



VIEW FROM THE TOP

[Executives from companies
on the 2014 Streaming Media
100 list share their insights on
soaring above the industry.]

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The High Flyer Club



Joel Unickow,
Publisher,
Streaming Media

Once a year, *Streaming Media* picks the 100 Most Important Companies in Online Video and asks the companies on that list if their leaders would like to share their thoughts on the industry. Welcome to this year's installment of "View from the Top."

Now, while it's not uncommon for people who excel to be compared to eagles, did you ever think where the saying "bird's-eye view" or "eagle-eyed" came from? I always knew that eagles' excellent eyesight made them great hunters, but I didn't know that an eagle's pupil has a million light-sensitive cells per square millimeters of retina—five times more than a human's 200,000. And while we lowly humans only see three basic colors, the mighty eagle sees five. It's no wonder that some eagles can spot prey, even camouflaged, up to 2 miles away.

Being a CEO or executive in the online video industry is hard—really hard. The days are gone where caution could be thrown to the wind and VCs would overlook little things like whether or not a company actually has a working product. Today, it's all about the P&L, which is exactly as it should be. But in an industry that's still the Wild West, with so many companies offering the same thing, it's hard to not only survive, but to stand out and thrive. The people in this section are doing just that, so we asked them the how's and why's. Keep your eye on these birds, folks, because they have a knack for seeing what's coming—miles away. And while there are more than 60 different species of eagles, they all soar above the rest and are symbols of power, freedom, leadership, and transcendence. I, for one, am honored to introduce these high fliers.

—Joel Unickow,

 @unickow
 @streamingmedia

VIEW FROM THE TOP **streaming media 100**

Akamai Technologies



Dr. Tom Leighton,
Chief Executive
Officer,
Akamai
Technologies

2014 MARKED A WATERSHED YEAR FOR the online video industry. Major events like the World Cup and Sochi Winter Olympics, among others, helped drive unprecedented numbers of viewers to their connected devices to watch live streams delivered by rights holders around the world. This was acutely evident at Akamai, where the World Cup became the largest live sporting event we ever delivered and Winter Olympics traffic was more than 50% greater than the previous

Summer Games. Despite this remarkable year, we know we've only scratched the surface. Akamai is addressing the complexities of today's Internet landscape while innovating to solve tomorrow's challenges, particularly as more consumers are watching more content online and demanding higher levels of quality. At the core of these efforts is the Akamai Intelligent Platform, providing customers of all sizes with unmatched scale and reach to engage audiences across a growing range of devices, networks and geographies. Through the combination of Akamai's technology and employees who are passionately dedicated to our customers' success, we're working to realize the potential of a hyperconnected world by enabling the best online experiences and transforming the way people live, work and play.

Akamai Technologies

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Brightcove, Inc.



Anil Jain,
SVP & GM,
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Brightcove, Inc.

THE MASSIVE TRANSITION THE MEDIA industry is going through is in actuality the digital evolution of the value chain from content creation through content consumption. Consumers have adopted new behaviors at an unprecedented rate, expecting to consume both premium and long tail video content anywhere, anytime on any device. This change in expectations has exerted incredible force on the industry, driving participants across the value chain to rethink and recalibrate how they prepare, process, manage, publish, monetize and measure the delivery of content and content experiences to globally distributed, multi-platform audiences.

This year, it is increasingly clear that online video has moved front and center at broadcasters, publishers and other leading media enterprises; it is no longer the sole purview of the erstwhile "new media division" but is recognized as very much core to the overall business. With that recognition and emphasis, however, comes the realization of the innumerable technical, operational and economic complexities involved. Device fragmentation, streaming formats and protocols, digital rights management, closed captions, advertising, authentication, personalization, interactivity and social sharing are just a few of the dizzying array of considerations facing media leaders who are investing in the digital future of their businesses.

At Brightcove, we strive to partner with our media customers to help them navigate these complexities. Our powerful cloud solutions for delivering and monetizing video across every connected screen are modular by design, enabling our customers with the flexibility to leverage the robust capabilities that are most relevant to their specific needs. We recently announced Brightcove Perform, a standalone cloud-based player management service, and the new Brightcove Player, our HLS everywhere HTML5-first player, that together provide media companies the ability to intelligently deploy and manage the fastest player experience on the market. By using Perform with Brightcove Once, our leading cloud-based server-side ad insertion service, media companies can now combine the power of best-in-class server-side and client-side ad monetization, enabling them to deliver optimal ad experiences across every connected device.

As we approach the coming and inevitable inflection point in Media, Brightcove is excited to continue to invest in developing leading edge technologies and best-in-class solutions to serve our growing, global media customers.

Brightcove, Inc.

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BuyDRM



Christopher Levy,
CEO,
BuyDRM

BUYDRM WAS FOUNDED WITH THE mission of becoming a leading provider of DRM Services and Solutions with a focus on media and entertainment. When Andrew and I launched the company back in 2004 we had no idea what the potential would be for our products and yet we committed our entire lives and finances to making the dream come to life.

Fast forward to 2014 and our dreams and customers successes have taken flight creating one of the most active times in the company's history. After a two year run of delivering DRM solutions to many of the world's largest technology and media brands we hit a home run with one of our largest customer deployments.

Last week at IBC we were awarded the highly coveted 2014 Liberty Global "Vendors' Award for Innovation and Breakthrough." This award denotes a high water mark in BuyDRM's history and indicates that we are clearly making the right choices with our product development and resource management practices.

