



SM

# streaming media **east**

the business and technology of online video

**PLUS** Check out the new  video track!

Hilton New York, NYC  
**MAY 10-11, 2011**

- » Over-The-Top Video
- » Broadband-Enabled Devices
- » Online Video Platforms
- » Transcoding in the Cloud
- » Enterprise Video
- » Mobile Video Strategies
- » HTML5 Video
- » Webcast Production
- » Video Monetization
- » Ad Targeting and Formats
- » Adaptive Streaming
- » Video in Education
- » Cord Cutting
- » Connected TV Platforms

**DON'T MISS**



**MAY 9** See inside for details.

**AND**



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## STREAMING MEDIA EAST

FEATURES SESSIONS COVERING THE FOLLOWING TOPICS:

- » Encoding Video for iDevices
- » Winners and Losers in Over-the-Top Video
- » Building an HTML5 Video Player
- » Cutting the Cord on TV: Will Online Video Really Lead to Cable's Demise?
- » Strategies for Preparing Your Video for Tablets and Mobile Devices
- » Technical Set-Up of Live Streaming Production
- » Debunking HTML5 Video Myths: A Guide for Video Publishers
- » The Potential for Monetizing Over-The-Top Video
- » Internet-Enabled TVs and Their Content Platforms
- » Transcoding: In-House or in the Cloud?
- » Winning With Ad Buyers: What Makes Your Video Inventory Valuable?
- » The Future of Video in Education
- » HTML5, the iPad, and the iPhone: What You Need to Know
- » Open Distribution vs. Premium Monetization: Striking the Right Balance
- » The Business Case for HTML5 Video
- ... And more!

**W**ith more than 125 speakers across 40 sessions, Streaming Media East is still the one online video show that is solely focused on giving you real information you can apply immediately in your business. Forget shows that cram too many speakers on a session or fill the agenda with vendor sales pitches. At Streaming Media East, nearly 75% of our speakers are customers who are buying and deploying these services and products today. Get real-world advice of what is and isn't working from those whose businesses rely on online video products and services.

Now in its 14th year, the Streaming Media East show is the number-one place to come see, learn, and discuss what is taking place with all forms of online video

## GENERAL INFORMATION

### Your Streaming Media East Conference Registration Includes:

- » Participation in any conference track for each day booked  
*(Delegates may switch between tracks as they choose.)*
- » Admission to the Exhibit Hall
- » Continental breakfast each morning
- » Morning and afternoon coffee
- » Tuesday Networking Reception in the Exhibit Hall
- » **FREE Roku HD**  
*(Platinum and Gold Passes Only. Deal ends April 8th or while supplies last.)*

### Exhibit Hall

Streaming Media East offers conference attendees a firsthand look at the leading software, hardware, and network solutions and services in the streaming media industry. Admission to the Exhibit Hall is included with all Streaming Media East 2011 conference registrations.

### Exhibit Hall Hours

Tuesday, May 10 » 10:00 a.m. – 6:00 p.m.

Wednesday, May 11 » 10:00 a.m. – 4:00 p.m.

### Registration Desk Location & Hours

Registration will take place on the 2nd floor Promenade of the Hilton New York.

Monday, May 9 » 8:00 a.m. – 4:30 p.m.

Tuesday, May 10 » 7:30 a.m. – 6:00 p.m.

Wednesday, May 11 » 8:00 a.m. – 4:30 p.m.

### SPECIAL EVENT— Content Delivery Summit 2011

Content Delivery Summit is a 1-day conference designed to bring together telecom carriers, service providers, content owners, and industry vendors for a detailed look at CDN platforms, and the delivery of video and rich-media content. Developed and chaired by Dan Rayburn, the summit will examine newer technology trends like transparent caching, as well as business model considerations for over-the-top video delivery. While cable operators and ISPs are starting to invest in the build-out of their own CDNs, many critical questions remain. *(See page 10 for details.)*

### Location Information

The Hilton New York is located at 1335 Avenue of the Americas, between 53rd and 54th Streets. All official meeting activities will be held at this location.

### Hotel Accommodations

Discounted guest room rates of \$279 for a single/double room at the Hilton New York have been arranged for attendees who book through Meeting & Travel Consultants, Inc. (MTC), the official housing bureau for Streaming Media East. Rates are exclusive through MTC only and will not be extended by the hotel directly. Rates will remain in effect until April 15, 2011, subject to availability. Early booking is suggested! Credit card information is required to confirm all reservations.

