

Tuesday May 11, 2010

<p>9:00 a.m. - 10:00 a.m.</p>	<p>Welcome & Keynote:</p>		
<p>10:00 a.m.- 10:30 a.m.</p>	<p>Coffee Break - Visit the Exhibit Hall</p>		
	<p>Track A - Nassau</p>	<p>Track B – Murray Hill</p>	<p>Track C - Gramercy</p>
<p>10:30 a.m. - 11:30 a.m.</p>	<p>A101 Streaming Production: Improving Your Video Quality You've got the video production basics down pat, but you're still concerned that somehow your streaming quality just doesn't measure up. From camera selection to choosing an encoding tool and encoding parameters, streaming consultant Jan Ozer details the most common production pitfalls that unnecessarily degrade streaming quality. Come learn at least three or four ways to make your video look better.</p>	<p>B101 Inside The Cross Platform Olympics Experience Hear a panel of NBC Universal executives and industry experts discuss the execution of the network's cross-platform Olympic strategy. What were the final audience numbers across devices for the Winter 2010 games? What worked and what didn't? Who were the technology partners that helped make it all happen? How did sponsors assess the cross-platform experience? Bring your questions and enjoy a lively conversation around one of the largest cross-platform initiatives of 2010.</p>	<p>C101 Video Commerce: The Quiet Revolution In Online Video While the rest of the online video world was paying attention to ad formats, the death of pre-roll, YouTube's ineffectiveness, and video content monetization, a quiet revolution was brewing in the commerce industry. Using video as a tool to help generate sales enhances conversion rates and redefines the way we shop for and interact with products over the Internet. This panel will explore why video is the next logical step in redefining the way we buy products and services online and showcase what the future holds for the online consumer shopping experience.</p>
<p>11:45 a.m. - 12:30 p.m.</p>	<p>A102 How Streaming Video is Changing The Television Landscape Streaming sites like Hulu, CBS, ABC, and others have proven that savvy audiences are turning to their computers for entertainment, and in a way that's profitable. How are traditional and cutting-edge companies capitalizing on this trend? In addition to providing the content, how are they taking advantage of this "connected" platform as they deliver content? And finally, how might online video based subscription offerings affect cable companies to this new content source?</p>	<p>B102 Cost Savings from Enterprise Streaming How will the economic downturn impact streaming adoption in the corporate sector? Years of conclusive statistics show that streaming can offset travel costs, outsourced services and production costs, and the opportunity costs of removing employees from the office for meetings. This session will feature firsthand examples from Fortune 500 organizations of how corporations save money by using streaming to support core communications, training, and educational programs.</p>	<p>C102 Successful Content Syndication and Aggregation Strategies This panel will discuss the new ways content owners and site developers are aggregating content and distributing it on the web. See examples of ways to develop niche vertical sites without significantly expanding staffing, and discuss how to reach audiences on social networking sites like Facebook. Learn about some of the new emerging platforms for niche video distribution and best practices for increasing your chances of making money with your content.</p>

