

VIEW FROM THE TOP

Executives from companies
on the 2013 Streaming Media
100 list share their insights on
mountaineering the industry.



VIEW FROM THE TOP

Why Climb Mount Everest?

I WOULDN'T BE THE FIRST TO COMPARE THE PURSUIT of a goal to climbing a mountain. In fact, "reaching the mountaintop" is probably the most overused metaphor for success, whether it's a multilevel marketing pitch, a diet, or a smoking cessation class. Still, there's really nothing quite so powerful as the image of a mountain and conquering it. If someone asks, "What's the hardest mountain in the world to climb?" the typical answer would be Mount Everest. After all, it's the highest. But it's actually K2, known as the Savage Mountain, that's most treacherous. Extreme storms, combined with exposed, sheer, one-way routes and deadly oxygen-poor altitudes, make K2 the ultimate climbing adversary, resulting in the highest death rate ratio of mountain climbs at 23.24%. In other words, for every four climbers making the ascent, one will die. Sound familiar? Welcome to the online video industry.

Surviving this industry is a feat of its own, to say nothing of building a successful business in it. By now, you've most likely perused our cover story "The 100 Companies That Matter Most in Online Video," and our editor's explanation of how *Streaming Media* arrives at that list every year. My congratulations to those on the list—you are part of something greater than yourself. The list itself doesn't say much about what these companies do, but a common denominator among them all is their leaders and the passion that drives them. So this year, we extended an invitation to the companies on that list to tell us, in their own words, about their "mountaineering."

Being in this industry of false summits is certainly a lesson in humility. When climber George Mallory was asked why he tackled Mount Everest, he famously responded, "Because it's there." But when I take a look at the brilliance, passion, and hard work I've seen through the years, it's clear that there's a lot more than that driving these companies to reach the top.

—Joel Unickow
Publisher

TOC

Akamai.....	91
AllDigital.....	91
DaCast.....	92
Dejero.....	92
DVEO.....	93
Elemental Technologies.....	93
Envivio.....	94
Haivision.....	94
iStreamPlanet.....	95
Livestream.....	95
Matrox.....	96
MediaPlatform.....	96
Microsoft.....	97
Mirror Image.....	97
NeuLion.....	98
PeerApp.....	98
Qumu.....	99
Qwilt.....	99
RAMP.....	100
RGB Networks.....	100
SeaWell.....	101
Sorenson Media.....	101
Sovee.....	102
TalkPoint.....	102
Telestream.....	103
Tempo.....	103
Teradek.....	104
Unicorn Media.....	104
Verimatrix Inc.....	105
Wowza Media Systems.....	105
YuMe.....	106

Akamai



Dr. Tom Leighton,
Chief Executive
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Technologies

OVER THE LAST 15 YEARS, AKAMAI has grown to become the leading cloud platform for helping media companies provide secure, high-performing user experiences on any device, anywhere. Our Intelligent Platform removes the complexities of connecting the increasingly mobile world, supporting 24/7 consumer demand and enabling enterprises to securely leverage the cloud. At Akamai, we're fiercely committed to

helping our customers engage audiences of any size with superior-quality live and on-demand video, and solve the challenges of multi-device consumption. In delivering some of the world's leading online entertainment services, most important media events, highest profile sporting championships, major awards ceremonies and global product launches, Akamai is constantly striving to help our customers reach their viewers on a global scale with a relentless dedication to quality, simplicity and scale across networks and devices. That dedication is reflected in our customers, which include the top 30 media & entertainment companies, more than 150 of the world's leading news portals, nine of the top 10 largest newspapers, eight of the top 10 online publishers and nine of the top 10 social media sites. We are proud to be an integral part of daily Internet life, delivering up to 30% of all Web traffic and over 1.5 trillion transactions every day.

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AllDigital



Paul Summers,
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IN TODAY'S RAPIDLY EVOLVING DIGITAL broadcasting landscape, consumers around the world expect instant accessibility to digital media across mobile devices, PCs and digital televisions. They want to view events live, play them back later through video-on-demand, and socially interact and share content. And, of course, consumers expect the video to be in high-definition (HD) with absolute pristine quality, whatever the size of the screen.

From a business perspective, this presents lucrative new opportunities for broadcasters, advertisers and companies in general to engage with their audiences on an unprecedented level.

GETTING CONTENT OUT TO THE WORLD

Consider the example of a large retail company that is sponsoring and producing a summer concert series. The company's marketing department has been developing national promotions, endorsements and auxiliary sponsored content, along with production of high-quality concert footage for live streaming and video-on-demand. The company is investing a large sum in this project, and wants to leverage that investment by reaching the largest-possible audience via multiple platforms. This means every single asset must be converted to the requisite format for each delivery platform, and in the appropriate HD resolution. In the past, such an ambitious delivery scheme would have been extremely difficult and expensive to pull off – involving many disparate systems and a high degree of technical complexity and cost. With a lack of integration among the assets, the company would probably have to settle for delivery to fewer platforms, or simply stream the show to its website.

A CLOUD-ENABLED SOLUTION

AllDigital Cloud removes these complexities by providing an end-to-end, integrated, secure platform to store, process, and deliver digital content across all devices. With this single, highly flexible platform, we are able to customize and implement a unique solution that directly addresses your individual business needs. Visit our website to learn how it works: www.alldigital.com

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VIEW FROM THE TOP

DaCast



Stephane Roulland,
Chief Executive
Officer,
DaCast

DaCast Streaming as a Service

A MULTIBILLION DOLLAR MARKET IS BEING IGNORED. This is the mid-market for streaming video, where you find event production companies, small sports broadcasters, entertainment producers, local schools, churches, and millions of businesses who need a professional, affordable streaming video solution to better engage their audiences.

Fragmented, the mid-market is not well understood overall. The best known niche, Houses of Worship, includes more than 7.5 million prospective users worldwide, 35% of whom already reach out through their web sites, with many of those already live streaming. More than 750,000 houses of worship will be using paid streaming services next year. Other mid-market niches are even bigger and our research shows that this is a market with annual revenues that will be in the billions.

To unlock this vast but fragmented market, a highly integrated SaaS (Software as a Service) environment offering a do-it-yourself approach is needed. Tens of thousands of content owners have used DaCast's SaaS. Our white label cloud based service allows them to deliver live and on-demand multiscreen video while retaining total control of their online content. Many of these wouldn't be able to incorporate professional streaming into their business model without DaCast.

Later this year, DaCast will release a white paper detailing the streaming mid-market and highlighting the immense opportunity inherent in this sector.