### Make your hotel reservation today!

ONLINE: [www.mtcreservations.com](http://www.mtcreservations.com)

EMAIL: [bookit@mtcreservations.com](mailto:bookit@mtcreservations.com)

PHONE: 732-549-3985/3986 or 866-549-3985



### WHO SHOULD ATTEND STREAMING MEDIA EAST?

Online video creators	Analysts, investors, and venture capitalists
Digital media executives	Broadcasters, telcos and MSOs
Publishers, media, and news professionals	Streaming media industry professionals
Advertising and web marketing agencies	Distance-learning, training, and education professionals
Entertainment, media, and sports executives	Independent content creators
Enterprise and IT professionals	

# Attend **STREAMING MEDIA EAST 2011** and get the knowledge you need to use video in your business.

business models and technology. Content owners, viral video creators, online marketers, enterprise corporations, broadcast professionals, ad agencies, educators, and others all come to Streaming Media East to see and hear the latest online video technology but, more importantly, to discuss the business models that are coming of age.

Streaming Media East combines cutting-edge exhibitors and intensive conference sessions, giving you the chance to hear and see the best and the brightest minds in the online video industry—at the podium, in the Exhibit Hall, and among the attendees.

New this year, Streaming Media East will feature a special Broadband Enabled Device Pavilion on the show floor. Come get hands-on with many of today's leading

content platforms including Netflix, Hulu, Apple (iTunes), VUDU, Microsoft (Zune Video), Sony (PlayStation Network), BestBuy (CinemaNow), Blockbuster, Amazon Video On Demand, and others that are all competing for the connected living room.

We look forward to seeing you at the show.



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

Register for a **PLATINUM** or **GOLD** Pass and receive a **FREE ROKU HD!**

*Deal ends April 8  
or while supplies last.*



## PRECONFERENCE SEMINARS

Monday, May 9

### **SM1 » Upgrading From Windows Media to the Next-Generation Microsoft Media Platform**

9:00 a.m. – 12:00 p.m.

Learn how to easily upgrade your Windows Media infrastructure to the next-generation Microsoft core media platform, built on Silverlight, Expression Encoder, and IIS Media Services. See how to easily deliver your existing audio and video content (including Windows Media, MP3, Flash, QuickTime, and other formats). Learn how to create new content at higher quality and with smaller file sizes and then deliver it adaptively, cross-platform and cross-device, at the highest possible quality for each user. For those looking into cloud-based media solutions, we'll also show you how to simplify delivery and eliminate infrastructure costs using Windows Azure.

**PRESENTER:** *Chris Knowlton, Senior Program Manager, Microsoft*



### **SM2 » Delivering High-Quality Media Within the Enterprise on the Adobe Flash Platform**

9:00 a.m. – 12:00 p.m.

In this session, Adobe demos its new Flash Media Server family of products and shows how these products meet the needs of organizations, enabling them to reach their audience both internally and externally with dynamic, high-quality streaming video. Learn how the Flash platform enables simple workflows including the ability to encode once and deliver across different devices. Attendees also get to see new Adobe solutions coming to market and how organizations can take advantage of video for communication and collaboration.

**PRESENTER:** *Kevin Towes, Product Manager, Flash Media Server, Adobe*



### **SM3 » Using SharePoint for Video Delivery and Content Management**

1:30 p.m. – 4:30 p.m.

Learn how to use SharePoint to deliver live and on-demand audio and video, and see how you can serve content directly from your SharePoint database or from your media servers and make that content easily searchable. Learn about using SharePoint as your primary media portal, with built-in media players that work across multiple platforms. Find out how you can achieve all of these on your own, or how an enterprise content management partner can help. Finally, we demonstrate a new content management solution from Microsoft that fully integrates SharePoint with the latest Microsoft media platform technologies, including IIS Smooth Streaming, Silverlight Media Framework, Expression Encoder, Approval Workflow, Rough Cut Editing, Broadcast Scheduling, Ad Insertion, and more.

**PRESENTER:** *Chris Knowlton, Senior Program Manager, Microsoft*

### **SM4 » Encoding for Flash, Mobile, and HTML5**

1:30 p.m. – 4:30 p.m.

Learn the technological fundamentals behind encoding for both H.264 and WebM formats. Learn how to encode H.264 for HTML5 distribution and streaming to iOS and other mobile devices, as well as how to encode it for Flash, including live, on-demand, and RTMP, along with HTTP-based adaptive streaming. For WebM, learn the basics of on-demand streaming, plus get a look at live WebM encoders. Finally, learn how the various H.264 and WebM encoding tools compare in regards to performance, quality, and features.

**PRESENTER:** *Jan Ozer, Principal, Doceo Publishing*



# CONFERENCE AT-A-GLANCE

## MONDAY, MAY 9

### PRECONFERENCE SEMINARS *(priced separately)*

9:00 a.m. –  
12:00 p.m.

**SM1 »** Upgrading From Windows Media to the Next-Generation Microsoft Media Platform

**SM2 »** Delivering High-Quality Media Within the Enterprise on the Adobe Flash Platform

1:30 p.m. –  
4:30 p.m.

**SM3 »** Using SharePoint for Video Delivery and Content Management

**SM4 »** Encoding for Flash, Mobile, and HTML5

## TUESDAY, MAY 10

9:00 a.m. –  
10:00 a.m.

### WELCOME & OPENING KEYNOTE

10:00 a.m. –  
10:30 a.m.

