

Tuesday, May 15, 2012

9:00 a.m. - 10:00 a.m.	Welcome & Keynote: <i>Jeremy Doig, Director of Engineering, Google Chrome</i>			
10:00 a.m. - 10:30 a.m.	Coffee Break			
	Track A - Regent	Track B – Nassau	Track C – Murray Hill	Track D – Gramercy B
10:30 a.m. – 11:30 a.m.	<p>A101 Building Digital Media Brands On Facebook Leading digital media companies will join Facebook to discuss the benefits of distributing digital media to the largest social media platform in the world. With over 800 million global users, Facebook provides new and revolutionary ways to build successful digital media brands. Topics and technologies discussed on this panel will include social brand and audience building, technical tips, and new ways to make money from digital media distribution.</p> <p><i>Moderator: Tim Napoleon, Co-Founder, President of Services, AllDigital</i></p>	<p>B101 Video Platform Deployment In Higher Education Join Cornell University and other institutions to discuss the deployment of cross-campus video platforms in the decentralized governance model of higher education. Learn what peer institutions are doing to document use cases, gain buy-in from potential stakeholders, and structure delegated administration and support.</p> <p><i>Moderator: Andy Page, Manager, Video Collaboration Services, Cornell University</i></p>	<p>C101 How-To: Technical Set-Up of Live Streaming Production This session provides tips and tricks, best practices, and lessons learned regarding the technical set-up of live streaming production. Learn how to stream multiple formats from a single encoder, use social networking overlays, leverage adaptive bitrate streaming, and transition between live streams from multiple camera angles using multi-encoder synchronization. Come learn how to deliver interactive, high-quality experiences for your next live event.</p> <p><i>Presenter: Rob Roskin, Senior Manager, Video Operations and Emerging Technologies, MTV Networks</i></p>	<p>D101 How To: Choosing An Enterprise-Class Video Encoder This session will discuss factors to consider when choosing an enterprise video encoding systems from the likes of Digital Rapids, Harmonic, Sorenson, and Telestream. Factors incorporated into the analysis will include performance, output quality, quality control options, format support, expansion options, programmability, and other variables. If you're considering buying an enterprise encoder or upgrading your current systems, you'll find this session particularly useful.</p> <p><i>Presenter: Jan Ozer, Principal, Doceo Publishing</i></p>
11:45 a.m. – 12:30 p.m.	<p>A102 Handicapping and Reviewing YouTube's New Content Channels Join TV critics, YouTube producers, and other experts to take a close look at the most interesting and prominent of the new YouTube channels. In this session these experts critique the channels, the content, headlines, tags, images,</p>	<p>B102 Live Video Events in the Enterprise From a Town Hall discussion with the CEO to a geographically disperse team meeting, live video events in the enterprise have a positive effect on employee engagement and save time and money. Learn from experts in corporate communications,</p>	<p>C102 How To: Encoding Video for iDevices This seminar starts by detailing the playback specs for all iDevices, old and new. Then, you'll learn the strategies used by prominent iTunes publishers to serve the complete range of installed iDevices. Next, the seminar switches to cellular wireless delivery, with a technical description of Apple's HTTP Live Streaming</p>	<p>D102 How To: Social Video 101— Techniques to Make your Videos Go Viral In this highly interactive, educational workshop, attendees will learn how to create video content with the best chance to "go viral" and learn about practical methods and technologies for measuring the success of social video campaigns. This hands-on presentation will clearly explain</p>