Winning this award was no small task. We competed against several much much larger public companies with a combined valuation of several billion dollars. We also beat out the incumbent provider whose inability to quickly respond to the customer's fast-moving needs left them on the sideline.

How does a relatively small, organically grown, marginally capitalized company with virtual offices and just big dreams to fuel their inspiration and work product succeed in this highly competitive, fast moving, constantly changing digital media landscape? The answer is work ethic and innovation.

BuyDRM has built a world-wide, well-known and respected reputation for providing the highest levels of customer service and product deployment. Where others repeat their competition's offerings, we innovate and deliver.

In 2015 BuyDRM will transform into a Global DRM concern. We welcome you along for the ride.

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Digital Primates



Jeff Tapper,
Senior Consultant,
Digital Primates

DIGITAL PRIMATES IS AN ELITE consultancy focused on high performance client-side applications. Specializing in video, mobile, and enterprise development, Digital Primates has built video players for some of the world's most watched live streaming events and has architected and built software solutions for some of the world's biggest brands. Digital Primates is committed to making our clients self-sufficient to maintain their own applications. We are able to achieve this through Training and Mentoring, in addition to our Development and Consulting Services.

The Digital Primates team consists of developers, consultants, and project managers, and is led by two highly experienced senior consultants.

The staff and partners are actively involved in the open source community, contributing in various ways, including:

- Digital Primates founded the **dash.js** project, which provides a simple and free dash player for HTML Browsers with Media Source Extensions. This project has now grown to include contributions from Microsoft, Google, Akamai, and other major players in the streaming video arena.
- Two partners are Project Management Committee members for one or more **Apache Foundation** projects.
- Digital Primates founded **FlexUnit** -- ActionScript's primary unit testing framework.
- Digital Primates founded **Randori.js**, a multi-language, cross-compiling, application framework.

Some of our recent noteworthy projects include:

- We delivered mobile applications for live streaming a 2012 international sporting event for a major US broadcaster.
- We worked with a major sports broadcaster to deliver an international Soccer tournament in 2010 and 2014 to a worldwide audience through mobile and browser applications.
- We developed software for an independent film distributor to deliver thousands of films to phones, tablets, and connected TVs.
- We helped develop a Media Player used to broadcast over 2,400 out of market games each season for a major professional sports league.

We architected and supported a team that builds an international hospital information system.

Digital Primates has offices in Chicago and New York City and can be reached at answers@digitalprimates.net.

Digital Primates

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VIEW FROM THE TOP **streaming media 100****DivX, LLC**

Kanaan Jemili, Ph.D.,
CEO,
DivX, LLC

The DivX® story began almost 15 years ago, when an unassuming codec suddenly allowed people worldwide to share and watch DVD-quality video online instead of settling for grainy, postage-stamp sized, blurry video. Today, we're breaking down barriers and improving the video experience again by letting anyone create, deliver and playback the highest-quality premium video on any platform or device.

For years, we've been promised a world where anyone can seamlessly access any content at any time on any device. But despite recent advancements, that reality hasn't materialized. All video is not *really* available on all devices, as content providers pick the platforms and formats they want to support based on a variety of factors. The device playback experience is similarly unpredictable, as products from specific manufacturers support specific services and formats while others don't.

The industry needs an open, comprehensive solution that addresses each step of the video chain. That process begins with those preparing content, who need to track a dizzying array of formats, codecs, software tools, standards, proprietary technologies, and more.

Enter DivX® OmniView™, our end to end solution that enables Pay TV Operators, Broadcasters, Channels, and OTT Services and Platforms to create, securely distribute and play DASH-compliant over-the-top video across a wide array of screens including mobile and smart TVs. By powering the professional creation, delivery and secure playback on all devices and platforms with tested, Hollywood-approved DivX® DRM, secure players for every screen in a consumer's lifestyle, including iOS, Android, PC and CE devices, and support for streaming, download and live broadcast, DivX OmniView helps make the promise of "entertainment everywhere" a reality. The DivX OmniView solution can enhance and differentiate your OTT service by improving quality of service, supporting next generation 4K video, reducing costs with HEVC and extending your device reach. Learn more at www.divx.com/omniview.

DivX, LLC

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**DVEO**

Laszlo Zoltan, BSEE,
Vice President,
DVEO division
of Computer
Modules, Inc.

**IMPROVING VIDEO QUALITY OVER
PUBLIC INTERNET**

This is an exciting time for the industry. Streaming video over public internet is more popular than ever. Viewers enjoy watching video on tablets, phones and other devices – sometimes more than one at the same time. Broadcasters, mobile operators, telcos, IPTV operators, and OTT providers are happy to meet the growing demand. However, there is an increasing need for better quality delivery across all platforms...

In some regions of the USA, public internet infrastructure is not always reliable and drops and sometimes alters video packets during periods of high packet volume. Public routers do not prioritize UDP video traffic, since the internet was not designed to guarantee delivery times. Our "DOZER" technology enables reliable high quality video delivery over public internet via patent pending packet recovery technology.

In order to alleviate packet and bit errors, which also plague streaming, we introduced the FEC Box IP IP™. This device corrects packet errors, not packet losses. Erroneous packets cause color and definition type distortion.

The DOZERbox is a compact (6.5 x 7.5 inches) end-to-end Error Correcting Router for smoothing UDP traffic over the public internet, with built-in packet recovery algorithms for alleviation of packet loss and resultant video freezes. It is perfect for delivering critical video over congested public backbones. (Both technologies are also available as a software license.)