### COFFEE BREAK—Visit the Exhibits

#### TRACK A

10:30 a.m. –  
11:30 a.m.

**A101 »** Device Demos: Boxee, Western Digital, Logitech

#### TRACK B

**B101 »** Winning With Ad Buyers: What Makes Your Video Inventory Valuable?

#### TRACK C

**C101 »** Cost Savings From Enterprise Streaming: How the Conversation Has Changed

11:45 a.m. –  
12:30 p.m.

**A102 »** Cutting the Cord on TV: Will Online Video Really Lead To Cable's Demise?

**B102 »** How Video News has been Transformed by the Web and Mobile

**C102 »** The Future of Video in Education

12:30 p.m. –  
1:45 p.m.

### LUNCH BREAK—Visit the Exhibits

1:45 p.m. –  
2:30 p.m.

**A103 »** Internet-Enabled TVs and Their Content Platforms

**B103 »** Online Video Platforms: Simplifying the Content Publishing Workflow

**C103 »** Challenges, Opportunities, and Best Practices of Enterprise Social Video

2:45 p.m. –  
3:30 p.m.

**A104 »** How Streaming Video is Changing the Television Landscape

**B104 »** Strategies for Preparing Your Video for Tablets and Mobile Devices

**C104 »** Transcoding: In-House or in the Cloud?

3:30 p.m. –  
4:00 p.m.

### COFFEE BREAK—Visit the Exhibits

4:00 p.m. –  
5:00 p.m.

**A105 »** Device Demos: Apple, Roku, Sony, Western Digital

**B105 »** Winners and Losers in Over-the-Top Video

**C105 »** Enterprise Video: Phase Two

5:00 p.m. –  
6:00 p.m.

### NETWORKING RECEPTION IN THE EXHIBIT HALL *Sponsored by:*



## WEDNESDAY, MAY 11

9:00 a.m. –  
10:00 a.m.

### WELCOME & KEYNOTE

10:00 a.m. –  
10:30 a.m.

### COFFEE BREAK—Visit the Exhibits

#### TRACK A

10:30 a.m. –  
11:30 a.m.

**A201 »** The Potential for Monetizing Over-the-Top Video

#### TRACK B

**B201 »** If Audience Buying Is the Future, Why is Video Still Sold by the View?

#### TRACK C

**C201 »** How To: Enterprise Video Case Studies

11:45 a.m. –  
12:30 p.m.

**A202 »** The Impact of Broadband-Enabled TVs, Gaming Consoles, and Devices

**B202 »** Open Distribution Versus Premium Monetization: Striking the Right Balance

**C202 »** How-To: Technical Set-Up of Live Streaming Production

12:30 p.m. –  
1:45 p.m.

### LUNCH BREAK—Visit the Exhibits

1:45 p.m. –  
2:45 p.m.

**A203 »** Building a Content Brand Using Social Media

**B203 »** Monetization and Video Advertising Formats

**C203 »** How-To: Encoding for Adaptive Streaming

2:45 p.m. –  
3:15 p.m.

### COFFEE BREAK—Visit the Exhibits

3:15 p.m. –  
4:00 p.m.

**B204 »** Friend or Foe? MSOs, ISPs, and the Impact of TV Everywhere

**C204 »** How Old Media Is Embracing Online Video and New Media



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See page 10 for details.

**TRACK D****D101 »** How to: Encoding Video For HTML5**D102 »** How to: Building an HTML5 Video Player**D103 »** How to: Encoding Video iDevices**D104 »** How Flash and HTML5 Can Work Together**D105 »** The Business Case for HTML5 Video**TRACK D****D201 »** Debunking HTML5 Video Myths: A Guide for Video Publishers**D202 »** HTML5, the iPad, and the iPhone: What You Need to Know**D203 »** Demos: New Products for Encoding and Delivering HTML5-Compatible Video**D204 »** HTML5 and Web Video Standards**BroadbandDevice**

P A V I L I O N

This year, Streaming Media East will feature a special broadband-enabled device pavilion on the show floor. Come get hands-on with many of today's leading content platforms including Netflix, Hulu, Apple (iTunes), VUDU, Microsoft (Zune Video), Sony (PlayStation Network), BestBuy (CinemaNow), Blockbuster, Amazon Video On Demand, and others that are all competing for the connected living room.

**DEVICES ON DISPLAY WILL INCLUDE:**

- » Apple TV
- » Boxee Box by D-Link
- » Logitech Revue (Google TV)
- » Microsoft Xbox 360
- » Microsoft Kinect
- » NETGEAR Roku NTV250
- » Nintendo Wii
- » Roku XDS
- » Seagate GoFlex TV
- » Seagate Freeagent Theater+ HD
- » ScreenPlay DX HD
- » Sony PlayStation 3
- » Sony SMP-N100
- » Sony Internet TV Blu-ray Disc Player
- » Seagate FreeAgent Theater+ HD Media Player
- » TiVo Premiere
- » ViewSonic NexTV VMP75
- » WD TV Live Plus HD
- » WD TV Live Hub
- and more!*

**EXHIBIT HALL HOURS**

Tuesday, May 10 » 10:00 a.m. – 6:00 p.m.