<p>12:30 p.m. - 1:45 p.m.</p>	<p>Lunch Break - Visit the Exhibit Hall</p>		
<p>1:45 p.m. - 2:30 p.m.</p>	<p>A103 Making Effective Online Video for Training and eLearning The tools for making video are becoming increasingly accessible and easy to use. But when it comes to providing quality education, simply making video is not enough. To be truly useful, video must not detract from the content, and ideally should enhance it. In this panel experts in the field will discuss methods and tips for producing programs that make the most of online video's advantages in order to create a better learning experience.</p>	<p>B103 Understanding Adaptive Bitrate Technology And HTTP Video Delivery Adaptive bitrate encoding methods are gaining traction in the industry as Apple, Adobe and Microsoft have all recently started offering new ways to encode and deliver video, including via HTTP. But what does that mean for the average content owner who is trying to figure out the best way to improve the viewing experience? In this session, you'll hear directly from some of the platform providers and content owners themselves to see how this technology is impacting their content offerings and plans. We'll also get their guidance on best practices, cost and overhead considerations, and real impact to their users - and the bottom line.</p>	<p>C103 Web Video Journalism: Future Or Fantasy? News organizations want the additional ad revenue from video but often find they can't create high enough quality to keep advertisers happy, and outlets including the Washington Post, Newsweek and others have been forced to cut back on their staff of video journalists. So how does a news organization create a niche and build an audience with limited resources? Come hear from these news outlets on how they're using video now and how they plan to use it in the future.</p>
<p>2:45 p.m. - 3:30 p.m.</p>	<p>A104 P2P On The Flash Platform With RTMFP Hear an introduction to peer-to-peer (P2P) communication and the Real Time Media Flow Protocol (RTMFP), and how they are used to create real-time social media applications that leverage the Adobe Flash Platform. Learn how to leverage RTMFP built in to Flash Player 10.1 to create social and educational applications including real-time video, voice, and data flow that increase participation times while dramatically reducing the costs of delivery.</p>	<p>B104 The Impact Of Broadband-Enabled TVs, Gaming Consoles And Devices With the number of new broadband-enabled TVs and Blu-ray players expected to be sold, along with devices such as the Xbox, Roku, TiVo, and PS3, consumers now have many ways to get their video fix. So what are the new business models that will be created from these new devices? What hurdles need to be overcome so that content can be monetized for multiple platforms? Explore with this panel the role of current consumer entertainment devices in this new convergent world and how these devices will play together to offer a superior video experience.</p>	<p>C104 CDN Pricing: The Going Rate For Video Delivery With more CDN players in the market than ever before, trying to figure out what you should pay for delivering video can still be quite complex. This presentation will offer real pricing numbers from large, global content delivery networks and show you the average going rate when you outsource delivery to a third party. The session will also cover some of the variables that determine the final price, how you can accurately compare the delivery services of one CDN to another, and give you a list of providers in the market today.</p>

3:30 p.m. - 4:00 p.m.	Break – Visit The Exhibit Hall		
4:00 p.m. – 5:00 p.m.	A105 Will HTML5 Video Become The New Web Standard? As video becomes increasingly important on the web, content providers, browser developers, and end users can no longer afford to have the primary video delivery mechanisms locked up in standards that cannot be adapted to new environments. This is especially true for emerging trends such as mobile video and cross-device video technologies. HTML5 Video might be the answer, and we'll discuss what it is, the challenges it's facing, and how it affects other formats such as Flash and Silverlight, as well as how leading platforms and web giants such as Google, Mozilla, and Apple are supporting it.	B105 Media Framework: Video Publishing Platforms A number of vendors offer video publishing platforms, the features and functionality—not to mention cost—vary widely. Some vendors focus their solutions on content management and monetization, while others are geared towards enabling syndication and interactive advertising campaigns. Adding to the confusion is the fact that different platform vendors have different metrics for billing, and costs rise as content owners become more successful. This session will lay the groundwork for content owners to better understand what type of publishing platform they need and what they should expect to pay for managing content.	C105 Advertising Spending: From Trickle to Torrent The annual \$1B U.S. online video ad spend represents 1/60 of the overall U.S. TV ad spend, yet online video represents 1/7 of U.S. audience viewing time, a number that will likely grow to 1/5 over the next few years. What will it take for online video advertising to become a truly effective medium, with spending that reflects viewing times? From these world-class practitioners' points of view, hear what's right, what's wrong, and what will need to change if the industry hopes to make its 5-year forward growth projections.
5:00 p.m. - 6:00 p.m.	Reception in Exhibit Hall		

Wednesday, May 12, 2010

9:00 a.m. – 10:00 a.m.	Welcome & Keynote:		
10:00 a.m.- 10:30 a.m.	Break - Visit the Exhibit Hall		
	Track A - Nassau	Track B – Murray Hill	Track C - Gramercy
10:30 a.m. – 11:30	A201 Cutting The Cord On TV: Will Online Video Lead To Cable's Demise?	B201 Video Search: Finding Content In A Thousand-Channel Universe	C201 Making Effective Online Video for Education