The FEC Box IP IP is also a compact (4.5 x 3.4 inches) end-to-end router that adds SMPTE 2022 Error Correction to outbound packets and corrects packet error on the fly.

"DOZER" technology can also be added to DVEO systems such as the MultiStreamer™ encoder or MPEG Gearbox II™ transcoder.

We offer a huge variety of transcoders, encoders, streamers, IP analyzers, ad overlay servers, and media distribution servers. Our goal is to provide extremely high quality products at very reasonable prices.

DVEO division of Computer Modules, Inc.

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Elemental Technologies



Keith Wymbs,
Chief Marketing
Officer,
Elemental
Technologies

TIME-SHIFTED SERVICES TO ENRICH live TV experiences can be adapted for multiscreen viewing and offer new ways to package live content alongside targeted advertising. Increasingly, consumers expect their video anywhere, on any device and want to view that content with DVR controls like time delay, pause or repeat. Between 2011 and early 2014, the number of urban television consumers watching time-shifted content increased from 30% to 43%.

The Elemental® Delta video delivery platform helps content owners and distributors add new time-shifted services, reduce distribution costs and more precisely manage content in multiscreen delivery deployments. It supports multiscreen delivery of advanced live-to-VOD services such as catch-up TV, start-over TV and nPVR controls. Targeted advertising streamed on top of existing commercial breaks offers distributors a new monetization avenue.

Elemental Delta combines just-in-time (JIT) packaging, origin services, intelligent caching, dynamic ad insertion and replacement, and end-to-end encrypted content protection functions in a single platform. The platform reduces multiscreen system complexity with the ability to transform any input into any output for high-quality, secure video delivery.

A complement to existing CDN topologies, Elemental Delta is based on Elemental's software-defined video approach that allows video providers to run software across an optimal combination of dedicated and virtualized resources in private and public data centers. Together, Elemental Delta and software-defined infrastructure enable easy integration of live-to-VOD services into existing broadcast workflows, from live broadcast capture to video encoding at the network edge. Elemental Delta is available as a cloud service, VM subscription, or appliance. After extensive testing, initial customers include major telco, over-the-top TV (OTT), broadcast, satellite and mobile operators in the U.S., Europe and Middle East.

Elemental Technologies

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Encoding.com



Jeff Malkin,
President,
Encoding.com

ENCODING.COM IS THE WORLD'S LARGEST video encoding service powering cloud-based media workflows for thousands of leading brands in media and entertainment, telecommunications, technology, lifestyle and advertising. Blending an SaaS model with sophisticated integrations on public and private cloud computing infrastructure, Encoding.com enables content providers to scale and automate transcoding, editing and DRM workflows without requiring expensive CAPEX investments.

Encoding.com supports all popular broadcast, IPTV, web and mobile formats accelerating processing for optimized delivery to every device and platform. With over 100 million successful encodes, Encoding.com is the only cloud media service to offer performance-based SLAs so its customers can focus on what they do best.

Fastest Cloud Processing on the Market

- 16-core, single-tenant, multi-threaded, globally distributed, SLA backed, Aspera endpoint support.

Flexible Integration Methods

- Powerful XML API, watch folder, intuitive web UI, high speed desktop uploader, wrappers for every development language.

Support for Virtually Every Format

- Ingest & decode anything, Presets for every device & platform, HLS/HDS/MSS/DASH, ProRes, MPEG2-TS Cable-Labs, HDCam, XDCam, DVC Pro, Red and much more.

The Most Advanced HLS Support

- Broadest device compatibility, granular controls over all HLS parameters, lowest HLS overhead, Apple approved.

Harmonic ProMedia Carbon in the Cloud

- Seamlessly burst from Carbon on-prem to Carbon running in Encoding.com, rich support for all broadcast formats, use your existing presets, direct API access.

Advanced Features

- Universal closed captioning, Nielsen watermarking, multi-channel audio, programmatic editing, PlayReady/Widevine/PrimerTime/Marlin DRM.

Visit www.encoding.com to sign up for an account. For more advanced workflow requirements, please call 800-513-7340 or contact sales@encoding.com to speak with an expert today.

Encoding.com is headquartered in San Francisco, CA with offices in Aspen, CO and St.Petersburg, Russia. For the latest news from Encoding.com, follow them on Twitter <https://twitter.com/encodingdotcom>.

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VIEW FROM THE TOP **streaming media 100**

Haivision



Peter Maag,
Chief Marketing
Officer,
Haivision

HELPING PEOPLE WORK BETTER WITH VIDEO

Haivision's goal is to help people and organizations work better with video – making it easier for their video content to reach the right audience within an enterprise network or over the Internet. From innovation to implementation, these fundamental Haivision technologies are addressing the world's most demanding enterprise video challenges:

More Content, Less Cost

In order for organizations to continue to adopt video on a broader scale, they need more cost effective ways to deliver more content. With this in mind, Haivision developed a new protocol for video transport over the Internet, called Secure Reliable Transport (SRT). Without having to invest in additional satellite or network infrastructure, organizations use SRT to deliver more content at less cost without sacrificing quality. As a backbone to Haivision's solution ecosystem, SRT will be applied to all Haivision products to enable video workflows over unqualified networks – increasing the ability to send more content at lower costs.

Making Video More Valuable

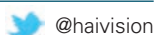
As more and more video content is being created, recorded and shared, organizations are struggling with how to search and discover meaningful content that helps them gain insight. Metadata has always been an important component of our solutions, and with the launch of Calypso, our multisource media recording and distribution platform, organizations are capturing and sharing metadata rich video content in real-time, so they can get right to the heart of the content they need to see to get their jobs done.

