

*advance program*



**May 6-8, 2003**

**New York Hilton and Towers | New York City**

**The Focused Digital Media Technology Event**  
for the Enterprise, Government, and Finance Industries

*...now organized by **Information Today, Inc.***

***it's a whole new show***

[www.streamingmedia.com/NY](http://www.streamingmedia.com/NY)

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





## Who Should Attend:

### Executive Management & Decision Makers

- ~ Fortune 1000 Company "C" Level Executives
- ~ Corporate Communications Executives
- ~ Entertainment, Media, & Sports Executives
- ~ Government Officials
- ~ Leaders in Education, Distance Learning, & Training
- ~ Sales, Marketing, & HR Professionals
- ~ Online Retailers & E-Commerce Professionals
- ~ Healthcare Technology Professionals
- ~ Legal Professionals

### Creative Professionals

- ~ TV, Radio, & Cable Broadcasters
- ~ Entertainment, Media, & Sports Executives
- ~ Advertising & Marketing Professionals
- ~ Major & Independent Filmmakers
- ~ Online Gaming Developers
- ~ Content Creators, Owners, Producers, & Developers
- ~ Content Aggregators & Syndicators
- ~ Recording Artists & Musicians

### Industry

#### Professionals

- ~ Cable & Satellite Companies
- ~ ISP, CDN, & Broadband Providers
- ~ Wireless Industry Professionals
- ~ Consumer Electronics Manufacturers
- ~ VARs & VADs
- ~ Streaming Media Industry Experts

#### Technology Professionals

- ~ Chief Technology Officers
- ~ IT, IS, & Network Managers
- ~ Programmers & Developers
- ~ Encoders
- ~ Webmasters
- ~ Content Technicians

#### Analysts, Investment & Financial Executives

## Streaming Media NY – It's a Whole New Show!

When attendees and exhibitors of the previous Streaming Media Inc. shows were asked what they'd like to see more of in 2003, their requests were consistent. They wanted deeper and more wide-ranging info in the areas of the enterprise, financial, and government sectors. They wanted a show that provided flexible options with exhibition space and a more suitable setting for attendees. Streaming Media NY is a targeted, focused show that crosses the wide range of applications built on this technology and the solutions being implemented. We listened.

In 2003, we are providing a very focused environment, enabling attendees and exhibitors to get more hands on with the technology. Streaming Media NY provides a valuable opportunity for attendees to meet face to face with business leaders and decision makers who are evaluating and implementing streaming and digital media technologies in order to improve corporate communications, enable distance learning and extend media distribution capabilities. This will enable attendees to broaden their skill sets while clarifying their buying options and making themselves more valuable in the marketplace in the process. The event features cutting-edge exhibitors and an intensive, four-day conference program with industry leading keynotes and the brightest minds in the business, making Streaming Media NY a whole new show.

## Comprehensive Conference Program

### Cutting-edge Exhibition

To complement the world-class conference programming, Streaming Media NY offers attendees an opportunity to examine firsthand the leading solutions and services in the field. Registration for the exhibition is included with all Streaming Media NY registrations.

#### Exhibition hours:

- Tuesday, May 6th | 10:00 a.m. - 6:00 p.m.
- Wednesday, May 7th | 10:00 a.m. - 6:00 p.m.
- Thursday, May 8th | 10:00 a.m. - 3:00 p.m.

### The Streaming Media NY Conference

is the premier learning, networking, and problem-solving event for anyone who is planning to integrate streaming and digital media into their enterprise, marketing, or broadcasting objectives and those within the industry looking to develop a sustainable ROI. The program gives delegates direct access to, and interaction with, leading business and industry speakers offering practical solutions, strategies, and advice.