DaCast's approach includes:

- Very Accessible DIY service
- Ease of use including instant provisioning for live streaming
- No license fees
- Best quality of service at the most affordable cost
- Everything included, no add-ons
- Integrated Pay-Per-View to make money from live and VOD content
- Support for all devices (mobile, internet, TV) and any website (Facebook, Wordpress, etc.)
- Public API's allow easy integration with most existing players and streaming infrastructure

DaCast

For a free trial of our service, visit www.DaCast.com

Dejero



Bogdan Frusina,
Chief Technology
Officer,
Dejero

Dejero: Mobile Newsgathering Innovation

DEJERO IS IN THE BUSINESS OF DEVELOPING mobile newsgathering solutions that expand news teams' capabilities and re-define live broadcasting. The Dejero LIVE+ Platform enables both traditional and online broadcasters to transmit high-quality HD or SD live video over cellular mobile networks using a variety of mobile devices, including professional-grade rugged transmitters, laptops, tablets, and smartphones.

All Dejero products were developed based on broadcasters' requirements and continue to be adapted and improved based on feedback from customers using the systems in real-world newsgathering situations. Dejero is also known for its ability to customize solutions to meet the specific needs of broadcasters. Starting at the 2010 Winter Games, Dejero began a tradition of proactively offering tailored services that can enable broadcasting customers to maximize their coverage of high-profile, global events. More recently, the company offered a special package of on-location services at the Vatican to support broadcasters covering the events surrounding the recent election of Pope Francis. Dejero provided access to a private rooftop terrace with a panoramic view of the area for live shots, a private Wi-Fi network for transmitting video directly from the Piazza at St. Peter's Basilica, and the use of Dejero LIVE+ 20/20 Transmitters.

In terms of product and technology innovation, Dejero has consistently been the first to market with new developments in the field of bonded cellular newsgathering — including the first laptop solution, the first solution to bond multiple cell signals to enable live video transmission using a mobile phone, and the first rack-mounted encoder to integrate bonded cellular technology with satellite and microwave trucks. The company has also recently announced the Dejero + Nucomm Connect Live transmitter, a camera-mounted device that can switch between microwave (COFDM) and live-over-cellular, Wi-Fi, and satellite connections for low-latency and highly reliable transmission of HD video. Jointly developed by Dejero and Integrated Microwave Technologies LLC (IMT), the versatile transmitter offers mobile news teams a highly flexible and powerful alternative to traditional satellite and microwave links for transmitting video. As with other components of the LIVE+ Platform, Connect Live gives broadcasters the power to cover live breaking news and provide real-time reporting from remote and challenging locations.

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DVEO



Laszlo Zoltan,
Vice President,
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THE STREAMING INDUSTRY HAS SEEN a lot of changes in the past couple of years with the greater adoption of IPTV / OTT. It has created more choice of content for viewers and challenges for content providers.

Great opportunities create greater demand for greater products variety. A prime example is the new ecosystem of the hospitality industry. This industry is looking to distribute Groomed Live (content from a satellite or cable provider) and VOD content throughout their hotels. These days they also wish to offer WiFi and other features through their STB's (set-top-boxes) or customers' portable devices. So with the various STB's and portable devices in the market, this requires more groomed streams with various formats and resolutions.

The whole Video over IP industry is maturing and therefore we will see consolidations in companies and convergence of vertical markets. The driver in convergence is digital video that is amendable to off the shelf hardware. As Intel introduces more powerful CPU's with more cores, they are supplanting DSP, ASIC's and specialty chips which are no longer as cost effective. Off the shelf hardware can be used by anyone, which gives a chance for new technology development from unforeseen sources.

All that matters is what device can service the most efficient way to the most people. This is why older established technologies are still around and being done on the same machines that are doing the latest codecs and groomed streams (containers and wrappers). All in one should be that... an all and one.

2014 will be about servicing viewers and customers, but also about laying out the roadmap and direction for times to come. DVEO is a well established supplier to the Broadcast, Cable, and Telecom industries. The secret to our health, vitality, and longevity is constant innovation.

DVEO

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Elemental Technologies



Keith Wymbs,
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Solving the Future of Video: 4K, HEVC and the Cloud

TRADITIONAL APPROACHES TO VIDEO processing – from dedicated hardware chips and exclusively on-premise processing to legacy distribution approaches such as broadcast and QAM infrastructure – are rapidly giving way to new technology advances vital to multiscreen initiatives.

Three key trends have emerged, including scalable software-based architectures, cloud video processing and IP delivery. Offering the most powerful, off-the-shelf platforms in the industry, only Elemental takes advantage of these advanced approaches to help customers successfully and profitably connect to their video future with:

- Seamless software upgrades to HEVC, 4K, 10-bit pipelines and HbbTV 1.5
- Architecture-agnostic platform as a services (PaaS) for cloud video processing
- Industry-leading multiscreen solutions for IP delivery of content

Innovating Faster Than Anyone in the Industry: 4K/HEVC

The bandwidth required for H.264 compressed 4K content (20+ Mbps) is prohibitive. Designed to deliver an average bit rate reduction of up to 50% compared to H.264, HEVC shrinks bitrates required for 4K to potentially less than 12 Mbps.

The advanced Elemental HEVC/H.265 codec implementation supports 4K HEVC streaming with 8-bit and 10-bit pipelines at under 18 Mbps. HEVC video compression is available to any Elemental customer that wants to license it.

Cloud-based Video Processing

Multiscreen viewing of live and on-demand content challenges media companies to assess how much onsite infrastructure to procure in order to satisfy spikes in demand for video processing without overinvesting. The cloud offers ways to augment traditional video infrastructures for creation and delivery of media assets.

The Elemental Cloud PaaS is truly elastic in nature. It automatically provisions and dynamically scales resources with a bursting capability that rapidly expands and contracts video processing capacity, providing unprecedented control over resources and availability.

Innovation Drives IP Success

Recently named the world's best video processing technology by Cable and Satellite International, the company's award-winning, innovative video processing systems combine massively parallel processing, programmable architectures and pioneering adaptive streaming. Elemental has enabled more than 1 billion video streams over the internet in the past year. Elemental deployments span 45 countries and 300 customers, including 25 of the world's pay TV operators and four out of six Hollywood studios.

Elemental Technologies

www.elementaltechnologies.com



VIEW FROM THE TOP

Envivio



Julien Signes,
President and CEO,
Envivio

ENVIVIO'S FLEXIBLE, SOFTWARE-BASED encoding and video processing solutions optimize the viewing experience by delivering the highest quality live or on-demand video to any screen – TVs, PCs and mobile devices.