Better Video Quality over Constrained Pipes

To solve the problem of getting better video quality for backhaul over constricted networks, Haivision introduced the industry's first HEVC baseband encoding and HEVC/H.264 transcoding solution. Designed for government and enterprise applications such as intelligence, surveillance, and reconnaissance (ISR) and video backhaul contribution, we're helping organizations achieve the best picture quality over satellite and other constrained networks.

Haivision

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Mirror Image



Robert P. Andrews,
Chief Operating
Officer,
Mirror Image

AS A GLOBAL, DYNAMIC DELIVERY NETWORK (DDN), Mirror Image is driving change in the CDN industry. Take, for example, our evolution into what industry analysts are dubbing a "hybrid CDN," whereby we offer traditional caching and streaming services in addition to entirely new, cloud-based solutions built from the ground up that address the needs of the advertising industry. The new Mirror Image suite now layers a CDN infrastructure with another service called

CDN Edge Compute-as-a-Service (ECaaS).

ECaaS is not your typical application logic at the edge being offered by a few CDNs out there; rather, it is application logic combined with database-as-a-service that performs in the image of a data warehouse at the edge, running on the high-performance no-SQL Couchbase database in our data centers around the globe.

This Geo-Distributed Database (GDD) service enables Mirror Image to process data at the edge, which, in many ways is only limited by the imagination when it comes to mobile devices, browsers, cookies, data sets, data collection and geo-related services. GDD seamlessly replicates and synchronizes customers' data sets across the Mirror Image DDN so that every request accesses identical, synchronized data regardless of the data center that processes it. This results in the lowest end-to-end latency, by servicing each request using the closest data center.

Market demand for more robust online video publishing capabilities are also paving the way for change, particularly for broadcasters requiring easy-to-use video management features and interfaces. Mirror Image's Publisher 5.0 is at the forefront of these capabilities, offering services such as a public API to create custom workflows and integrate existing applications, media management, customizable players, live-streaming, and monitoring of live and on-demand HD video.

Gone are the days of delivering bits and bytes. Superior content streaming and actionable intelligence at your fingertips is here and now. We continue our pursuit to develop business solutions that help companies stay ahead of today's media consumption overload, particularly with the proliferation of smart devices and digital technology feeding our "always on" world where customization is essential and timing is everything. The state-of-the-CDN-industry is strong; what will remain important is its ability to anticipate the rapidly changing needs of brands today in order to be ready for what's next.

Mirror Image

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streaming media



VIEW FROM THE TOP

Ooyala



Jay Fulcher,
President and CEO,
Ooyala

PERSONALIZED CLOUD TV: OPTIMIZING THE FUTURE

Over the last half decade, the industry has largely focused on solving the technology issues related to what we collectively referred to as “online video.” Today those two words have little meaning; there is no longer a delineation between “online” and other video in the minds of consumers. Video is just video, and people expect to be able to access it anywhere, on any device, at any time, and in virtually any location.

Every indication is that the new era of IP-delivered video has come. The time we spend watching content on both web-connected devices and on “traditional” TVs is now equal. Soon viewers won’t even notice or care how their video is being delivered.

The next half decade will be about moving beyond the core enablement and management of “online video” and into a truly integrated area of personalized cloud TV and video, delivered seamlessly through converged broadband and broadcast infrastructure; optimizing consumer personalization and provider profitability.

And while the industry has many hurdles yet to overcome, one thing that is clear is that data, and the analytics tools that turn that data into critical business insights, will be central to the success of any media business.

Ooyala has focused on integrating multiscreen video delivery with granular audience and content analytics since our inception, and it remains the focus of our innovation today. Our data-driven Discovery technology, one of our initial analytics products, has been implemented by many of the world’s top broadcasters and media companies and has proven to dramatically increase viewer engagement and drive higher revenues.

The most innovative video providers in the world rely on Ooyala analytics to inform them on everything from programming decisions to content placement to licensing decisions and monetization strategies. As the one-to-many paradigm of traditional broadcast and advertising transitions to the one-to-one paradigm of next-generation personalized television -- where monetization can mean much more than traditional advertising -- data becomes ever more important in understanding what audiences want and expect, and what will keep them coming back for more.

By putting the power of real-time information into the hands of our customers, Ooyala has helped drive the continuing evolution of television and video, and has become the go-to partner for content owners and video service providers everywhere.

Now more than ever, the world is watching.

Ooyala

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Osprey by Variosystems



Roger Bieri,
General Manager,
Osprey by
Variosystems

OSPREY BY VARIOSYSTEMS IS 100% committed to continuing the nearly two decades long Osprey tradition of providing professional-quality capture cards designed to ingest audio and video from standard analog sources to high-definition digital sources.

Today, just six months after the Osprey acquisition by Variosystems, we have doubled our product development staff with the addition of hardware and software engineers as well as quality assurance specialists. We are seeking input from long-time Osprey OEM customers as well as prospective integration partners as we develop our product roadmap. It is critical that we move quickly and, as a result, there will be five new Osprey models launching in early Q1 of 2015, with more to come.