	<p>and metadata to provide insight as to how to improve these for your own work. Find out what's working, what's not, and what you can learn from it.</p> <p><i>Moderator: Jim Louderback, CEO, Revision3</i></p>	<p>event planning, and technology support about best practices in planning, executing, and measuring live video events. Questions will include setting the sponsor's expectations, preparing the venue to make the event "TV appealing," best practices in coordinating event producers with broadcast producers, and conducting a successful and "blame-free" lessons learned meeting.</p> <p><i>Moderator: Patty Perkins, Team Leader, Wells Fargo Creative Services Technology, Wells Fargo</i></p>	<p>(HLS), including recommendations for the number of streams and Apple's encoding parameters. The seminar concludes with a review of encoding options for HLS and techniques for serving multiple target platforms like Flash and iDevices with a single set of encoded H.264 files.</p> <p><i>Presenter: Jan Ozer, Principal, Doceo Publishing</i></p>	<p>the video creation, distribution, and measurement strategies advertisers need to go beyond "post and pray" to increase the probability their videos will get viral pick-up. Through a series of case-study presentations of successful viral campaigns from Levi's, Capital One, and LEGO, attendees will learn a step-by-step process to create viral-ready videos.</p> <p><i>Presenter: Dan Greenberg, Co-Founder, CEO, Sharethrough</i></p>
<p>12:30 p.m. - 1:45 p.m.</p>	<p>Lunch Break</p>			
<p>1:45 p.m. - 2:30 p.m.</p>	<p>A103 Original Web Series at the Tipping Point Millions of dollars are invested in web originals. Big media players like YouTube and Hulu are getting involved, along with famous filmmakers and well-known production companies. What will it take for a web original to achieve TV-like success? With traditional television taking advantage of platform convergence, allowing us to enjoy our favorite shows on multiple screens, can we expect web content to join "prime time?" And will connected TV be the driver? Join industry leaders as they discuss the potential of online video content, what it offers advertisers, and when will it finally capture the viewer's hearts.</p>	<p>B103 Finding and Converting OTT Subscribers in Latin America Over-the-top video has launched in several Latin American countries (with at least a dozen countries poised to follow), offered by no less than six digital media operators. None of the OTT operators will have exclusive major studio content and few will have unique indigenous content. What strategies and tactics will these operators deploy to win the battle for subscribers with a service that by definition cannot guarantee QoS in terms of price, size of the library, and content portability across platforms? What are the major barriers to finding prospects and converting them to subscribers? Come hear which operators have the best chance at</p>	<p>C103 How To: Video Player Development Across Multiple Screens Gone are the days when the biggest concerns when publishing content online were client bandwidth and supported codecs. Now, you need to address an increasingly diverse array of devices, processors, and operating systems. Without the luxury of a widely-supported Flash Player plug-in on devices, how can you efficiently play video that your audience can watch anywhere? There are logical approaches and proven solutions. In this session, you'll walk away with a high-level view of Flash, HTML5, and native app solutions, along with a clear strategy for playback across the widest variety of devices and platforms.</p> <p><i>Presenter: Lisa Larson-Kelley, Web</i></p>	<p>D103 How To: Low-Cost, Live Captioning for Webcasting This presentation will cover how to create low-cost captioning for live webcasts and quick-turn closed captioning for rebroadcasts. Learn how to coordinate live webcast production with a live captioning service for much less cost than having in-house folks spend many hours making transcripts, or correcting automated transcripts, and then creating SMI files to apply to rebroadcasts weeks later. It will also cover how to customize the webcast player with appropriate graphics and links to direct hearing impaired audiences to view the live captioning, and later for CC for VoD.</p> <p><i>Presenter: Thomas Aquilone, Enterprise Technology Programs Manager, Lockheed Martin</i></p>