Our powerful, converged software architecture offers ongoing improvements and supports the broadest range of compression codecs and formats: HEVC (H.265), MPEG-4/AVC (H.264), MPEG-2, and adaptive bitrate formats. Advanced capabilities include targeted ad insertion, packaging, time-shifted TV applications and encryption.

We are focused on enabling operators to utilize advanced technologies to deliver the highest quality, most personalized user experience for viewers. Our approach, unique in the industry, is based on software encoding and video processing solutions deployed on Intel-based appliances or industry-standard blade servers in a datacenter or cloud infrastructure.

The versatility and upgradeability of a software-based headend architecture is ideal for constantly evolving video services – from emerging technologies such as encoding 4K/Ultra HD content for delivery to the big screen, to adaptive bitrate streaming on mobile devices.

With the advancements in processor technology from companies like Intel, operators no longer need to rely on a customized hardware platform for intensive tasks like encoding and transcoding. In fact, at Envivio we are realizing continuous quality and density enhancements as we utilize the latest generation Intel processors and implement ongoing improvements in our codec algorithms.

The result is a high performance solution that helps operators optimize bandwidth efficiency and lower CAPEX/OPEX, while providing flexibility and an easy upgrade path as operators want to add new services or features.

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Haivision



Mirko Wicha,
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AT HAIVISION, WE'RE BUILDING THE future of enterprise media. Our roots are grounded in the contribution of video, with the highest performance encoding technology. Over the years, we've evolved into a much broader solution-based video company that includes software and service-based solutions that address content workflows within the enterprise network and over the Internet.

Our vision has always been focused on providing customers with an end-to-end video solution that is easy to use and easy to deploy. Leveraging a series of strategic technology acquisitions, we have built a comprehensive portfolio helping customers simplify how they contribute, manage and distribute HD video content, whether it's within an organization's private network or delivered over the Internet. We are giving companies an easy way to get their video from any source, over any network, to any screen, on any device, with a hassle-free process so that they don't have to stitch together disparate solutions from multiple vendors.

As companies continue to increase their adoption of video, a key challenge is addressing broad audiences inside, within, and outside local networks. In 2012, Haivision created a specialized Internet Media group specifically focused on developing and extending our cloud-based media technologies to address this challenge. Haivision was first to market with live cloud transcoding solutions and in April 2013 we moved our end-to-end video mission forward by unveiling the Haivision Video Cloud – an online video management platform.

Now Haivision stands alone with powerful, integrated on-premise and cloud solutions empowering our dedicated global channel partner network. We're proud to have more than 20,000 video solutions installed within the world's top organizations. Companies like Hearst, British Petroleum, the Cardiovascular Research Foundation, the European Commission, QVC, National Geographic and Northwestern University rely on Haivision for video that helps them communicate, collaborate and broaden their reach. We are honored to be a Streaming Media Top 100 company.

Haivision

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iStreamPlanet



Robin Cole,
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INCREASINGLY VIEWERS ARE LOOKING for their favorite TV, sports and news channels on *all* of their devices. Multiscreen, live streaming video drives much longer viewing times than on demand content, up to ten times longer, providing content owners and distributors a wealth of opportunity for monetization.

This presents an exciting opportunity for broadcasters, pay TV operators, and content distributors. But streaming live video to all of those devices

can be complex and very expensive. Traditional solutions require racks of dedicated hardware equipment to handle different parts of the workflow, providing little in the way of flexibility or scalability, or insight into the workflow.

This is why iStreamPlanet created **Aventus**. Aventus is a cloud-based, live video workflow solution. It effectively and cost efficiently delivers live video channels to multiple screens, including PCs, Macs, tablets, phones and connected TVs. Aventus solves three of the biggest challenges for content owners and distributors:

- Scale your live video delivery - Aventus simplifies the live video workflow enabling content owners to launch live channels in minutes versus months. Aventus takes a simplified approach to live linear streaming with ingest, media processing, security and publishing seamlessly integrated into one solution
- More flexible than hardware - Deploy on premises in a private cloud or use the Aventus Service (SaaS). Commodity hardware and virtualized environments create efficiencies and drive down costs and by taking advantage of the cloud service approach, failover and redundancy come built in.
- Reach more devices at less cost - The best viewing experience through unlimited, optimized profiles that match video output to target device. Reach your viewers no matter what device they're on: PCs, phones, tablets, game consoles, connected TVs with the highest quality, cloud-based video output: 1080p true HD.

iStreamPlanet

Visit www.iStreamplanet.com to learn more or schedule your Aventus demo.

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Livestream



Max Haot,
Co-Founder &
CEO,
Livestream

LIVESTREAM'S MISSION IS TO CONNECT people and live events. The company offers event owners a complete set of hardware and software tools to share their events with more than 30 million unique monthly viewers from any desktop, mobile, tablet or Roku enabled TV. Livestream Platform™, the company's unlimited streaming service, allows businesses of any size to white label, privatize and monetize their events to a global audience. Unlike other streaming platforms, Livestream implements adaptive bitrate

and touts additional features like real-time DVR, local publishing points, video highlights, text updates, photo posts and more.

Additionally, Livestream makes the award-winning Livestream Broadcaster™, a device that streams HD live video to the web without a computer. Event owners and producers can use the Livestream Broadcaster™ as a desktop encoder connected to a multi-camera video production switcher, or as a battery powered, wireless field encoder. Livestream also offers Livestream Studio™, a suite of affordable and truly portable all-in-one live production switcher products available as software or integrated hardware. Livestream Studio™ is the only live switching product on the market with the ability to monetize with mid-roll ad insertion.

With an editorial homepage of events and verticals ranging from sports to news, Livestream is the most visited live video destination in the U.S. according to Compete.com. Livestream works with clients including *The New York Times*, Facebook, ESPN, SpaceX and Warner Bros. Records to create over 75,000 live events monthly for its customers.

Founded in 2007, Livestream is headquartered in New York with offices in Los Angeles, Ukraine and India. For more information, visit www.livestream.com.

Livestream

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VIEW FROM THE TOP

Matrox



Alberto Cieri,
Senior Director of
Worldwide Sales
& Marketing for
Matrox Video
Products Group

WHAT MATROX VIDEO DOES BEST IS provide high-quality, technologically-advanced tools for video professionals that combine multiple functions in a single cost-effective product. We have been doing that in the traditional broadcast and post-production marketplace for more than 20 years, helping to drive production costs down and video quality up. Lately we have adapted and expanded our expertise to offer internet broadcasters innovative live production streaming tools at breakthrough prices.