Wednesday, May 11 » 10:00 a.m. – 4:00 p.m.

**2 Ways to SAVE:****1) Register by April 8, 2011, and SAVE up to \$100***and***2) Take advantage of the PLATINUM PASS option and  
SAVE UP TO \$395 over the separately priced events!**



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media east**

*Streaming Media East features **FOUR** tracks of stimulating sessions for streaming media professionals and business executives.*

## TUESDAY, MAY 10

9:00 a.m. – 10:00 a.m.

### WELCOME & OPENING KEYNOTE

10:30 a.m. – 11:30 a.m.

#### **A101 » Device Demos: Boxee, Western Digital, Logitech**

As the number of broadband-enabled devices invading the living room continues to grow, lots of questions remain about their capabilities. In this session, company executives demo the Boxee Box by D-Link, the WD TV Live Hub, and the Logitech Revue With Google TV. Attendees can see these devices in action, learn which content platforms they run, and get their questions answered in a Q&A session.

#### **B101 » Winning With Ad Buyers: What Makes Your Video Inventory Valuable?**

Ad buyers have different criteria for assessing "valuable" inventory when it comes to online video. But is it tied to the perceived value of the brand behind the content, or is it just how well the content performs that determines value? If the latter, how does each ad buyer measure performance of online video campaigns? In this session, you'll hear from real ad buyers about what online video publishers can do to maximize the success of campaigns and thus the value of their inventory to advertisers.

#### **C101 » Cost Savings From Enterprise Streaming: How the Conversation Has Changed**

Years of conclusive statistics show that streaming can offset travel costs, outsourced services and production costs, and the opportunity costs of removing employees from the office for meetings. But once you've proved the ROI and gotten your program going, the question becomes, "How do we know this is working?" This session features firsthand examples from Fortune 500 organizations that are using streaming to support core communications, training, and educational programs and employing metrics to prove cost savings and employee engagement.

#### **D101 » How To: Encoding Video for HTML5**

Learn the technological fundamentals behind encoding both H.264 and WebM formats for playback with the HTML5 <video> tag. Learn the basics of H.264 and WebM encoding and how to produce it for HTML5 distribution. In addition, see how the various H.264 and WebM encoding tools compare in regard to performance, quality, and features.

11:45 a.m. – 12:30 p.m.

#### **A102 » Cutting the Cord On TV: Will Online Video Really Lead to Cable's Demise?**

From Hulu to Netflix, streaming video is having a powerful impact on the traditional television industry. But are consumers really cutting the cord and bypassing cable operators in favor

of online video? With the broadcast networks facing some of the same threats as the newspaper industry, will services like TV Everywhere and over-the-top (OTT) content be the industry's savior? These topics and more will be addressed by this panel of content heavyweights.

#### **B102 » How Video News has been Transformed by the Web and Mobile**

An in-depth conversation about the evolution of reporting, producing, distributing, and consuming video news. News executives will discuss strategies both around creating original content and in aggregating video from outside sources. Speakers will also talk about new distribution and syndication models and the emergence of new platforms for news, including mobile and connected TV's.

#### **C102 » The Future of Video in Education**

In the face of the rich-media revolution, educational institutions are using video in every aspect of campus life, from lecture capture to distance education, campus websites, libraries and preservation, digital asset management, clubs and events, and more. The challenge is finding media solutions that are agile, scalable, and cost effective. This panel will discuss best practices for integrating video and rich-media solutions into higher education institutions, presented by top universities that are leading the charge with integrated media strategies for viewers both on and off campus.

#### **D102 » How To: Building an HTML5 Video Player**

This live coding session will demonstrate how to develop from scratch your own interface for HTML5 video, including embedding a video using HTML5, building custom controls using the JavaScript API, fallback strategies for older browsers and devices, and fixing known playback bugs on the iPhone and Android. By the end of the session you should feel comfortable adding HTML5 video to your own site.

1:45 p.m. – 2:30 p.m.

#### **A103 » Internet-Enabled TVs and Their Content Platforms**

While the adoption of broadband-enabled TVs and Blu-ray players is still small, these devices present the best opportunity to completely change the landscape of the connected living room. Retailers including Walmart, Sears, Kmart, Best Buy, and others are streaming movies to consumers, and nearly every TV manufacturer now ships their hardware with built-in internet connectivity and content platforms. This session discusses what the business models look like for content owners streaming video to these devices and how these TV platforms are going to evolve over the coming years.

#### **B103 » Online Video Platforms: Simplifying the Content Publishing Workflow**

Video workflows have become greatly refined over the years, thanks in large part to online video platform providers. While

their services have been continually improved and refined to make it easier for content owners to manage their video, the platforms must evolve even further. This session discusses what the evolution of these services is going to look like, what new functionality customers are looking for, and ways in which the video ecosystem can be further simplified.