The guiding principles for our product developments are:

- **Quality** - Osprey products are manufactured 100% in-house. We adhere to the highest quality standards in the industry with the ability to produce capture cards meeting the standards necessary for Medical, Avionics and Military applications (ISO13485, IPC-A-610 Class 3, J-STD-001).
- **Flexibility** - Our in-house manufacturing gives us the flexibility to create custom configurations quickly. We will continue to develop Osprey cards that meet the requirements of our customers and partners from analog to digital, single source to high density capture.
- **Reliability** - We will carry on the Osprey legacy of rock solid reliability with products that “just work.”
- **Compatibility** - Osprey products will continue to operate seamlessly with Windows and Linux platforms - with the latest codecs - with software applications and solutions from our ISV partners

Osprey capture cards are used in mission-critical applications throughout the world and are known for legendary quality and performance. Used in a wide variety of applications, from aerospace to surveillance, Internet TV to webcasting, Osprey cards drive the delivery of video to viewers all around the globe. More than 400,000 cards are used in a variety of broadcast, commercial and industrial applications.

We at Osprey by Variosystems are determined to live up to the Osprey legacy and carry it into the future.

Osprey by Variosystems

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VIEW FROM THE TOP **streaming media 100****PeerApp**

Gadi Tamari,
CEO,
PeerApp

**INTERNET CONTENT DELIVERY
AND QoE DEMANDS**

Streaming video is now a fully mainstream activity. Today's toddlers are watching videos on their parents' iPhones and grandparents are streaming movies. Content sources continue to proliferate. As video consumption moves to an 'on demand' model, viewers retain their quality expectations no matter what device they use to consume the video. This puts huge demands on networks.

Beyond video, downloads of software, games, music, photo sharing, and cloud-based storage all add to the network traffic load, of course.

Consumers have more choices than ever for viewing: laptop or tablet, mobile phone, smart TVs, maybe even watches! For the first time ever, in 2013, TV subscriptions decreased as viewers 'cut the cord' from traditional PayTV subscription services. Consumers are also increasingly watching long-form video on tablets and mobile devices. According to the Ooyala Global Video Index, tablet users spent 42% of their time and mobile device users spent 25% of their time watching videos longer than 30 minutes.

As we listen to our customers around the globe, it's clear that there is a growing need for local content delivery to manage service delivery and ensure subscriber Quality of Experience (QoE), which is obviously a key factor in retention and upsell.

What's a network operator to do?

Building faster pipes does not always deliver better QoE. And, accepting proprietary caches from a handful of large content distributors is a partial solution that brings its own operational, strategic and potential regulatory challenges.

PeerApp offers an alternative: an open, adaptable and virtualized local content delivery solution that is fully in the operator's control, yet able to interface easily with global CDNs and other content sources. This option gives mobile, cable and telecom operators the best chance of capitalizing on the Internet content opportunity. Hundreds of customers globally – including many Tier 1 operators – use PeerApp solutions to accelerate content delivery 4-10x, reduce network costs by 40% or more, and enable service delivery for better QoE.

PeerApp

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**Qumu**

Vern Hanzlik,
General Manager,
Qumu

VIDEO IS NOW ESSENTIAL TO BUSINESS communication. That's why, at Qumu, we're always working on developing the solutions that will make enterprise video available to everyone, at any level. By providing the tools businesses need to create, manage, secure, distribute and measure the success of their videos, we help organizations release the power in video to engage and empower employees, partners and clients.

The leading analysts cite Qumu's breadth of functionality, depth of scale and our years of experience providing enterprise video solutions to global enterprises as the reason why Qumu is the leader in enterprise video.

We pride ourselves on offering the only complete enterprise video platform, from video capture to internal and external delivery, our single solution provides industry leading functionality such as:

- 1. Live, scalable video broadcasting** – Qumu handles live and on-demand video, behind or in front of the firewall to audiences of any size.
- 2. Rich mobile apps** – On any mobile platform, our mobile apps provide secure video anywhere, any time.
- 3. Intelligent content routing** – We deliver an optimized video stream to the appropriate device so video playback is seamless without wreaking havoc with your network.
- 4. Integrations** – From SharePoint to IBM Connections and WebSphere to Oracle WebCenter, Jive and more, Qumu integrates seamlessly with existing solutions to bring video anywhere in the organization.
- 5. On-Premise, Cloud or Hybrid:** Flexible software deployment can be tailored to current business needs and scaled as businesses grow.
- 6. Speech Search** – Allows users to search through the audio tracks of the entire Qumu video library to quickly locate specific content in one video or through thousands of files.

Our website, www.qumu.com, features new insights and information about how video can transform the way your business communicates and connects. Join us and find out how business does video.

Qumu

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streaming media



VIEW FROM THE TOP

RAMP



Tom Wilde,
CEO,
RAMP

THE DEVELOPMENT OF RICH-MEDIA content management solutions over the last decade has been characterized by major investment in solving the practical yet low-level problems of managing, storing, transcoding, delivering and displaying digitized audio files and videos on-demand across a number of networks to a diverse set of user devices. This has been, unquestionably, a time-consuming and costly challenge for technology and service

providers alike. Fortunately these basic functions of an OVP have become both standardized and, thanks to cloud architectures such as AWS, relatively inexpensive yet extremely reliable and scalable.

RAMP has traced a parallel yet different path. Since its founding in 2007, RAMP has been focused on uncovering and applying the big data in audio files or podcasts and videos – by transcribing and tagging the audio tracks – to make online audio files and videos more valuable for their owners and viewers.

Fast forward to today, and RAMP now offers an award-winning video content management platform for media and enterprise customers around the world with three, next-generation advantages over legacy products:

1. **Hybrid Cloud Architecture:** RAMP's hybrid approach provides the best balance of cost of ownership, security and scalability across all devices.
2. **Platform-of-Record "Native" Integrations:** RAMP is the first and only video content management platform that natively integrates with platforms like Microsoft SharePoint, taking advantage of existing user authentication or security, search and workflows and avoiding the need to setup "video silos" outside of established platforms.
3. **One Stop Shop – Inside & Outside the Firewall:** RAMP's comprehensive online audio and video solution covers both external use cases such as consumer media and video content marketing, and internal, secure use cases such as training and corporate communications.