## Monday, May 5

1:00 p.m. - 5:00 p.m. **BEGINNER'S TECHNICAL WORKSHOP** | **STEVE MACK, Author of *The Streaming Media Bible*** | Sponsored by 4D Media Group (Free to registered full-conference attendees)

## Tuesday, May 6

9:00 a.m. - 9:45 a.m. **WELCOME & KEYNOTE** | **Streaming Media in Healthcare: Saving Costs, Saving Lives** | **HENRY SOCH, Vice President, Healthcare Systems, Philips Medical Systems North America**

9:45 a.m. - 10:15 a.m. **COFFEE BREAK — Visit the Exhibit Hall**

Track A — Technical	Track B — Business	Track C — Beginner's
10:15 a.m. - 11:15 a.m. <b>A101:</b> Content Delivery Networks: Assessing Their Value for Rich Media Delivery	<b>B101:</b> Utilizing Streaming Media as a Global Communication Tool in the Financial Industry	<b>C101:</b> Streaming Media: What Is It, How Does It Work, & How Can It Help Move My Business Forward?
11:30 a.m. - 12:30 p.m. <b>A102:</b> Storage Solutions: How to Choose the Right SAN or NAS for Your Media	<b>B102:</b> The Future of Wireless Streaming	<b>C102:</b> Streaming Formats: What You Need to Know to Select the Right Format for Your Media
12:30 p.m. - 1:30 p.m. <b>LUNCH BREAK — Visit the Exhibit Hall</b>		
1:30 p.m. - 2:15 p.m. <b>KEYNOTE</b>   <b>Preparing for the Digital Tsunami</b>   <b>RIMAS BUINEVICIUS, CEO, Sonic Foundry</b>		
2:30 p.m. - 3:30 p.m. <b>A103:</b> Deploying DRM: From the Enterprise to Entertainment	<b>B103:</b> Online Entertainment: Using Streaming to Market Effectively	<b>C103:</b> Introduction to Shooting Digital Video for Streaming
3:45 p.m. - 4:45 p.m. <b>A104:</b> JP Morgan/Chase: Creating a Working Production Environment in the Enterprise (Case Study)	<b>B104:</b> Strategic M&A: A Dynamic Business Growth <i>Sponsored by Silverwood Partners</i>	<b>C104:</b> Understanding the Basics of Encoding: Tips, Tricks, & Techniques for Video Compression
5:00 p.m. - 6:00 p.m. <b>WELCOME RECEPTION in the Exhibit Hall</b>		

## Wednesday, May 7

9:00 a.m. - 9:45 a.m. **KEYNOTE** | **Streaming Media and Citizen-Centered E-Government** | **SCOTT GLASSER, Webmaster, NASA Headquarters**

9:45 a.m. - 10:15 a.m. **COFFEE BREAK — Visit the Exhibit Hall**

Track A — Technical	Track B — Business
10:15 a.m. - 11:15 a.m. <b>A201:</b> Media Asset Management	<b>B201:</b> The Importance of Tracking, Measuring, & Reporting Streaming Media Usage/Viewers
11:30 a.m. - 12:30 p.m. <b>A202:</b> Live Webcasting: Streaming Technology from Start to Finish—Selecting the Right Software and Hardware	<b>B202:</b> Streaming Strategies for Educators
12:30 p.m. - 1:30 p.m. <b>LUNCH BREAK — Visit the Exhibit Hall</b>	
1:30 p.m. - 2:15 p.m. <b>KEYNOTE</b>   <b>Streaming Media in the Financial Services Industry</b>   <b>ROGER DEAN, Senior Vice President &amp; Director of Global Multimedia, Lehman Brothers</b>	
2:30 p.m. - 3:30 p.m. <b>A203:</b> The Future of MPEG-4: What Is Needed to Make It the Dominant Format? <i>Sponsored by MAiF.org</i>	<b>B203:</b> How Lexus Leverages Streaming Media to Enhance Its Brand & Align It More Closely with Its Customers (Case Study)
3:45 p.m. - 4:45 p.m. <b>A204:</b> Understanding Your Virtual Meeting Options: Integrating Live Media Communications in the Enterprise, from Conferencing to Webcasting	<b>B204:</b> Legal Issues: The Latest Update from the DMCA & CARP Fronts
5:00 p.m. - 6:00 p.m. <b>A205:</b> Business Considerations for Deploying & Optimizing an Internal Corporate Streaming Network	<b>B205:</b> Successful Deployments of Streaming Media Technology in the Government Sector