### **C103 » Challenges, Opportunities, and Best Practices of Enterprise Social Video**

Social media and online video are changing the way employees engage and collaborate inside leading organizations. A mobile workforce needs information accessible at any time and from anywhere in the world. In this session, attendees hear from real end users about how they were able to harness the power of online video and Enterprise 2.0 strategies to crowdsource knowledge from employees, increase collaboration, and connect communities.

### **D103 » How To: Encoding Video for iDevices**

This seminar starts by detailing the playback specs for all iDevices, old and new. Then, it shares the strategies used by prominent iTunes publishers to serve the complete range of installed iDevices. Next, the seminar switches to cellular wireless delivery, with a technical description of Apple's HTTP Live Streaming, including recommendations for the number of streams and Apple's encoding parameters. The seminar concludes with a review of encoding options for HTTP Live Streaming and techniques for serving multiple target platforms such as Flash and iDevices with one set of encoded H.264 files.

2:45 p.m. – 3:30 p.m.

### **A104 » How Streaming Video Is Changing the Television Landscape**

Streaming sites such as Hulu, CBS, ABC, and others have proven that savvy audiences are turning to their computers for entertainment, and in a way that's profitable. How are traditional and cutting-edge companies capitalizing on this trend? In addition to providing the content, how are they taking advantage of this "connected" platform as they deliver content? And finally, how might online video based subscription offerings affect cable companies to this new content source?

### **B104 » Strategies for Preparing Your Video for Tablets and Mobile Devices**

If you distribute or produce content that will be digitally consumed, you are faced with preparing your media for a multitude of screens. From Android-based tablets to the iPad, iPhone 4, and beyond, mobility is the new video frontier. So what's the right strategy to reach all these devices? How many variants of one clip must a publisher create? Which platforms will yield the greatest uptake? In this session, industry leaders with hands-on experience answer these questions and provide a best practices approach to help you develop your content to multiple devices.

### **C104 » Transcoding: In-House or in the Cloud?**

Content owners can now choose from a large number of new transcoding solutions including in-house enterprise-class software and hardware appliances; cloud-based solutions; and transcoding services offered by CDNs and other third-party vendors. Given this breadth of choices, choosing the right transcoding mechanism, or combination of mechanisms, has significant impact on the cost, quality, security, and reliability of the overall solution. This session focuses on the benefits and trade-offs of each mechanism and helps you select the best solution for your needs.

### **D104 » How Flash and HTML5 Can Work Together**

This session is designed to help you understand how the Adobe Flash Platform supports top-quality video experiences with reduced publishing complexity. Specifics on how Adobe supports HTML5 in its tools and video solutions are discussed, along with how Flash and HTML5 can work together for a variety of devices. Attendees also get a look into Adobe's upcoming investments in delivering video experiences beyond Flash, as customers demand the best capabilities of the platform.

4:00 p.m. – 5:00 p.m.

### **A105 » Device Demos: Apple, Roku, Sony, Western Digital**

With so many broadband-enabled devices in the market, trying to determine what each one offers in the way of streaming quality and content inventory can be quite confusing. In this special session, Dan Rayburn presents hands-on demos showcasing multiple devices, including the Apple TV, Roku XDS, Western Digital WD TV Live Plus, and Sony SMP-N1000. Attendees can see these devices in action, learn which content platforms they run, and get their questions answered in a Q&A session.

### **B105 » Winners and Losers in Over-the-Top Video**

Smart TVs have joined new set top boxes, Blu-ray players, game consoles, and media center PCs as ways for internet-streamed video to reach the big screen. But with so many choices, how do you pick which ones to develop for, which ones to deploy on, and which ones to ignore? This session explores everything from the possible emergence of a standard stack for Smart TVs to handicapping Roku, Boxee, Google TV, and more. It also explores best practices in developing apps that work across many of these devices.

### **C105 » Enterprise Video: Phase Two**

Now that organizations are showing proficiency in creating video-based content and even enabling employees to contribute user-generated video, how do you develop communication strategies for this content? And, as companies amass hundreds or even thousands of hours of video, how does the enterprise manage, secure, and govern it all? Come hear these issues and others discussed by a group of enterprise content owners and hear what the future holds for enterprise video communication.

### **D105 » The Business Case for HTML5 Video**

With major media sites such as YouTube, The New York Times, Flickr, The Wall Street Journal, CNN, and Vimeo now offering HTML5 video players, and Safari, Chrome, Firefox, and Opera web browsers rapidly adding HTML5 features, it's time to consider what HTML5 offers in comparison to competing proprietary technologies such as Adobe Flash, Microsoft Silverlight, and Sun's JavaFX. What are the implications for your business? What tools are available for effectively using HTML5 multimedia elements? What are the trade-offs? This session looks at the current state of the market and discusses how you can expect HTML5 video to impact your business.

5:00 p.m. - 6:00 p.m.