Powerful Video Streaming and Recording Appliance at \$995

Matrox Monarch HD is a small, easy-to-use video streaming and recording appliance that received four important industry awards at the 2013 NAB Show including a "Best of NAB Award" from StreamingMedia.com. Monarch HD is designed for professional video producers who need to simultaneously stream a live event and record a master-quality version for post-event editing. It provides these two independent modes in an integrated unit. From any HDMI input source such as a camera or switcher, Matrox Monarch HD generates an H.264-encoded stream compliant with RTSP or RTMP protocol. While encoding the video at bitrates suitable for live streaming, Matrox Monarch HD simultaneously records a high-quality MP4 or MOV file to an SD card, a USB drive, or a network-mapped drive. It is remotely controlled using any computer or mobile device with a web browser.

Turnkey Multi-Channel Live Production Streaming Systems under \$5000

Matrox has partnered with Telestream and a number of certified systems builders to disrupt the market by offering tightly integrated live production streaming systems at price points starting at under \$5,000. Based on the Matrox VS4 quad HD capture and ISO recording card along with Telestream Wirecast software, these multi-channel streaming systems give internet broadcasters of sports, religious services, corporate meetings, and other live events an extremely cost-effective solution with features comparable to systems at many times the price. The VS4/Wirecast value proposition gives 80% of streaming professionals 100% of the features they need, at an unprecedented price.

Matrox

www.matrox.com/video

MediaPlatform



Jim McGovern,
Chief Executive
Officer,
MediaPlatform

VIDEO IS REVOLUTIONIZING ENTERPRISE communications. At MediaPlatform, customers such as Accenture, Adobe, Ericsson and General Motors are leveraging our enterprise YouTube and rich media webcasting capabilities for a variety of internal and external needs, including executive messaging, training, collaboration, employee engagement and sales and marketing.

MediaPlatform is focused on helping organizations use streaming media to improve efficiency, lower costs and gain competitive advantage. As the demand continues to grow for secure video portals that enable time-shifted consumption of content on desktops and mobile devices, we will continue to innovate to meet the evolving requirements of global enterprises.

MediaPlatform is the industry pioneer and leader in offering the widest range of solution deployment options, including cloud-based software as a service (SaaS), hybrid SaaS and on-premise installation. In addition, we also offer webcast event services for busy professionals in need of assistance or a full service solution for their online events.

We believe our robust media management portal combined with our fully integrated rich media webcasting capability and our SmartPath video distribution optimization sets us apart from the other solutions on the market. We have nearly ten years of experience and accumulated expertise in enterprise video and count many of the best companies in the world as our clients.

On behalf of everyone at MediaPlatform, I would like to sincerely thank Streaming Media for again naming us to their list of "100 Companies That Matter Most in Online Video." And to those organizations currently researching a streaming media solution, I invite you to consider MediaPlatform.

MediaPlatform

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Microsoft



Sudheer Sirivara,
Director,
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“ANY MEDIA ON ANY DEVICE, ANYWHERE” has been the ultimate goal for content companies and service providers as they try to reach consumers where they are. Given the proliferation of connected devices, delivery formats and content protection schemes, attaining that goal with reliability, scale and cost effectiveness is easier said than done.

Microsoft, with its long history developing media platforms and services, has embraced that challenge and launched Windows Azure Media Services, which marries its media expertise with cloud services. Today we are helping customers like NBC Sports, Xbox and European Tour Golf achieve that vision by bringing an ecosystem of partners to our cloud services platform and making it seamless for customers to use.

Windows Azure Media Services strives towards the goal of media ubiquity by bringing three key pillars together:

Curated and Ready to Use Media Services

- The common challenges of content ingestion, transcoding, content protection and streaming are all integrated into a seamless workflow and exposed through simple REST APIs.
- Services are both format and DRM agnostic and support all popular streaming formats and standards like MPEG-DASH and Common Encryption.
- Seamless ad integration and identity services enable multiple monetization models.
- CDN integration across multiple providers including the Windows Azure CDN comes out of the box.
- Players and SDKs across all popular client platforms are provided and are open sourced for further customization.

Cloud Scale with Cost Efficiencies

- Windows Azure Media Services are built on the same cloud that Xbox Live services and Office 365 run and brings the reliability and scalability of Microsoft's cloud datacenters to media workflows.
- Windows Azure is the fastest growing public cloud platform with over a dozen Internet scale datacenters available worldwide today, and more coming.

Access to Partners

- Windows Azure Media Services brings together a large set of partners onto the cloud services platform to offer media customers a feature rich, end-to-end workflow.
- Customers can choose either first party or partner services to assemble an end-to-end workflow that meets their needs.

Learn more about using Windows Azure Media Services and sign up for a free trial at www.windowsazure.com/media.

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Mirror Image



Robert P. Andrews,
Chief Operating
Officer,
Mirror Image

THE CONTENT DELIVERY NETWORK (CDN) industry has a legacy of offering fast, reliable delivery of digital content to computers connected to the Internet. Such delivery dramatically improved the web experience for content consumers and, as a result, helped to increase users' interest in online shopping, browsing for information and the use of “cloud” based applications. This was the primary goal of CDNs and most did the job very well.

Content delivery capabilities expanded to include video streaming to web-connected computers and, if everything was properly configured from the video origin to the user's video player, the result was quite good.

The industry quickly saw new types of digital content, larger data file sizes and a wide assortment of web-connected computing devices, both wired and wireless, which began to create complications for the traditional methods of content delivery. We had desktop computers, laptops, tablets, smartphones, web-enabled gaming devices and more. As a result, users became more selective in exactly what content they wanted to receive, content owners were anxious to provide unique experiences to satisfy their audience, and advertisers were able to spend infinite marketing dollars on campaigns seen exclusively by their target markets.

At Mirror Image, we have taken the traditional digital content delivery technologies and added a custom configurable intelligence to the “cloud”, on the edge of our global Dynamic Delivery Network, enabling each of these challenges to be addressed uniquely for each customer. In essence, we build cloud-based applications that, once decisions are made dynamically to each user request for content, we can serve the result with extremely low latency to any device and any geographic location to authorized end users. Additionally, if rules change due to content popularity and content owners' budgets, the delivery of such content can be dynamically changed mid stream.

Mirror Image continuously develops and delivers services that go well beyond delivering bits and bytes. We relentlessly look for ways to manage and deliver digital content in a manner that is smarter, faster, more reliable and more attuned to our customers' business needs.