	<p><i>Moderator: Ran Harnevo, SVP, Video, AOL</i></p>	<p>dominating the market for digital media distribution in Latin America.</p> <p><i>Moderator: Steve Symonds, Managing Director & Partner, Symonds Associates</i></p>	<p><i>Video Consultant</i></p>	
<p>2:45 p.m. – 3:30 p.m.</p>	<p>A104</p> <p>MPEG DASH: Opportunities and Impacts on Adaptive Streaming</p> <p>MPEG DASH provides an open, interoperable standard for adaptive streaming. A panel of experts will discuss its key features, its rate of adoption by various consortia, the challenges for a wide adoption and its impact on adaptive streaming. Possible migration paths from the current proprietary formats to MPEG-DASH for content and service providers will also be discussed.</p> <p><i>Moderator: Iraj Sodagar, Principle Program Manager, Microsoft</i></p>	<p>B104</p> <p>Making a Living on YouTube</p> <p>Long gone are the days of cute kitten videos offering the only hope for "going viral," but is it possible to make a living creating YouTube videos? As the audience grows more savvy and technology more accessible, the quality of content that reaches the millions of views mark needs to be more engaging and of higher production value than ever before. Meet some of the creators who are reaching these milestones consistently, as well as advertisers trying to gain access to these creators' huge audiences.</p> <p><i>Moderator: Jenni Powell, Digital Content Coordinator, Relativity Media</i></p>	<p>C104</p> <p>How To: Comparing & Configuring Live Streaming Encoders</p> <p>If you are interested in creating live streams for desktop & mobile delivery, this is the session for you. We'll walk through how-to demonstrations for multiple live video encoders and appliances at a variety of price points. Come learn the pros and cons of different encoders, their limits, and handy live encoding tricks, all while demoing high-quality multiple-bitrate streams for the desktop and mobile environments.</p> <p><i>Moderator: Dylan Armajani, Live Streaming Specialist, AOL</i></p>	<p>D104</p> <p>How To: Optimizing Video for HTML5 and Flash</p> <p>Flash is dead. Long live HTML5. Or not? There has been a lot of misinformation spread by advocates of both standards and plug-ins. In this session, you will learn how to best encode and deploy your video content so that it will be compliant for "HTML5 video-ready" browsers as well as the Adobe Flash Player. Topics include codec decisions (AVC/H.264 vs. WebM/VP8), licensing, and deployment scenarios (progressive download, adaptive HTTP streaming, and more).</p> <p><i>Presenter: Robert Reinhardt, Creator, videoRx.com</i></p>
<p>3:30 p.m. – 4:00 p.m.</p>	<p>Break</p>			
<p>4:00 p.m. – 5:00 p.m.</p>	<p>A105</p> <p>Internet Television: It's Broken Already</p> <p>From TV Everywhere to the growing number of connected televisions, channel lineups and content are showing up on the screens of our choice. But finding and accessing the content we want has grown more complex, because the new</p>	<p>B105</p> <p>Hulu, Netflix, and YouTube: When Content Aggregators Become Content Creators</p> <p>While video distribution companies beat content creators early on, suddenly leading aggregators including Netflix, Hulu, and Google are evolving into content creators. In this session we explore the</p>	<p>C105</p> <p>How To: Enterprise Video Case Studies</p> <p>This session will present case studies from leading enterprise organizations showcasing their use and deployment of video for live and on-demand applications. Attendees will learn about webcasting workflows, on-demand applications, and ways</p>	<p>D105</p> <p>How To: Device Demos, Battle Of The \$99 Streaming Boxes</p> <p>With so many broadband-enabled devices in the market, trying to determine what each one offers in the way of streaming quality and content inventory can be quite confusing. In this special session, Dan Rayburn will present hands-on demos showcasing the leading \$99</p>

	<p>internet television model doesn't mimic its linear sibling in the living room. And once you find the content, is the quality on par with traditional TV? Does it matter? Further, are these new platforms scalable enough to handle massive amounts of traffic? In this session, we'll talk with companies providing connected television experiences to understand these complexities and how they plan to evolve.</p> <p><i>Moderator: Matt Smith, VP, OTT Strategy & Solutions, Envivio</i></p>	<p>competitive vs. collaborative nature of this new reality and discuss how content creators can best leverage the new appetite of distributors to pay for content. We will also determine how this new dynamic will impact the balance of power between the two parties and highlight which business models will be most successful in the long run.</p> <p><i>Moderator: Ash Karbasfrooshan, CEO, WatchMojo.com</i></p>	<p>enterprise companies are using video to improve communications, increase efficiency, and enhance their businesses.</p> <p><i>Moderator: Patty Perkins, Team Leader, Wells Fargo Creative Services Technology, Wells Fargo</i></p> <p><i>Presenter: George Levar, Video Service Delivery Lead, Accenture</i></p> <p><i>Presenter: Jonathan Lockwood, Multimedia, Webcast Manager, BP</i></p>	<p>streaming devices, including the Apple TV, Roku 2 XS, WD TV Live Plus, Sony SNP-N200, and the newly announced Vizio Stream Player. Attendees will see these devices in action, learn which content platforms they run, and take part in a Q&A session.</p> <p><i>Presenter: Dan Rayburn, Executive Vice President, StreamingMedia.com</i></p>
5:00 p.m. - 6:00 p.m.	Reception in Exhibit Hall			