### **NETWORKING RECEPTION—In the Exhibit Hall**

Sponsored by:  **NewTek**  **SFS**



*Streaming Media East features **FOUR** tracks of stimulating sessions for streaming media professionals and business executives.*

## WEDNESDAY, MAY 11

9:00 a.m. – 10:00 a.m.

### KEYNOTE

10:30 a.m. – 11:30 a.m.

#### **A201 » The Potential for Monetizing Over-the-Top Video**

This session explores the various avenues companies are choosing from to monetize OTT video—ad-based vs. subscription vs. rental vs. pay-to-own. The discussion also considers trade-offs faced by content owners in windowing and the pros and cons of content bundling vs. a la carte offerings. The panel also examines the service provider perspective, including opportunities to adapt offers by consumer segment, by content type (e.g., live sports, movies, TV shows), and across platforms including “TV Everywhere.”

#### **B201 » If Audience Buying Is the Future, Why Is Video Still Sold by the View?**

For years, broadcast ad buyers have made their purchases based on a show’s or a network’s audience, and more and more attention is being given to audience identification on the internet. So why isn’t anyone buying online video advertising this way? The potential for brand advertising in interactive video content remains virtually untapped, even as online video consumption has doubled since last year and the industry’s ability to measure brand lift is better today than it ever has been. Can Gross Ratings Points be adopted from TV to become the standard metric for online video?

#### **C201 » How To: Enterprise Video Case Studies**

This session will present case studies from Boeing, Motorola, and Memorial Sloan-Kettering Cancer Center showcasing the use and deployment of video for live and on-demand applications. Attendees will learn about webcasting workflows, on-demand applications, and ways these companies are using video today to improve communications, increase efficiency, and enhance their businesses.

#### **D201 » Debunking HTML5 Video Myths: A Guide for Video Publishers**

Now that Google has made the decision to remove H.264 from Chrome, it’s more important than ever to pick the right video formats for online video distribution. Many claims about HTML5 have been laid down by both standards and Flash proponents, and not all of them are based on fact. This session walks you through the capabilities of HTML5 and the Flash platform as well as the codecs they support, including WebM and H.264. Learn the effect HTML5 will have on video encoding and distribution in the future and how HTML5 may impact your business.

11:45 a.m. – 12:30 p.m.

#### **A202 » The Impact of Broadband-Enabled TVs, Gaming Consoles, and Devices**

With the number of new broadband-enabled TVs and Blu-ray players being sold, along with devices such as the Xbox, Roku, TiVo, and PS3, consumers now have many ways to get their video fix. So what are the new business models that will be created around these new devices? What 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.

#### **B202 » Open Distribution Versus Premium Monetization: Striking the Right Balance**

Content producers need to distribute their content as widely as possible in order to build a brand, grow an audience, and augment revenues. But in a world with infinite UGC and reduced barriers to entry for professional producers, there doesn’t seem to be enough advertising to support the ever-increasing supply of content. In this session, we examine the different strategies required at various stages in a content producer’s life cycle to achieve the above objectives without

## PRELIMINARY EXHIBITOR LIST

For more information on Exhibiting or Sponsorships, contact:

**JOEL UNICKOW**

joel@streamingmedia.com

250-716-8815

- |                          |                               |                      |                       |
|--------------------------|-------------------------------|----------------------|-----------------------|
| » Accordent Technologies | » Highwinds                   | » Limelight Networks | » Sorenson Media      |
| » Discover Video         | » Ignite Technologies         | » MediaPlatform      | » SRS Labs, Inc.      |
| » Dolby Laboratories     | » Interxion HQ                | » miniCASTER         | » Telestream          |
| » EdgeCast Networks      | » Kaltura, Inc.               | » NewTek, Inc.       | » VBrick Systems      |
| » Harmonic               | » KenCast, Inc.               | » RealNetworks, Inc. | » Wowza Media Systems |
|                          | » Level 3 Communications, LLC | » Sonic Foundry      |                       |

For an updated exhibitor list go to: [www.streamingmedia.com/east/exhibitors](http://www.streamingmedia.com/east/exhibitors)

diluting leverage and pricing power for securing various revenue streams on multiple platforms.

## **C202 » How-To: Technical Set-Up of Live Streaming Production**

This session provides tips and tricks, best practices, and lessons learned regarding the technical set-up of live streaming production. Learn how to stream multiple formats from a single encoder, use social networking overlays, leverage adaptive bitrate streaming, and transition between live streams from multiple camera angles using multi-encoder synchronization. Come learn how to deliver interactive, high-quality experiences for your next live event.

## **D202 » HTML5, the iPad, and the iPhone: What You Need to Know**

One of the major forces behind surging interest in HTML5 is the desire to deliver video content to the large and growing audience of Apple iOS users. In this session, a panel of industry experts shares crucial know-how for using HTML5 on iOS. The panel dispels widely held myths and reveals both the opportunities and limitations of HTML5 experiences on iPhones, iPads, and iPod Touch devices. You can also hear predictions for how HTML5 adoption on iOS could evolve in the year ahead.