Mirror Image

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VIEW FROM THE TOP

NeuLion



Michael Her,
Executive Vice
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Development,
NeuLion

IT HAS BEEN AN EXCITING YEAR IN THE digital industry. With the growth in digital video, we continue to create, deliver and grow innovative experiences with the NHL, NBA, NFL, UFC, Univision, Big Ten Network, Bright-house and others.

These digital services are revolutionizing the way viewers consume content; watching high quality video anytime, anywhere while interacting with friends.

The world is changing. Video is no longer a one way conversation in your living room; it is now a two way conversation and it's social. Personalization and the end-user experience are our main priorities. They're what we do best. We've worked extensively to provide interactive touch points that make the experience unique, giving viewers personalization over their content choices.

Multiple camera angles, different audio choices, integrated real-time stats and highlights, slow motion viewing, personalized schedules and more all help engage, retain and grow viewers.

Anyone can put video online but it's more than that. Using our NeuLion Sports and TV Everywhere Platforms, we have created fantastic digital experiences for our customers and their fans.

All of this is done though our cloud based technology that ingests both live and on-demand content, manages and publishes metadata, delivers to multiple CDN networks and surfaces for fans on multiple devices; video, audio and data all in one.

What is even more exciting are the multiple ways our customers can build their business strategy for making money.

Through our platforms, our partners implement various monetization strategies; from subscriptions and pay-per-view to authentication and advertising, allowing them to make the most of their content and drive new and expanding revenues year-over-year.

We are happy to be a leader in the digital revolution, powering the world's largest brands with live interactive experiences on every device imaginable and we look forward to future innovations.

NeuLion

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PeerApp



Robert Mayer,
CEO,
PeerApp

WE FOUNDED PEERAPP IN 2004 because we saw battle lines forming between content providers, network operators and end users around over-the-top (OTT) content and services. Back then OTT was viewed as a rogue activity by a small number of players.

Our strategy has focused on optimizing networks to improve the quality and reduce the cost of OTT. Hundreds of operators and millions of subscribers worldwide are now benefitting from our solutions.

Fast forward to 2013: A fundamental change is taking place in the way people consume video and entertainment. Consumers are mobile. They choose the place, the time and the device that they prefer. "Consumption" is no longer passive. It's interactive and social with TV and web at the same time.

Market research bears this out. Pay TV cord-cutting has accelerated now to hundreds of thousands of subscribers per quarter in the U.S. alone, with an equivalent rise in mobile and fixed broadband Internet service subscriptions.

OTT continues to grow, not because it's cheaper, but because the Internet is the only platform that provides the flexibility, intelligence, personalization and mobility needed to deliver this new entertainment experience. Our platforms have been adopted because they uniquely improve this *whole experience* – video, audio, web and social media on mobile and fixed networks.

Now we are expanding the vision for OTT from pure optimization to include monetization. In 2013 we announced the Content Service Extension (CSE) initiative with leading CDN providers to monetize OTT content for network operators, and we are seeing interest in this grow. Once again we are taking a strategy that will deliver the best possible experience to subscribers by benefitting everyone in the value chain rather than by creating adversaries.

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Qumu



Vern Hanzlik,
General Manager,
Qumu

VIDEO IS THE NEW DOCUMENT. That's why Qumu is bringing all of its enterprise video and rich content distribution solutions together under one company to reflect our belief that enterprise video will take business into the future. Our innovative solutions release the power in video to engage and empower employees, partners and clients. We help organizations around the world realize the greatest possible value from

video and other rich content they create and publish. Our website, www.qumu.com, features new insights and information about how business can transform the face of your business. Join us and find out *how business does video*.

Vern Hanzlik, general manager of Qumu, has spent more than 20 years building and growing enterprise software and service companies. Most recently, he served as president, EMEA and member of the Board of TEAM Informatics, a global enterprise solutions and technology company. Prior to that, he co-founded Stellent, an enterprise content management software company that was acquired by Oracle in 2006 for \$440 million and became the basis of Oracle's WebCenter offering.

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Qwilt



Alon Maor,
CEO and
Co-Founder,
Qwilt

CONSUMER DEMAND FOR ONLINE VIDEO continues to grow rapidly, placing increasing strain on operator networks. To keep pace with demand while remaining competitive, cable, broadband, and mobile service providers must address three strategic imperatives: improve quality of experience (QoE) for customers, cost effectively increase network capacity while improving performance, and monetize OTT video traffic on their networks.

Engineered to uniquely address the challenges and opportunities of online video delivery, Qwilt's QB-Series Video Fabric Controller monitors video traffic on operator networks to identify trending titles, then stores them locally at the subscriber edge. By caching popular content in close proximity to end users, Qwilt eliminates the need for replicated content streams from origin sites or CDNs, reducing associated network congestion. The result is a higher quality viewing experience for subscribers, significant CAPEX and OPEX savings, operational efficiencies and monetization opportunities for operators, including:

- **Reduced Infrastructure Costs**
Qwilt reduces carriers' video traffic demands by 60-80%. With video approaching 50% of downstream traffic, this translates into a significant reduction in bandwidth demands and overall costs, reducing the need for costly infrastructure upgrades.
- **Improved Transparency and Control**
Most carriers lack insight into how much OTT video is transitioned across their network. Qwilt is the only offline solution that offers insight into video traffic characteristics and the ability to control its delivery to ensure optimal performance and control.
- **Dynamic Network Adjustments**
Qwilt continuously monitors and analyzes network traffic for trending content and new traffic patterns to help carriers adjust in real time to changing network dynamics.
- **Improved QoE for Subscribers**
In-network video delivery improves the speed and quality of delivery to ensure an unparalleled online-viewing experience for subscribers.
- **New Monetization Opportunities**
Partnerships with third-party CDNs help operators monetize delivery of OTT video traffic across their networks, while enhancing service levels for their subscribers.

Qwilt

Learn more at www.qwilt.com.



VIEW FROM THE TOP

RAMP



Tom Wilde,
CEO,
RAMP

The RAMP Manifesto: Video is the New Document

RAMP HAS DEVELOPED THE NEXT GENERATION of search & video experiences to make video more valuable. We believe that videos are the new documents, and that the use cases & sheer volume of video consumption will continue to grow at an incredible pace for the foreseeable future.

And we're not the only ones: Cisco's 2013

VNI study predicts that globally, consumer Internet video traffic will be 69% of all Internet traffic in 2017. And according to Gartner, the best result for more than 50% of searches at Global 2000 companies in 2017 will not be a textual document.