Wednesday, May 16, 2012

9:00 a.m. - 10:00 a.m.	Welcome & Keynote: <i>TBA</i>			
10:00 a.m. - 10:30 a.m.	Coffee Break			
	Track A - Regent	Track B - Nassau	Track C - Murray Hill	Track C - Gramercy B
10:30 a.m. - 11:30 a.m.	<p>A201 Balancing the Viewer Experience and the Need to Monetize Making business decisions around the usability and the user experience for consuming video is often limited by budget, technical limitations of consumer devices, and business rules around the consumption of media. This presents evolving</p>	<p>B201 Unique Deployment Challenges For Mobile Video In The Enterprise "Help! My CEO wants video on his iPad." Deploying mobile video in the enterprise presents many challenges that are unique to enterprise environments. Major considerations include encoding video for mobile devices, choosing the correct servers, and</p>	<p>C201 Demos: Connected TV Platforms While the adoption of smart TVs is still small, these devices present the best opportunity to completely change the landscape of the connected living room. In this session, Dan Rayburn will demo the latest connected TV platforms from Samsung, Sony, Vizio and others. Attendees will see an overview of what each manufacturer has to offer,</p>	<p>D201 How To: Encoding Video For HTML5 Learn the technological fundamentals behind encoding both H.264 and WebM formats for playback with the HTML5 <video> tag. You'll learn the basics of H.264 and WebM encoding, and how to produce it for HTML5 distribution. In addition, you'll see how the various H.264 and WebM encoding tools compare in regards to</p>

	<p>issues and problems for content owners to meet consumer expectations for a seamless and ubiquitous consumption. We will touch on issues like design and usability, in conjunction with technical features like playback and interface functionality, ad integration, security concerns that may dictate streaming formats/DRM/conditional access rules, inclusion of social media functionality, metrics, and more as we examine the needs of content owners versus the desires of consumers.</p> <p><i>Moderator: Michael Dube, Manager, Systems Integration and Operations, HBO</i></p>	<p>delivering to multiple devices and players—especially now that Flash will no longer be supported on mobile devices. The final challenge we'll discuss is networking, as enterprises need to determine if users are going to access the video over the enterprise Wi-Fi network or the public cellular network.</p> <p><i>Moderator: Andy Howard, Founder & Managing Director, Howard & Associates</i></p>	<p>including the latest content developments on the platform, the killer apps, and hear what the business models look like for content owners streaming video to these devices and how these TV platforms are going to evolve over the coming years.</p> <p><i>Presenter: Dan Rayburn, Executive Vice President, StreamingMedia.com</i></p>	<p>performance, quality, and features.</p> <p><i>Presenter: Jan Ozer, Principal, Doceo Publishing</i></p>
<p>11:45 a.m. – 12:30 p.m.</p>	<p>A202 Down and Dirty: Live Streaming on a Budget In this panel we'll explore the tools and techniques for streaming live on a small budget. This session will discuss the entire webcasting workflow, including how to get the video signal from the site to end user; how to build an audience; when to use multi-bitrate streaming; strategies to consider for reaching mobile devices; and how to leverage social media platforms.</p> <p><i>Moderator: Alden Fertig, Product Manager, Broadcasting, Ustream</i></p>	<p>B202 The Business of TV Everywhere Programmers and service providers have begun to strike deals that are making TV Everywhere a reality. But what business models will be the impetus for more deals that will make even more content available? What will that mean for traditional streaming video providers and the technology companies that support them? Finally, how are the over-the-top players going to fare against competition from the incumbents on this front? This session looks at how the market for TV Everywhere is evolving, the business challenges that need to be overcome to reach maturity, and how to measure success.</p> <p><i>Moderator: Jonathan Weitz, Partner, IBB</i></p>	<p>C202 New Device Demos: Boxee and Vizio As streaming in the living room continues to grow in popularity, new devices continue to roll out to the market. In this session, company executives will demo the new Boxee Live TV dongle, which gives consumers the ability to view over-the-air broadcast TV stations, and the Vizio Streaming Media Player, a new \$99 box that that supports all of today's most popular content and comes bundled with the Google TV platform.</p> <p><i>Moderator: Dan Rayburn, Executive Vice President, StreamingMedia.com</i></p>	<p>D202 How To: Multi-bitrate and Multi-screen Streaming with Flash Media Server 4.5 The latest edition of Flash Media Server supports multi-bitrate streaming over a wider variety of protocols -- not only to Flash Player and AIR, but to iPads and iPhones as well. New features in FMS 4.5 such as server-side HLS transcoding and adaptive bitrate (set-level) manifest support provide more flexibility than ever. In addition to introducing you to new features and best practices, this session will provide you with examples of cross-platform video players that put them into action -- detecting the viewer's bandwidth and operating system and delivering the appropriate format stream, at the optimal bitrate.</p> <p><i>Presenter: Lisa Larson-Kelley, Web Video Consultant</i></p>