1:45 p.m. – 2:45 p.m.

## **A203 » Building a Content Brand Using Social Media**

This session discusses and demonstrates ways content owners can use social media platforms to generate awareness for their video library. Learn the best practices for building a fan base with Twitter and Facebook as well as ways to augment your core brand via mobile devices and apps. Speakers also discuss some of the most successful ways to package your brand to sponsors.

## **B203 » Monetization and Video Advertising Formats**

For all the buzz about online video advertising, most content owners have yet to be able to turn their online video from cost center to profit center. Still, strong signals suggest that video monetization is around the corner, provided content owners don't pull back in today's tight economy. What will it take to reach that tipping point, and what direct cost and revenue impact will it have on content owners? With all the different ads formats on the web today, which ones have the greatest ability to help content owners monetize content and why?

## **C203 » How To: Encoding for Adaptive Streaming**

This seminar identifies the most relevant adaptive streaming technologies and details the most critical factors for comparing them. Next, the seminar details how to choose the ideal

number of streams and key encoding parameters. Then it provides an overview of options for encoding and serving the streams, and closes by describing techniques for serving multiple target platforms like Flash and iDevices with one set of encoded H.264 files.

## **D203 » Demos: New Products for Encoding and Delivering HTML5-Compatible Video**

This session features presentations of new products that deliver video compatible with HTML5 devices and browsers. Vid.ly, a new service from Encoding.com, allows content owners to generate a short URL for each source video and Vid.ly automatically delivers the optimized video for the right device. Flumotion showcases a new live transcoding service that provides multiple outputs in real-time from a single source stream. The cloud-based service enables companies of any size to move to HTML5-compatible live video by supporting output formats such as WebM, Ogg, and H.264.

3:15p.m. – 4:15p.m.

## **B204 » Friend or Foe? MSOs, ISPs, and the Impact of TV Everywhere**

As TV Everywhere services begin to deploy, some are questioning whether MSOs and ISPs will begin to bypass CDNs in favor of operating their own video delivery inside their network. Come hear about some of the different deployment models being evaluated, their impact on capacity planning, and whether or not services like TV Everywhere will change the landscape of how video is delivered among the networks.

## **C204 » How Old Media Is Embracing Online Video and New Media**

This session discusses how converging media technologies are redefining traditional distribution methods; how interactive and on-demand services are changing; and how entertainment and news video is 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.

## **D204 » HTML5 and Web Video Standards**

As video becomes increasingly important on the web, content providers, browser developers, and end users can no longer afford to have the primary video delivery mechanisms locked up in standards that cannot be adapted to new environments. This is especially true for emerging trends such as mobile video and cross-device video technologies. HTML5 Video might be the answer, and we discuss what it is, the challenges it's facing, and how it affects other formats such as Flash and Silverlight, as well as how leading platforms and web giants such as Google, Mozilla, and Apple are supporting it.

## **4 EASY WAYS TO REGISTER**

- 1 » GO TO [WWW.STREAMINGMEDIA.COM/EAST](http://WWW.STREAMINGMEDIA.COM/EAST)**  
*When registering on the website, please refer to the promo code above your name on your mailing address label.*
- 2 » PHONE:** (800) 300-9868 or (609) 654-6266
- 3 » FAX your registration form**  
**with credit card number to:** (609) 654-4309, Att: Registrar
- 4 » MAIL your registration form with payment to:**  
Registrar, Information Today, Inc., 143 Old Marlton Pike, Medford, NJ 08055

**Register by April 8  
and SAVE up to \$100!**

Take advantage of the  
**PLATINUM PASS** option and  
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## A SPECIAL EVENT



### KEYNOTE

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CONTENT DELIVERY SUMMIT is a 1-day conference designed to bring together telecom carriers, service providers, content owners, and industry vendors for a detailed look at CDN platforms and the delivery of video and rich-media content. Developed and chaired by Dan Rayburn, the summit examines newer technology trends such as transparent caching, as well as business model

considerations for over-the-top video delivery. While cable operators and ISPs are starting to invest in the build-out of their own CDNs, many critical questions remain.

What is the best way to monetize online video? Where is mobile video headed? Which platforms and technologies are seeing the largest investments? Is there potential vendor consolidation? What about regulatory rulings, and the impact of pricing changes on the market?

Meanwhile, CDNs are shifting a lot of their efforts to value-add services such as application and dynamic site acceleration, but how fast these services will grow is still a hotly debated topic. Is now the right time to be focusing on these complex platforms? Are heavily dynamic content systems part of the new foundation for content delivery?

Come learn about the CDN strategies that are working and how infrastructure providers are planning for the future. Hear from the major telecom companies, broadcasters, cable operators, and content owners on the best solutions available for different network architectures and business use cases. The summit also showcases some of the latest products and services in the market and provides live demos of these platforms in action.