RAMP's next-generation platform and apps thus represent a future-proof approach for companies to leverage the power of today's most-popular content – streaming media!

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RGB Networks



Jef Graham,
CEO,
RGB Networks

THE CLOUD IMPERATIVE

We have reached the point where a more efficient approach to delivering and monetizing multiscreen distribution of live and on-demand content must be found. Today's operators need not only to seamlessly scale services to meet growing demand, but also to cost-effectively capitalize on the capabilities of IP technology to deliver more compelling versions of their services. Features like personal-

ized navigation, nDVR and addressable advertising are now part and parcel of the multiscreen offering.

Fortunately, advances in cloud technology, where software-defined network platforms such as OpenStack (OS) offer a readily available template for virtualizing datacenter resources, have opened a promising path to next-generation multiscreen services. With this knowledge, RGB has adapted the OS cloud operating system and developed a pay TV cloud operations platform unique to the needs of the pay TV business. Called 'CloudXtream', operators can implement industry-leading video service management and distribution solutions in a cloud environment with assurance that processes will work as advertised. Furthermore, to quench the need for new and essential revenue-generating sources, CloudXtream comes equipped with Ad Insertion for Multiscreen (AIM) and network DVR (nDVR) solutions.

The tipping point for all video service providers will be the need to guarantee that the audio and video services they deliver over IP correspond in equal quality to that which is delivered by linear broadcast. With an estimated one billion connected TV devices globally, operators must give viewers what they want – a bespoke viewing experience where content is easily available at any time on any device in any location.

By building a portfolio of solutions architected from inception to run in virtualized environments, capable of supporting the full scope of service functionalities they need now and will need in the future, RGB has paved the way for operators to embrace this brave new cloud-based world.

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VIEW FROM THE TOP **streaming media 100**

Roland Systems Group



John Broadhead,
VP of Technology
and
Communications,
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Corporation US

EVERY ORGANIZATION IS FACING THE need to communicate more efficiently both internally and externally. Employees are participating in more and more meetings and trainings remotely. More and more people are expecting to watch important corporate meetings or even worship services at home on their TV, computer, or tablet.

Roland is enabling companies, schools and churches to achieve their communication needs by developing purpose built AV Switchers for live production and web streaming. This started in 2010 with the introduction of the all-in-one Roland VR-5 and more recently with the Roland VR-50HD and VR-3EX switchers. Typical live events today, whether large or small, all require a variety of equipment in order to produce. There are audio sources from mics & playback, video sources from cameras & computers, video playback, video monitors. Even though many of those pieces use different connectors and formats, all of it needs to be connected, then mixed together, then displayed, and captured and streamed online. Roland "all-in-one" solutions greatly simplify production, recording and streaming of these live events. The VR Series of purpose built AV switchers incorporates a video switcher, audio mixer, preview touch monitor and output for web streaming or recording all in a single unit. As a USB Video/Audio class device, web streaming is effortless by simply connecting to a computer running a live CDN service such as USTREAM as well as any video call service such as Gotomeeting and Skype. Software such as QuickTime or the provided free capture software can be used to record the event. The reduction in hardware equipment, setup time, and both connection and operation complexity ensures a worry-free, easy-to-use solution for any event.

Production and rental companies, churches, corporate AV professionals, and schools are quickly adopting the Roland VR-50HD and VR-3EX live production solutions. They greatly simplify connections to streaming services, video conferencing apps and capture software in one device. The VR Series delivers the highest quality video and audio production for web streaming, and offers an easy-to-use live production solution not found in any other product on the market.

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Sorenson Media



Marcus Liassides,
CEO,
Sorenson Media

4K/UHD IS A HOT TOPIC IN THE VIDEO industry right now and presents video professionals with both problems and opportunities. Streaming of 4K/UHD is, relatively speaking, simpler than 4K/UHD broadcast from an implementation perspective, which is why the first 4K/UHD content to market is coming from streaming providers such as Netflix and YouTube. In the broadcast world there are many parts of the ecosystem that need to adapt –

and that will take time.

With 4K/UHD video streaming there are far fewer hurdles. One of those hurdles is video encoding, and with our Squeeze 10 release, available Fall 2014, we are adding support for 4K/UHD encoding to enable video professionals to get ahead of the curve and begin experimenting with the various 4K/UHD formats.

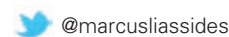
Sorenson's Squeeze 10 Desktop and Server 3.0 products add HEVC and VP9 encoding, both of which enable preliminary 4K/UHD support. Users will find 4K/UHD encoding presets using both the H.264 and x265 video codecs, allowing users to begin experimenting with this new resolution and begin preparing for the workflow of the future.

What we at Sorenson find particularly exciting is how, unlike the move from SD to HD, video streaming is actually leading the charge in terms of 4K/UHD services and content. The delays in 4K/UHD broadcasting open a wealth of opportunities for video content owners of all types to deliver services and content to a quickly growing number of Smart TVs, Laptops and Monitors. Additionally, many newer Smartphones and Digital Cameras are actually capable of recording 4K/UHD video, which will create a huge upsurge in 4K/UHD content.