## Thursday, May 8

9:45 a.m. - 10:15 a.m. **COFFEE BREAK — Visit the Exhibit Hall**

Track A — Technical	Track B — Business
10:15 a.m. - 11:15 a.m. <b>A301:</b> What You Need to Know to Select the Right Service Provider	<b>B301:</b> Industry Growth: What Are the Restrictors Keeping Streaming from Being Implemented at a Faster Rate?
11:30 a.m. - 12:30 p.m. <b>A302:</b> Internet Radio: Streaming Strategies for Radio Broadcasters	<b>B302:</b> Streaming in the Living Room: Emerging Broadband/Cable Streaming Services
12:30 p.m. - 1:30 p.m. <b>LUNCH BREAK — Visit the Exhibit Hall</b>	
1:30 p.m. - 2:30 p.m. <b>A303:</b> Interactive Applications: Solutions for Adding Interactive Features Including PPT, Managed Messaging, Chat, & Polling	<b>B303:</b> How to Market Your Webcasts for Success: Understanding Your End Users' Expectations
2:45 p.m. - 3:45 p.m. <b>A304:</b> Using Streaming Tools to Maximize the Effectiveness of Your Marketing Initiatives & Product Launches	<b>B304:</b> Building & Integrating In-Stream & Streaming-Related Advertising Solutions for Maximum Return on Content Offerings

### Streaming Media Beginner's Technical Workshop

- MONDAY, MAY 5, 1:00 p.m. - 5:00 p.m.
- Instructor: Steve Mack, Author of *The Streaming Media Bible*

If you need to learn about using audio and video on the Internet, the **Streaming Media Beginner's Technical Workshop** is the place to be. This workshop covers all facets of the streaming media process, getting you up to speed on content production, encoding, serving, and live broadcasts. Taught by Steve Mack, author of *The Streaming Media Bible*, this hands-on class takes you through the entire streaming media process, from creation to distribution. In this jargon-busting workshop, you will also hear clear explanations of the strategic opportunities and practical issues to be aware of when deploying streaming applications.



TOPICS THAT WILL BE COVERED INCLUDE:

- What are streaming video and audio?
- Introduction to codecs and architectures
- What is the difference between live and on-demand streaming?
- How do streaming technologies actually work, from the lens to your PC screen?
- What quality-of-service and bandwidth issues do you need to understand?
- What hardware and software do you need for streaming media?
- Basics of audio and video recording and pre-production for streaming delivery
- Adding interactivity to your Web site
- Encoding, hosting, and serving your content

The Beginner's Technical Workshop is perfect for attendees who want to gain a better understanding of the technical implications and requirements for developing and delivering streaming media.



**Steve Mack** has spent the last eight years at the forefront of the streaming media industry. He is a partner at LUX Media, a firm specializing in all areas of streaming media, including large-scale live-event production, A/V production, authoring, encoding, hardware and software implementation, training, original music composition, and script writing. An accomplished author, Steve wrote *The Streaming Media Bible for Hungry Minds*

(published spring 2002) and wrote an article for the 1999 Wiley & Sons *Encyclopedia of Electrical and Electronics Engineering* entitled "Broadcasting on the Internet." He writes a monthly column in *Streaming Magazine* and regularly contributes to various Web publications.

*This workshop is included with a full-conference registration; \$99 (\$129) when sold separately.*

### Sponsored Sessions Include:

#### A203: The Future of MPEG-4: What Is Needed to Make It the Dominant Format?

MPEG-4 has begun to gain some serious traction in the streaming industry. The choice of streaming media formats has implications all along the chain: content producer, content owner, encoding service, streaming servers/SDN, portal/Web design, viewer. In this panel we will explore some of the arguments for and against adoption of encoding standards from various viewpoints in an attempt to gain a better appreciation of the often conflicting interests of companies all along the chain. Panelists will be invited to share their predictions of how streaming media technology will evolve in the years ahead, particularly regarding the fate of the steps needed to make MPEG-4 the dominant format.