At the Content Delivery Summit, you'll acquire concrete data and actionable advice on the business and technology of online video delivery. Come share your insights, ideas, and experiences and get the knowledge you need to help navigate this ever-changing market.

### Your Content Delivery Summit Conference Registration Includes:

- Access to all Content Delivery Summit sessions
- Continental breakfast and breaks
- Attendee luncheon
- Networking Reception
- Access to Streaming Media East Exhibit Hall (May 10–11)

### Content Delivery Summit Registration Options:

- **Content Delivery Summit**, May 9 . . . . \$495
- **Platinum Pass**, May 9–11 . . . . . \$1,195  
*Includes access to Content Delivery Summit plus  
Streaming Media East 2-Day Conference*

After April 8th, please add \$100 to the above prices.

### Hotel Reservations:

Discounted rates at the Hilton New York are available when you book through MTC, Inc. at [www.mtcreservations.com](http://www.mtcreservations.com) before April 15, 2011.

### HOW TO REGISTER:

Fill out the form on the next page, go to the website, or call **800-300-9868**.

### Topics and technologies covered at the Content Delivery Summit include:

- Service provider platforms
- Transparent caching
- Application acceleration and dynamic site acceleration
- Future trending costs and impact on services
- Mobile video deployments
- Build versus buy strategies

### » Interested in sponsoring Content Delivery Summit

**CONTACT: Joel Unickow**

Tel: (250) 716-8815

Fax: (250) 716-8816

[joel@streamingmedia.com](mailto:joel@streamingmedia.com)

#### PLATINUM SPONSORS



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# streaming media east

## REGISTRATION INFORMATION

### FULL CONFERENCE

	BY APRIL 8	AFTER APRIL 8
 <input type="checkbox"/> <b>Platinum Pass</b> » May 9–11 <i>Includes access to Streaming Media East 2-day conference PLUS Content Delivery Summit on May 9, and a <b>FREE</b> Roku HD. (Deal ends April 8 or while supplies last.)</i>	\$1,195	\$1,295
 <input type="checkbox"/> <b>Gold Pass</b> » May 9–11 <i>Includes access to Streaming Media East 2-day conference PLUS two half-day seminars on May 9, and a <b>FREE</b> Roku HD. (Deal ends April 8 or while supplies last.) Please choose seminars below.</i>		
AM <input type="checkbox"/> <b>SM1:</b> Upgrading From Windows Media to the Next-Generation Microsoft Media Platform AM <input type="checkbox"/> <b>SM2:</b> Delivering High-Quality Media Within the Enterprise on the Adobe Flash Platform PM <input type="checkbox"/> <b>SM3:</b> Using SharePoint for Video Delivery and Content Management PM <input type="checkbox"/> <b>SM4:</b> Encoding for Flash, Mobile, and HTML5	\$995	\$1,095
<input type="checkbox"/> <b>Streaming Media East 2-Day Conference Pass</b> » May 10–11 <i>Includes access to Streaming Media East conference sessions.</i>	\$795	\$895
<input type="checkbox"/> <b>Streaming Media East Daily Conference Pass</b> <i>Includes access to Streaming Media East conference sessions for day selected only.</i> <input type="checkbox"/> Tuesday, May 10 <input type="checkbox"/> Wednesday, May 11	\$495	\$595

### CONTENT DELIVERY SUMMIT

<input type="checkbox"/> <b>Content Delivery Summit Conference Pass</b> » May 9 <i>Includes access to Content Delivery Summit conference sessions.</i>	\$495	\$595
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### PRECONFERENCE SEMINARS

	(price per seminar)	
<b>Monday, May 9</b>	\$245	\$265
AM <input type="checkbox"/> <b>SM1:</b> Upgrading From Windows Media to the Next-Generation Microsoft Media Platform AM <input type="checkbox"/> <b>SM2:</b> Delivering High-Quality Media Within the Enterprise on the Adobe Flash Platform PM <input type="checkbox"/> <b>SM3:</b> Using SharePoint for Video Delivery and Content Management PM <input type="checkbox"/> <b>SM4:</b> Encoding for Flash, Mobile, and HTML5		

### EXHIBITS ONLY

<input type="checkbox"/> <b>May 10–11</b> (Free exhibits admission is included with all conference registrations.)	Free	\$25
<b>TOTAL</b>		

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EXPIRATION DATE \_\_\_\_\_

**CONFIRMATION:** All registrants will receive confirmation of their registration by mail. Registration packets may be picked up at the Registration Desk beginning at 8:00 a.m. on Monday, May 9.

**NOTE:** All prices are per person. Faculty and schedules are subject to change; registrants should visit [www.streamingmedia.com/east](http://www.streamingmedia.com/east) for program updates

**CANCELLATIONS** received on or before April 8 will receive a full refund minus a \$50 processing fee. There will be no refunds for cancellations made after April 8.



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# streaming media east

the business and technology of online video



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**MAY 10-11, 2011**

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