12:30 p.m. - 1:45 p.m.	Lunch Break			
1:45 p.m. - 2:45 p.m.	<p>A203</p> <p>How MSOs Can Defend Against Cord Shaving</p> <p>This panel will discuss how MSOs can improve their value to younger audiences (e.g., adapting to technological preferences such as allowing smartphones and tablets to act as remote controls), and how they can make a true stand against cord-shaving by offering video on multiple devices (e.g., TV Everywhere), superior video quality, and enhanced content recommendation and selection guides.</p> <p><i>Moderator: TBD</i></p>	<p>B203</p> <p>Finding, Growing, and Cultivating an Audience Online</p> <p>From lonelygirl15 through the latest YouTube premium content channels, direct feedback and interaction with audiences is one of the ways online storytelling distinguishes itself from other forms of visual storytelling. The ability to engage and create action items for your online audience is a valuable tool that's often underutilized. But where do you find the audience, and how do you keep them coming back again and again? How soon should you begin the audience-building process? How do you keep an audience engaged between seasons? This panel offers real-world success stories and technical and business guidance from some of the most successful audience-builders online entertainment has to offer.</p> <p><i>Moderator: Jenni Powell, Digital Content Coordinator, Relativity Media</i></p>	<p>C203</p> <p>How To: Adaptive Live Streaming to Any Device from a Single Encoder Stream</p> <p>With so many devices and streaming formats, how do you get your audio and video content to your customers? The task becomes even more challenging if you are streaming from a remote location with limited uplink bandwidth. In this session, we'll show you how to take a single stream from an encoder and use tools to convert it on the fly into dynamic adaptive bitrate streaming for delivery to nearly any screen or device. For live streaming, we also demonstrate how to enable DVR controls (pause, forward, rewind, resume to live) and DRM.</p> <p><i>Presenter: Chris Knowlton, VP, Product Management, Wowza Media</i></p>	<p>D203</p> <p>How-To: Building an HTML5 Video Player</p> <p>This live coding session will demonstrate how to develop from scratch your own interface for HTML5 video, including embedding a video using HTML5, building custom controls using the JavaScript API, fallback strategies for older browsers and devices, and fixing known playback bugs on the iPhone and Android. By the end of the session you should feel comfortable adding HTML5 video to your own site.</p> <p><i>Presenter: Steve Heffernan, Creator, VideoJS</i></p>
3:15 p.m. - 4:00 p.m.	<p>A204</p> <p>The Digital Living Room</p> <p>Join experts from all sectors of the digital video world to discuss the ever-changing topic of "The digital living room" and how content producers and creators, service providers, and other video web services will thrive in this new economy.</p>	<p>C204</p> <p>Best Practices For Video Workflow In The Cloud</p> <p>A number of vendors offer cloud based video publishing platforms, the features and functionality—not to mention cost—vary widely. Some vendors focus their solutions on content</p>	<p>D204</p> <p>Reserved</p>	

	<p>What business opportunities lie in the coming surge of Internet connected TVs? What role does mobile video play in the future of the digital living room and streaming content in general? Come hear what technologies and services are poised to be the market's biggest disruptors and how content owners, producers and distributors can capitalize on them.</p> <p><i>Moderator: TBD</i></p>	<p>management and monetization, while others are geared towards enabling syndication and interactive advertising campaigns. This session will lay the groundwork for content owners to better understand which type of cloud based publishing platform is best, what benefits the cloud provides to their business and ways to streamline their video workflow.</p> <p><i>Moderator: TBD</i></p>	
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