#### B104: Strategic M&A: A Dynamic Business Growth

Whether viewed from the perspective of buyer or seller, a successful M&A transaction represents a powerful opportunity that may range from tactical growth to business transformation. The same principles are required for success in acquisitions or corporate sales and divestitures: clarity of purpose, thorough planning, and expert execution. The session will address the current M&A environment in the streaming media industry and M&A strategy formulation and implementation from the perspectives of both buyer and seller.



### Media Sponsor:



Register now!

**VARIOUS REGISTRATION OPTIONS ARE AVAILABLE.**  
See back page for details or call (800) 300-9868 for more information or to register.



## Tuesday Morning Keynote

### Streaming Media in Healthcare: Saving Costs, Saving Lives



**Henry Soch** | Vice President, Healthcare Systems, Philips Medical Systems North America

The entire knowledge base in healthcare is refreshed every six to seven years. Access to the most current knowledge is critical in the delivery of quality care. Increased patient demand, staffing shortages, and emergency-preparedness planning are among the most pressing concerns of providers today. Rapid distribution of time-critical information often means the difference between success and failure in care delivery. This keynote will outline the use of streaming media in healthcare and highlight examples in training, new procedure demonstrations, and emergency-preparedness activities. Join us for a fast-paced look at the use of streaming media in an industry that touches all our lives.



**Henry J. Soch** has a unique blend of strategic and tactical marketing skills, coupled with a strong background in education, and speaks frequently on leveraging technology across the healthcare enterprise. He serves as president of the Institute for Research on Internet Use in Healthcare, a nonprofit organization dedicated to researching and identifying best practices in the application of Internet technologies to benefit healthcare professionals and consumers.

## Wednesday Morning Keynote

### Streaming Media and Citizen-Centered E-Government



**Scott Glasser** | Webmaster, NASA Headquarters

The end of 2002 saw the signing of the E-Government Act of 2002 calling on federal agencies to use "Internet-based information technology to enhance citizen access to government information and services."

Streaming media holds tremendous potential for on-demand and live, interactive communication between citizens and their government. Along with this great potential comes challenges unique to the public sector. This keynote will highlight success stories and struggles in implementing streaming media at NASA Headquarters.

**Scott Glasser** has been in the business of Internet and multimedia software development since the early '90s. Before working for the federal government, Scott worked in the private sector supporting clients ranging from the NASD, GM, and GE Lighting to the Rock & Roll Hall of Fame. Scott currently works for NASA as the Headquarters Webmaster, establishing Web policy. He also co-chairs the Agency Webmasters Working Group and is involved in several initiatives using XML, Webcasting, CD and DVD development, as well as serving as the Agency co-coordinator for Section 508.

## Tuesday Afternoon Keynote

### Preparing for the Digital Tsunami



**Rimas P. Buinevicius** | CEO, Sonic Foundry

Corporations and government and education institutions are now seeing the value of rich media as a powerful communication tool. As the mainstreaming of Web conferences, multimedia presentations, and collaborative events continues, the enterprise will have more digital assets than ever before. Existing trends toward digitizing our lives are having important ramifications on the next expected technology wave. Real-world examples in this keynote will demonstrate how the inflection point in this sort of phenomenon is the most uncertain period of time for growth.

**Rimas Buinevicius** is chief executive officer and chairman of the board of Sonic Foundry and is a well-recognized figure in the rich media industry. Buinevicius joined the Sonic Foundry in 1994 as general manager and director of marketing. He has an MBA from the University of Chicago, a master's in Electrical Engineering from the University of Wisconsin, Madison, and a bachelor's in Electrical Engineering from the Illinois Institute of Technology. He is a recipient of Ernst and Young's Entrepreneur of the Year award.