a.m.	From Hulu to Netflix, streaming video is having a powerful impact on the traditional television industry. But are consumers really cutting the cord and bypassing cable operators in favor of online video? With the broadcast networks facing some of the same threats as the newspaper industry, will services like TV Everywhere and over-the-top (OTT) content be the industry's savior? These topics and more will be addressed by this panel of content heavyweights.	With the arrival of "video everywhere" and increasing online video viewership, what role does search need to play to make it easier for consumers to find what they want to watch? Indexing and chapterizing video to make it easily searchable can make the content much more valuable and effective, but that alone won't increase consumption. With the recent upgrades of searchable video services by major social networks and the deals made with big media properties to index streaming and downloadable entertainment, video searching is quickly becoming crucial to today's content economy. Learn how some of today's search services work and what's being developed to make them even better.	The tools for making video are becoming increasingly accessible and easy to use. But when it comes to providing quality education, simply making video is not enough. To be truly useful, video must not detract from the content, and ideally should enhance it. In this panel experts in the field will discuss methods and tips for producing programs that make the most of online video's advantages in order to create a better learning experience.
11:45 a.m. – 12:30 p.m.	A202 Using HD Video For Better Engagement How does HD video enhance the total interactive viewing experience? Learn from this panel of content creators how it changes the landscape by improving the efficiency, effectiveness, and ROI of online content delivery. See examples of how the HD video experience has created the "stickiness" necessary for longer engagement times and better user retention. Listen to real success stories and hear how HD has turned these top sites into a real online business.	B202 Going Mobile: Is Portable Media Finally Here? With the latest iPad, iPhones, Blackberry's and Palm Pre's focusing on video applications, is portable streaming finally getting ready for prime time? How is the streaming industry developing and repurposing content for mobile streaming and what will the business models look like? What will drive the adoption of mobile internet usage, and what are consumers willing to pay? Come hear what opportunities exist today for content owners and operators, as well as how the business of mobile video will change in the future.	C202 Using Microsoft Silverlight to Captivate, Engage and Monetize Viewers Microsoft Silverlight enables high engaging experiences for media delivery. This session will cover new Silverlight frameworks and tools that enable you to easily create players, integrate with data streams and third party providers, and manage video assets in a production environment. We'll also be showcasing two brand new as yet unannounced frameworks that enable new immersive experiences not previously seen for online media.
12:30 p.m. - 1:45 p.m.	Lunch Break - Visit the Exhibit Hall		
1:45 p.m. - 2:45 p.m.	A203 Tools And Best Practices For Enterprise Streaming Media	B203 Automation And Workflow Solutions For Transcoding Your Video Content While video consumption and distribution	C203 Monetization And Video Advertising Formats For all the buzz about online video

<p>1:45 p.m. - 2:45 p.m.</p>	<p>A203 Tools And Best Practices For Enterprise Streaming Media This session will bring together four frontline streaming media professionals to discuss their favorite toolsets and techniques for producing enterprise communications and training content. The emphasis will be on in-house production with "off-the-shelf" tools and apps, rather than turnkey or outsourced solutions. What works and what should be avoided? What is the best way to maximize your budget? How can you leverage existing infrastructure already inside your organization?</p>	<p>B203 Automation And Workflow Solutions For Transcoding Your Video Content While video consumption and distribution has grown exponentially in the past few years, converting and preparing this content for the digital realm was largely a 'black art' until recently, when several enterprise-grade solutions came onto the market. In this session, we'll identify those solutions, talk to some organizations that are utilizing them, and discuss cost and benefit to enterprises large and small. From high definition to mobile, this session will talk through the hardware, software, experience and cost associated with owning and operating these new sophisticated systems.</p>	<p>C203 Monetization And Video Advertising Formats For all the buzz about online video advertising, most content owners have yet to be able to turn their online video from cost center to profit center. Still, strong signals suggest that video monetization is around the corner, provided content owners don't pull back in today's tight economy. What will it take to reach that tipping point, and what direct cost and revenue impact will it have on content owners? With all the different ads formats on the web today, which ones have the greatest ability to help content owners monetize content and why?</p>
<p>2:45 p.m. - 3:15 p.m.</p>	<p>Break – Visit The Exhibit Hall</p>		
<p>3:15 p.m. - 4:15 p.m.</p>	<p>A204 How Old Media Is Embracing Online Video and New Media This session will discuss how converging media technologies are redefining traditional distribution methods; how interactive and on-demand services are changing; and how entertainment and news video is being consumed. Come hear from some of the leading publishers, broadcasters, and advertisers about the impact that video and new media is having upon their business models.</p>		