Sorenson Media has been a pioneer in the video industry for nearly 20 years and with 4K/UHD support in our Squeeze 10 product we urge our customers, both current and future, to be pioneers and seize the 4K/UHD opportunity.

Sorenson Media

For a free trial of all products, visit www.SorensonMedia.com or contact sales@sorensonmedia.com.



Sovee



Scott Gaskill,
President,
Sovee

THIS HAS BEEN A YEAR OF EPIPHANIES for product marketers who have come to Sovee for video translation.

First came the revelation that by 2016, the entire world is projected to be connected by Internet. BCG reports that the resulting user base will offer a **\$4.2 trillion** growth opportunity for the Internet Economy.

Then came the realization that the blue oceans of opportunity for video marketing will be far smaller in the U.S. than in developing economies around the world.

Even now, **80%** of YouTube traffic already comes from outside the U.S. with YouTube video content now available in 61 languages.

The final factor was a study by the Common Sense Advisory that identified 10 countries ripe for online marketing. Each of these countries was chosen for its large population and large economy, with ample purchasing power:

China	Spain	Germany	France	Indonesia
Japan	Brazil	Russia	Egypt	Turkey

The research shows that **75%** of consumers in these nations want to see information in their own language before they will part with their yuan, pesetas, yen or euros to make a purchase.

At Sovee, we have seen increases in demand for video translation to Chinese, Spanish, Japanese and Arabic, as well as an overall increase in the number of languages requested for translation.

Most importantly, our Smart Engine video translation makes sure that when Pro Golfer Jack Nicklaus wants to reach a Japanese audience with video, the translation is as flawless as his golf swing. And when high energy brand Limu shares exciting video, the translated terms sound true to the company's brand and image.

Where can Sovee take your video with translation? Anywhere in the emerging \$4.2 trillion growth market that you want to go.

Visit us at sovee.com.

Sovee

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Telestream



Dan Castles,
CEO,
Telestream

IT'S BEEN ANOTHER GREAT YEAR FOR Telestream and I'm happy to report that we continue to grow as we have done every year, for the last 16 years. While we see many media companies struggle with changing business models and the effects of relentless downward pressure on budgets, we've continued to grow simply because our products truly improve the way our customers work in this increasingly fast paced file-based world.

We understand that content creators and distributors are getting buried under the sheer volume of files and formats they are required to deal with. The best way to tame the file-based beast is to intelligently automate as much of the workflow as possible. While we have been cast in the past as a "transcoding company", the 40 percent growth attributed to our Vantage product line last year proves that the efficiencies we bring to workflow automation are key. After all, how are you supposed to be efficient and profitable if you need a small army of packaging editors to perform mundane tasks such as creating 50 different outputs from a single program?

We've also seen live streaming production take off for us with great gains being made in our Wirecast product line. Live streaming customers are required to produce the highest quality content for very little, and they need to be able to distribute it on a global scale to myriad device types with the best possible performance. To address that need, we recently joined forces with the Microsoft Azure team to provide live Wirecast ingest into the Azure Media Services platform.

Finally, I want to encourage everyone to download our free Switch Player application. Switch is a great visual QC tool that allows users to play any modern video file and inspect its contents. Purchasing a license for Switch Pro will let users make corrections and export to a new file. It's an indispensable tool for anyone in the content creation and broadcast business.

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VIEW FROM THE TOP **streaming media 100****Vaddio**

Ed Ellet,
Chief Executive
Officer,
Vaddio

VADDIO IS THE PREMIER GLOBAL manufacturer of PTZ cameras, specialty camera control systems and professional USB peripherals for the audiovisual, videoconference and broadcast marketplaces.

Corporations, universities, churches and other entities make significant investments in AV infrastructure year after year for videoconferencing, lecture capture and streaming. These entities commonly use cameras, microphones and PCs as their primary content source. Keeping this in mind, Vaddio saw the need for multi-purpose AV endpoint devices that can be used seamlessly in any application including live streaming.

In the past, “Live streaming” applications for an enterprise were reserved for special events because of cost. Now however, with the advancement in Internet streaming technologies and the emergence of cloud based content delivery network (CDN), it has become affordable for any event or meeting to be streamed “live” over the Internet. Vaddio’s objective is to develop affordable, professional-grade AV endpoints with native support of digital media streaming. This includes direct support of both IP and USB streaming formats.

In 2012, Vaddio introduced its first generation of professional AV endpoints with native support for IP and USB streaming which included:

- **ClearView HD-USB Camera:** Broadcast HD PTZ Camera with native support for IP streaming or USB streaming.
- **AV Bridge:** USB/IP streaming endpoint facilitating connecting any professional HD video source and Audio Source to a PC or Media server

Vaddio’s 2nd generation of professional AV endpoints will be introduced in early 2015, including the RoboSHOT Cameras and AV Bridge MATRIX PRO.

For more information, please visit the Vaddio website at www.vaddio.com.

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**Verimatrix**

Tom Munro,
CEO,
Verimatrix

REVENUE SECURITY AS A COMMON THREAD IN THE PAY-TV ECOSYSTEM

The pay-TV industry is moving away from specialized and proprietary hardware towards software-centric and IP-based technologies and subsystems. For operators to successfully navigate this transition, it is clear that the value of a robust and reliable vendor partner ecosystem cannot be underestimated – neither can the role of revenue security throughout the ecosystem.

While each part of the pay-TV ecosystem has its own unique requirements, there is one common thread that it is interwoven through the assembly of video delivery system architecture and components: considerations related to system and revenue security. In fact, security is one of the fundamental decisions when designing these next-generation delivery systems, as any security implementation is only as strong as its weakest link.