However, video isn't without its challenges. Almost all content systems – CMS, Search, Knowledge Management, Training, Compliance, and so forth – are designed for text. So, a new approach is needed. We believe:

- Videos should be as searchable as documents - down to the scene and keyword level;
- Videos should be secure & take advantage of existing user authentication;
- Videos should be as easy to produce, publish and share as documents;
- Videos should be aware of and make use of the enterprise social graph;
- Videos should be accessible across devices & platforms;
- Videos should have as much context as a document, if not more, by leveraging the fact that a video has a timeline with rich metadata;
- Videos should generate meaningful results – whether that's more stream starts, clicks through to related content or advertising, leads, certifications, problem resolution, or compliance

RAMP was fortunate to be born with a body of world-class technology that turns videos into documents, unlocking all of their value. Our secure, cloud-based approach for indexing, hosting, streaming, and publishing video content connects to a wide range of enterprise systems and transforms how our customers communicate and engage with prospects, customers, employees, and the world. We are solving the critical and growing challenge of making video valuable for our customers around the world.

RAMP

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RGB Networks



Simone Sassoli,
Vice President,
Marketing
& Business
Development,
RGB Networks

Multiscreen 2.0: Streamlining and Monetizing IP Video

WITH MANY MULTISCREEN SERVICES UP and running and many more now in trial or planning, those of us involved since the start have learned plenty about what it takes to deploy an IP video architecture that will not only be cost-efficient in the long run, but that will also bring in new revenues.

Based on lessons learned, a new generation of 'Multiscreen 2.0' technology is emerging that enables video service providers (VSPs) to streamline and monetize multiscreen services for live, on-demand and time-shifted viewing.

Research provides clear evidence that live multiscreen services are becoming a critical component of a VSP's offering. However, to support the delivery of a growing number of live channels to thousands or millions of subscribers, VSPs require a robust solution that can scale to meet demand without compromises. Modular, next-generation transcoders based on purpose-built processing technology bring the density, scalability and reliability required for live delivery of a full channel line-up without sacrificing VQ.

For on-demand content, separation of the transcoding and packaging functions in a Multiscreen 2.0 architecture enables a dramatic reduction in storage space through 'just-in-time' packaging. Eliminating the requirement for a different file for each bitrate and ABR format, in this architecture files are transcoded into just a few mezzanine file bitrates. When content is ordered by an end user it is transferred to a just-in-time packager, which formats the file on the fly for streaming to that device. Through just-in-time packaging, VSPs can cost-effectively deploy nDVR services to their subscribers, providing a proven service that consumers are willing to pay for.

Finally, when building a new multiscreen architecture, VSPs must include a monetization component. ABR ad insertion enables hyper-targeted advertising down to the neighborhood, device or even subscriber.

Incorporating these key elements of a Multiscreen 2.0 platform, VSPs ensure a future-proof investment.

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SeaWell



Brian Collie,
CEO,
SeaWell

OVER THE NEXT FEW YEARS, THE Broadcast TV industry is in for dramatic change, as technology disrupts existing alignments with new devices, new delivery methods and new business models. Driving this change is a vast majority of subscribers who are rapidly adjusting to – and demanding – anytime anywhere consumption.

We believe SeaWell is well positioned to become a major player in this multiscreen steaming market because of its thought leadership and innovative

approach to ABR delivery.

While current multiscreen methods are built around an expensive “encode and cache” model, SeaWell’s Spectrum provides ABR streams on demand, thus enabling an essential “session delivery control” layer. This powerful functionality adds the management layer that service providers need to control and monetize multiscreen:

- Addressable advertising, enabling superior margins through higher CPMs
- Management of individual streams down to the per device / per user level for dramatic improvements in control as well as data about end user behavior
- Driving down capital and operations costs (over 50%) while providing a better Quality of Experience for the end user so customer retention is achieved – with less churn

SeaWell’s direction is to give providers the tools that they need to make multiscreen profitable. Our industry firsts (support for any protocol including mpeg-DASH, targeted ad insertion capabilities), strategic partnerships, and credible base of Tier 1 MSO and Telco customers in the NA and EMEA, show that SeaWell solutions will be essential for a growing number of service providers seeking to monetize multiscreen Pay TV.

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Sorenson Media



Marcus Liassides,
CEO,
Sorenson Media

SORENSEN MEDIA IS AN AWARD-WINNING provider of the highest quality video encoding solutions. With highly scalable cloud- and server-based encoding solutions and desktop applications, we empower enterprise video professionals and small-to-medium organizations to easily and affordably encode, manage and deliver the highest-quality video online.

Sorenson Media has been a leader in the video industry for almost 20 years.

We were there in the early days long before consumers began demanding primetime content on mobile devices any time, anywhere. The company was an early leader in video solutions and we continue, time and time again, to make our way to the front of the pack, evolving with consumer and commercial demands.

As video becomes more and more prevalent in everyone’s lives, both professionally and personally, as the demand for quality becomes greater and as video apps quickly take over the market, Sorenson Media’s unique video encoding and transcoding expertise only becomes more critical.

With over 325,000 installations and a client list made up of virtually all major media and entertainment companies, we have been able to do the impossible: evolve and continuously maintain our position as the leader in the ever-changing video industry.

Sorenson Media technologies enable high speed, multi-format encoding and transcoding ensuring a perfect playback on any device with:

- The highest quality video
- The fastest in encoding and transcoding - 6x faster than our competition
- Unlimited formats, including HTML5

It is one thing to keep up with your competitors and stay relevant in your company’s industry. It is quite another to stay ahead of your competitors and remain a leader in a rapidly changing industry throughout that industry’s entire existence. That is what we do.

Sorenson Media

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



VIEW FROM THE TOP

Sovee



Scott Gaskill,
President,
Sovee

AT SOVEE, WE HAVE PASSION FOR exciting innovation. Our focus for 2014 centers around these important trends:

1. The not-yet common standard – solved.

While there is some move toward adoption of a common file format, it's not likely a reality for 2014.

So Sovee's development team has created a brilliant interim solution that solves the issues that MPEG-DASH

and HLS-265 were meant to address. It's a low-bit rate, dramatic compression and transcoding solution that takes video to virtually any device, browser and bandwidth, with a single embed code and no loss in quality.

2. The new “where and who” of mobile

Last year, the focus was on the growth in consumers watching video on mobile. In 2014, the focus grows more global. In fact, the four regions experiencing the highest compound annual growth rate in mobile technology are:

- The Middle East (77%)
- Africa (77%)
- Asia Pacific (76%)
- Latin America (67%)

As customers put their money where the mobile is, Sovee is ahead of the curve. We have developed Smart Engines for many of the languages in these markets, from Afrikaans to Arabic to Azerbaijani, with more than 50 languages available.

