding & transcoding service backed by a digital production staff of highly experienced digital media professionals.

**Spirent Communications**

1325 Borregas Avenue
Sunnyvale, CA 94089
PH: 408-752-7100
FAX: 408-752-7156
www.spirentcom.com

Booth # 701

Spirent develops a comprehensive suite of network testing products that address the unique needs of Enterprise customers. The company’s solutions test every facet of the enterprise network—from applications and security to Voice over IP and network infrastructure—helping users increase security and improve the performance and availability of their networks.

**Streaming Interactive**

1903 Three Hills Parkway
Stone Mountain, GA 30088
PH: 678-248-3585
FAX: 678-248-3585
www.streaminginteractive.com

Tabletop #4

A software development company specializing in the creation and delivery of interactive streaming media.
MORE FORMATS. MORE OPERATING SYSTEMS. MORE DEVICES.
FLEXIBILITY—ONE MORE REASON WHY OUR DIGITAL MEDIA PLATFORM LEADS THE INDUSTRY.

At Real, we're dedicated to providing our customers with the most comprehensive, universal digital media software available. Software that delivers Real, QuickTime, Windows Media and other formats from servers running Linux, Windows and Solaris operating systems to Windows and Mac PCs and mobile phones. Saving your organization both time and money, while providing the broadest reach, security and highest-quality end-user experience.

So if your organization is looking for award-winning digital media software and services for corporate communications, training or event webcasting, look no further than Real—the pioneer and leading innovator of digital media technology. To learn more, please call 1-800-444-8011 or visit www.realnetworks.com/info/3

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SyncCast
2411 W. La Palma Ave., Suite 401
Anaheim, CA 92801
PH: 714-780-3700
FAX: 866-927-3329
www.synccast.com

Booth # 172
Corporate Sponsor
SyncCast provides an exceptional, modern and advanced streaming network. The quality of streams worldwide has been independently tested and received the highest rating of A+ for both domestic and international streams. SyncCast is a Microsoft Gold Certified Partner as well as a Windows Media 9 Series Hosting Provider.

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

Booth # 408
The company proposes a simple turnkey solution for content providers, along with no software or no plugin approach for users. In early 2005, after two years of excessive beta testing, Stream The World introduced its innovative and proprietary audio streaming technology, which operates transparently behind Macromedia’s Flash Player. Since then the company has continued to experience rapid growth, becoming the #1 choice for an ever expanding clientele, mostly made up of professional radio broadcasting corporations.

Vara Software
POB 5636
Poole, Dorset BH14824 UK
PH: 1-415-880-1656
FAX: 1-415-880-1656
www.varasoftware.com

Tabletop #6
Vara Software develops unique live Webcasting software for both Mac and Windows platforms. Makers of the industry leading desktop Webcast application, Wirecast, Vara continues to put broadcast quality switching and effects in the hands of individuals.

VectorMAX
951 Market Promenade Avenue
Suite 2106
Lake Mary, FL 32746
PH: 407-833-0066
www.vectormax.com

Booth # 401
Diamond Sponsor
VectorMAX Corporation is a software company that develops proprietary IP-based video communications solutions. VectorMAX software products are based on VectorMAX’s independent technology for compressing, packaging and distributing video. VectorMAX’s software-only products deliver highly resilient, high quality, low latency real-time video over existing network infrastructure. The Company markets turn-key end-to-end software systems for live, on-demand, and video conferencing solutions.

Thank You!
Information Today, Inc. would like to thank all of the exhibitors, sponsors, and speakers for their support of Streaming Media West 2005.
Limelight Networks is the Content Delivery Network for Media & Entertainment

- **Live Video**, such as **News, Sports**
- **Terrestrial, Cable, and Online TV Networks**
- **IPTV Set-top Box Services**
- **Movie Trailers and Promotions**
- **Movie/TV/Video Download**
- **Advertisers and Agencies**

- **Online Music Services**
- **Online and Terrestrial Radio**
- **Music Download Services**
- **Podcasts**

- **Video Game “Trailers”**
- **Online Game Delivery**
- **Game Upgrade Delivery**
- **Fan Sites**

- **Software Delivery**
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Limelight leads the industry in providing scalable distributed delivery solutions for large audiences, large files, and large libraries.

- **Limelight MediaEdge Streaming™** - Distributed video and music delivery via streaming (Windows Media®, Flash® Video, Real, QuickTime, MP3)
- **Limelight ContentEdge™** - Distributed content delivery via HTTP

Limelight has solutions for every budget with rich media delivery from as little as $300/mo.

Limelight Networks is the
Content Delivery Network for Media & Entertainment

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VectorMAX has pioneered a revolution in the way we see, hear and experience online communications. After nearly a decade of research and development, VectorMAX has significantly advanced the technology of delivering video content over standard IP networks. VectorMAX technology overcomes the barriers of cost and complexity imposed by legacy distribution methods, while improving performance and enhancing the quality of the user experience.

**MeetingAnywhere™** enables standard desktop computers to become high-performance video conferencing stations without the need for specialized hardware components. MeetingAnywhere™ delivers naturally flowing audio and video communications to and from any network or internet connected computer.

**TVAnywhere™** uses VectorMAX technology to broadcast live content such as news, training or corporate communications via LAN, WAN or internet connections. Unique to VectorMAX technology, content is delivered to the user’s desktop instantly with no waiting for buffering or caching. Offering these same features and benefits, **VideoAnywhere™** adds Video-On-Demand (VOD) capabilities for network or internet distribution of video.

[vectormax.com](http://vectormax.com)