Security is *the* thread that runs through everything from video processing and workflow, content and device authentication, device playback architecture, and now onwards to subscriber and network data collection. The purpose of security goes far beyond the defensive aspects of addressing piracy and theft of service. It ultimately enhances the subscriber’s quality of experience (QoE) while also underpinning the operator’s bottom line. We have seen perceptions of content protection evolve from being a “necessary evil” to recognition as significant business model enabler.

By building and sustaining a network of strategic alliances with progressive video technology providers and CE manufacturers, Verimatrix is able to create tight integration points within the video delivery workflow to bolster against any vulnerability. Pre-integrated solutions have the added value of reducing time-to-market for new deployments.

In addition, a broad and robust partner ecosystem promotes the ability to integrate new and specialized functional blocks, especially when combined with the greatly reduced switching costs of vendor migration. Many technology providers have developed IP-centric and software-based solutions because they recognize these opportunities and understand what is at stake for operators.

Together we can optimize the advanced video delivery networks of tomorrow and ensure revenue security for the pay-TV ecosystem.

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streaming media



VIEW FROM THE TOP

VisualOn, Inc.



Dr. Andy Lin,
Chief Executive
Officer,
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THE CONSUMER DEMAND FOR CONTENT anywhere and anytime has experienced tremendous growth in the last few years. Consumers are increasingly shifting their media consumption habits from gathering around the family television to individually streaming their favorite shows to watch on internet-connected devices like smartphones, tablets and personal computers, etc. This shift has driven the convergence of traditional TV and digital domains, and thus

has created huge opportunities in the market to deliver content in new ways to additional customer end points. These opportunities also bring challenges in terms of cross-platform delivery, unified user experience, measurement, security and monetization.

The key component of this entire new streaming market is the multimedia player because the consumer experiences the brand at this point. The makeup of the upstream components that prepare and deliver the media, though very important, are never seen by the consumer. Consumers expect a high quality viewing experience regardless of the device used or network conditions that may affect viewing quality.

VisualOn delivers compelling user experiences across the emerging OTT and TV Everywhere services. VisualOn's cross-platform multimedia solution works across Android, iOS and desktop (Mac and PC) platforms – ensuring low development and deployment costs. The multimedia framework supports multiple streaming protocols, the latest audio and video codecs, hardware acceleration and enhanced functions such as ad insertion, analytics and security. These advanced features ensure that embracing VisualOn's technologies help reduce customer churn and operational costs while boosting monetization potential and profitability. VisualOn works with many industry partners to confirm workflow interoperability that powers successful OTT/TVE services rollout.

Today, VisualOn is at the tip of a huge shift in content consumption and user experience. VisualOn is continually enhancing its products to enable best-in-class viewing experiences for our customers' applications. We are excited to be a part of this ecosystem.

VisualOn, Inc.

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Winnov



Olivier Garbe,
CEO and
Co-Founder,
Winnov

AT WINNOV, WE HAVE IMMERSSED OURSELVES in webcasting technology since the early days of internet video and we are dedicated to providing customers the tools to create the richest experiences possible. Starting with capture cards and webcams, we've evolved into the force we are today by remaining at the technological forefront and helping organizations overcome diverse challenges when it comes to rich content capture and creation.

Trusted in top universities and leading companies around the world, our innovative solutions not only extend the reach of organizations but enable them to enhance communications, reduce costs, and engage audiences through the power of rich media.

Cbox, the flexible webcasting solution, captures any environment and produces unmatched on-demand and live playback experiences for the web and mobile devices. Whether deploying a fully-automated classroom capture solution, broadcasting a CEO's story across the globe or running a multi-camera production, Cbox takes the confusion out of capturing and streaming video, and provides the ease-of-use for anyone to be able to produce studio-grade content.

Having pioneered these waters, we continue to welcome the challenges that help us grow and advance the industry. Winnov is honored once again to be a Streaming Media Top 100 company.

For more information, visit www.winnov.com.

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Wowza Media Systems



David Stubenvoll,
CEO and
Co-Founder,
Wowza Media
Systems

AS THE POPULARITY OF VIDEO STREAMING continues to grow, companies face significant technical challenges to meet the demands of customers and users. Wowza® Media Systems reduces the complexities of video and audio delivery with customizable software for organizations to build, deploy, and manage high-quality live and on-demand streaming solutions. We call it: Simply Powerful Streaming™.

In 2014, Wowza launched Wowza Streaming Engine™, robust, customizable media server software that powers reliable streaming of high-quality video and audio to any device anywhere. Wowza Streaming Engine represents a new era in streaming with improved flexibility, performance, MPEG-DASH support, and enhanced live streaming technology to deliver the best possible viewing experience. At the same time, Wowza Streaming Engine Manager was introduced — a new, intuitive management interface for easily deploying, managing, and monitoring live and video on demand (VOD) streams.

Wowza Streaming Engine is platform- and format-agnostic and accepts any video input to stream to any connected device. Customers in more than 150 countries around the globe benefit from this powerful streaming software that allows them to stream reliable, high-quality video to millions of viewers worldwide.

Recently, Wowza announced the Works With Wowza™ program, a partner ecosystem that provides customers with tested, integrated, and supported end-to-end streaming components that puts customers in control of their streaming solution.

Wowza is committed to continuous innovation to address the needs of this dynamic industry by enhancing viewer experiences and simplifying the streaming workflow.

For more information about Wowza Media Systems or for a free trial of Wowza Streaming Engine, visit wowza.com.

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streaming media



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