3. The mother-in-law or the donkey

In 2013, video providers rushed to get content translated only to learn that quick-dub solutions – which sounded too good to be true – were just that. Translation without context can be disastrous.

For example, the word for “mother-in-law” in Korean can be easily translated to mean “donkey.” That's a problem. So Sovee combines Intelligent Innovation with native speaking translators, so your video messaging is never lost in translation.

Above all, Sovee's focus is on delighting our clients. Find out why our customers have a passion for working with Sovee.

Sovee

Call 1-855-997-6833 or email info@sovee.com.
Sovee.com

TalkPoint



Nick Balletta,
CEO,
TalkPoint

AS TECHNOLOGY PROGRESSES, TalkPoint continues to augment its webcasting platform by establishing strong, loyal customer relationships. From 1998 until today, we have helped our customers fully customize and brand their events to drive attendance, lower costs and increase ROI.

Clients are increasingly more knowledgeable of the marketplace, and their insight has been invaluable

in driving product innovation, competitiveness in the industry, and most importantly, improving the user experience.

I always joke (half kidding) that we have never had an original idea. The TalkPoint team works closely with its clients to include them in the decision-making process of our technology design in order to align product development with the features and functionality their business requires (e.g. investment banks need security, pharmaceutical companies need continuing education functionality, publishers need the ability to track sponsors, etc.). For this reason, TalkPoint has implemented an array of features and functions including social media, pay-per-view, lead scoring and sponsorship opportunities.

Our mobile-delivery option and our SaaS-based self-service webcasting tool, Convey, have experienced significant growth. Mobile viewership of live and on-demand webcasts using TalkPoint technology increased by 1200 percent in 2012, and with the introduction of Convey, clients had the flexibility of running self-service events in addition to managed events.

Our distributed webcast platform is like an aircraft in which we took off in 1998, and we have never been afforded the opportunity to land. Our seasoned team of webcasting experts, many of whom have worked together for over a decade to advance our cloud-based technology (before the term cloud was even introduced), are continuously doing maintenance, adding seats, new engines, extended wings, new windows, etc., all while in flight. That's the world of webcasting, so keep your seat belt on and tray table in the upright and locked position. We'll continue cruising at 35,000 feet while strengthening our technology. We can't wait to show you what's next...

TalkPoint

www.talkpoint.com

Telestream



Dan Castles,
CEO,
Telestream

AT TELESTREAM, WE ARE PASSIONATE about providing the best viewer experience on any platform for our customers – which include the world's leading broadcast and cable companies, a broad range of businesses and millions of consumers. For more than a decade we have focused on delivering the highest quality video for viewing on any device – from traditional television, Mac and Windows computer screens, to a growing number of tablets and mobile devices.

Since our beginnings in 1998, we have continually been at the forefront of innovation in the digital video industry. At a time when video compression was still an art form, we pioneered the automation of video transcoding, forever changing the process. We led the industry in transitioning to file-based media workflows, enabling fast, automated media processing and distribution.

Today, Telestream continues to drive the industry forward by accelerating innovation in this fast-changing market. We recently received the prestigious Engineering Excellence Award from the Hollywood Post Alliance for our video processing technology. Last year we focused on GPU acceleration and co-development of the x264 codec, bringing exceptionally high-quality H.264 transcoding and speed to our products. This year we initiated an open source x265 project to create the world's most efficient, highest quality H.265 HEVC encoder.

We continue to solve real-world problems by listening and responding to our customers' needs across the entire digital media landscape. More than a decade of profitability and double-digit growth has enabled us to expand our product offerings through four successful company acquisitions to include a broader range of solutions – bringing live streaming production, screen capture and video editing software, and captioning products for Mac and Windows to the market. This is a very exciting and dynamic time to be a product driven company.

Telestream

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Tempo

Where Will Enterprise Video Be in March 2016?

Ed Behan, Vice President of Enterprise Services at Globecomm

AS TEMPO PLANS FOR THE FUTURE OF VIDEO CONTENT consumption; we are continuing to shape our platform to consider that the use of video in the enterprise will dramatically increase over the next three years. This will create challenges and opportunities that we see falling into four segments:

- **IT Rises to the Challenge** - IT infrastructure investment has been curtailed in recent years. This has led to a considerable amount of aged and capacity-limited infrastructure remaining deployed across many corporations. It creates a real challenge as video proliferation will require upgrading many of these systems. Other video-driven challenges to IT include mobility, security; bring your own device, and a lack of video expertise. Our view is that IT organizations will rise to meet this challenge in the coming years.
- **Relevance & The Media Manager** – One would think that the growth of enterprise video is a good thing for the Media Manager. It is. However, this will also result in change. The Media Manager will need to adapt to remain relevant in the future. Aside from executing their current responsibilities, media managers will need to focus on three new roles to remain relevant: Subject Matter Expert on video quality and distribution to their IT organization, Mentor on quality techniques to help associates creating their own quality content, and Trusted Source in guiding their organization to reliable third-party content.
- **Applications, Applications, & More Apps** – The market today does an excellent job in providing solutions for corporate communications. Webcasting and video portal solutions are well evolved and meet the needs of the enterprise. However, the use of video extends far beyond corporate communications. Our view is that in the next three years, the market will witness an explosion of applications in five areas: Corporate Training, Digital Signage, Social Media, Third Party Content, and Industry-specific Mobile Apps.
- **The Integrated Enterprise** – As video proliferates across the enterprise, it will need to integrate with more and more IT systems. Today, Tempo integrates with LDAP and Learning Management Systems. However, this will expand to include Media Asset Management systems, Video Conferencing Technology, Mobile Enterprise Apps, and countless others. In many ways, this presents the greatest long-term challenge to today's technology providers.

Tempo

www.tempoeverywhere.com



VIEW FROM THE TOP

Teradek



Nicol Verheem,
CEO,
Teradek

WHEN YOU LOOK AT VIDEO CAMERAS there has always been a large variety of choices positioned between consumer devices (e.g. cell phone cameras) and the high end broadcast and cinema cameras. This helped create a healthy ecosystem for artists and content, from the short clip meant for friends and family on Vine to the multi million dollar productions from the big studios and networks.

The same should be true for live video production. Content and contributors should have the same natural distribution. Productions range from the informal for small audiences (e.g. a soccer game shared live with family), through the semi-pro (e.g. a church service or trade event), to the most professional productions like the the royal wedding and olympic games. The same concept applies to real-time monitoring of video production.

However, before Teradek, the encoding and transmission systems that allow live broadcast or even simple on-site monitoring was only available to the big budget productions and could only be operated by trained professionals. These systems were too expensive, too big, and too complicated for the independent productions.

Our passion has always been visual arts, and we have always held that the best way to thrive is to grow the whole industry, by democratizing the creation of the content. Our products made it simpler, smaller, and far more cost effective to monitor, remotely acquire, and broadcast live video content across the globe. We will continue to contribute to the imaging arts by enabling the artist. We will continue to design and manufacture our products to the highest standards, but price it to address all of the artists out there.

Welcome to the Cube Revolution!

Teradek

Nicol Verheem
CEO
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Unicorn Media



David Morel,
Chief Strategy
Officer,
Unicorn Media

THE FUTURE OF TELEVISION IS EVOLVING. Consumers are hungry for content and want the ability to watch what they want, when and where they want. Video consumption on smartphones, tablets and connected-living room devices is skyrocketing and publishers are scrambling to keep up.

At Unicorn Media, we're enabling this shift in viewing habits. The second screen is rapidly becoming the first screen. And our groundbreaking technology,

Unicorn Once™ allows the world's largest publishers to deliver and monetize their video content on every IP-enabled device. Unicorn Media's revolutionary technology provides a solution for publishers trying to deliver their video content to the fragmented landscape of devices, networks and platforms available today. With Unicorn Once™, no longer is it necessary to build or maintain SDKs and no longer will publishers lose revenue because of ad blockers, missed ads or the inability to insert mid and post-roll ads on the mobile web.

With Unicorn Once™ publishers ingest live or VoD content one time and in return, receive a single URL that plays back on any connected device such as smartphones, set-top boxes, connected TVs, game consoles, tablets and more. Our cloud-based technology enables the insertion of targeted ads - anywhere in the stream, in app or on the mobile web. Unicorn Once™ also eliminates ad blockers and delivers content and ads in a single stitched stream to hard to reach platforms such as Android, making the shift to the second screen possible. The future of television. Solved.

With faster networks, bigger audiences and more devices, the mobile market is set to explode.

For more information on Unicorn Once™ and how you can monetize your content on every device, visit us at www.unicornmedia.com.

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Verimatrix Inc.



Petr Peterka,
CTO,
Verimatrix Inc.

What's Your Security Strategy for OTT Video?

EFFECTIVELY PROVIDING REVENUE SECURITY for services across multiple delivery platforms can be a challenge – in a recent survey by StreamingMedia.com and Unisphere Research, 48 percent of media executives ranked digital rights management (DRM) as the largest single business-related issue for multi-screen service delivery today. Yet close to one-third of respondents indicate they do not know their

strategy for managing DRM across different networks and devices.

As operators increasingly adopt over-the-top (OTT) video services to enhance their service offerings, a unified DRM strategy is becoming critically important to not only increase revenue security, but also enhance the total user experience (UX).

Such a strategy is characterized by the transition from a security architecture with DRM technologies in multiple competing “silos” to a more unified approach across network types and stream formats. The foundation of such an approach is that the typical DRM silos are unified via a higher-level, cross-DRM “rights management” abstraction, which enables the DRM servers to operate unimpeded.

This type of approach can be augmented by the adoption of a non-proprietary, open DRM framework. Operators are already moving toward standards centric encryption models such as that specified by the DASH Industry Forum. Common standards are particularly attractive as it offers operators an ideal mix of unification and flexibility; media delivery formats are unified and device authentication and key management processes for secure delivery remain flexible. In addition, this type of standardization can greatly accelerate the growth of new services and revenue streams for operators by opening up the universe of multi-network, multi-screen delivery to a new range of standards-compliant smart CE devices. This is critical as the OTT landscape will encompass an ever-increasing number of device types.

Taking a unified approach to security will enhance operators' ability to reach these devices and provide subscribers with access to the content they crave. A unified security strategy based on an open DRM scheme can easily address the unique requirements of different devices types. Operators also have the potential to open up the universe of multi-network, multi-screen delivery, and greatly accelerate the growth of new revenue streams based on this paradigm.

To access the StreamingMedia.com survey and report, “OTT Video: Coming to a Paid Channel Near You,” visit www.streamingmedia.com/VMXOTTReport

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Wowza Media Systems



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

FOR MORE THAN SEVEN YEARS, Wowza Media Systems has worked with thousands of customers and changed the streaming media industry. We provide software that drives reliable, scalable, and secure live and on-demand streaming, fueled by our passion to help customers thrive. Streaming is our business, and we delight in addressing the needs of this dynamic industry by simplifying streaming workflow and enhancing viewer experience.

Wowza is deeply committed to continuous innovation. New technologies are integrated on an on-going basis, allowing our customers to build their streaming infrastructure with confidence. Recent examples include the ability to capture live video and encode on mobile iOS devices, new cloud options and support for MPEG-DASH, the first industry standard for adaptive streaming over HTTP.

Wowza Media Server is platform-agnostic and format-agnostic software that accepts any video input to stream to any connected device, giving customers an end-to-end, reliable, intuitive and customizable solution for video streaming that puts them in control of content and delivery at a fraction of the price of other systems.

Wowza Media Server software enables organizations of all sizes to engage millions of viewers worldwide by delivering the highest quality video and audio to any connected device. We are proud to say that our software is deployed by organizations small and large in more than 150 countries around the globe.

Simply Powerful Streaming —it's what we do.

For more information about Wowza Media Systems or for a free 30-day trial of Wowza Media Server, visit Wowza.com.

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streaming media



VIEW FROM THE TOP

YuMe Inc.

Jayant Kadambi,
CEO & Co-Founder,
YuMe

YU^{ME} IS A MULTI-SCREEN VIDEO ADVERTISING technology company that is defining the next generation of TV brand advertising. As TV viewing audiences continue to fragment across screens, content types, and different consumer electronic platforms it becomes increasingly hard for a brand to reach their desired audience. YuMe's platform and services simplify the complexity of this fragmentation using embedded software and data sciences. We embed software (our audience-aware YuMe SDK) in applications, video players, and consumer electronics allowing a once video ad creative to run seamlessly across all screens while also collecting data about the audience and context where the ad runs. That data powers our placement quality index (PQI) that finds the best placement to drive attention and campaign performance. We also collect first party data via our SDKs that enables our data science engine to produce the next generation of digital brand advertising targeting - finding brand receptive audience segments who are most likely to respond to your brand message.

We believe that dramatic shifts in consumer viewing behavior are heralding a new era for digital brand advertising - redefining traditional TV brand advertising. By taking the influence and reach of TV and marrying it with the science and accuracy of digital we are building a platform for the next generation of TV brand advertising - The Science Behind Influence™.

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streaming media

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