## Wednesday Afternoon Keynote

### Streaming Media in the Financial Services Industry



**Roger Dean** | Senior Vice President and Director of Global Multimedia, Lehman Brothers

The financial industry's early use of streaming media was for roadshow materials, but now it is beginning to apply the technology to more sophisticated indexed content for internal and external use. In his keynote, Roger Dean will discuss the evolving use of streaming in the financial industry, and he will also look at its relative costs compared to other forms of content distribution, as well as staff requirements, departmental organization, and the relationship with internal IT departments. Finally, Dean will take a brief look at the boom days of 1999 and 2000 for clues as to how streaming development might take off when the economic situation improves.

**Roger Dean** is senior vice president and director of Global Multimedia for Lehman Brothers, where he oversees the production and delivery of rich media. Prior to joining Lehman Brothers, Dean was vice president and director of multimedia at Morgan Stanley Dean Witter and was responsible for the growth and development of the department, aligning innovative streaming products from both internal and external sources into the daily workflow of the firm on a global basis. In 1997, Dean was a founding board member of the International Webcasting Association, and is now the president.

# General Information

## Location

Streaming Media NY will be held at the New York Hilton and Towers, located in the heart of New York City at 1335 Avenue of the Americas. All official conference and exhibit activities will be held at this hotel.

## Travel and Hotel Information

Conference delegates are responsible for their own travel arrangements and hotel accommodations. Expo Travel Services, Inc. has been designated the official housing bureau and travel agency for **Streaming Media NY**. Reduced guest room rates at the New York Hilton (\$232 for a single room and \$259 for a double) have been arranged for **Streaming Media NY** attendees. Rooms and/or room rates may not be available after April 12, 2003. For all hotel reservations, please call Expo Travel Services at (201) 444-0060, or toll free (in the U.S.) (800) 829-2281. If you prefer to fax your travel plans, the fax number is (201) 444-0062.

NOTE: The sponsors and management of Streaming Media NY reserve the right to make necessary changes in this program. Every effort will be made to keep presentations and speakers as represented. However, unforeseen circumstances may result in substitution of a presentation topic and/or speaker. Information Today, Inc. assumes no liability for the acts of their suppliers, nor for the safety of any Streaming Media NY participant while in transit to or from this event. The total liability during the precise hours of the meeting will be limited to a refund of the delegate fee.

**Register by April 18, 2003 and Save Up to \$100**

## Registration Desk Hours

**Monday, May 5**  
8:00 a.m. – 6:00 p.m.

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

**Wednesday, May 7**  
8:00 a.m. – 6:00 p.m.

**Thursday, May 8**  
8:00 a.m. – 3:00 p.m.

## Exhibit Hours

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

**Wednesday, May 7**  
10:00 a.m. – 6:00 p.m.

**Thursday, May 8**  
10:00 a.m. – 3:00 p.m.

## Cancellations

Cancellations will be accepted if received in writing no later than April 18, 2003. Full refunds minus a \$50 processing fee will be issued. No refunds will be given after this date.

**Fax, phone, mail or e-mail your registration to:**



**Information Today, Inc.**  
143 Old Marlton Pike  
Medford, NJ 08055-8750  
**Phone:** (800) 300-9868; (609) 654-6266  
**Fax:** (609) 654-4309  
**E-mail:** [custserv@infotoday.com](mailto:custserv@infotoday.com)  
**Web site:** [www.infotoday.com](http://www.infotoday.com)

**For more information on exhibiting or sponsorships, contact:**

**Kerry Lange**  
[kerry@streamingmedia.com](mailto:kerry@streamingmedia.com)  
**Phone and Fax:** (415) 821-1003  
**Cell Phone:** (415) 596-5976  
612 1/2 San Bruno Avenue  
San Francisco, CA 94107

**For speaking opportunities contact:**

**Dan Rayburn**  
[mail@danrayburn.com](mailto:mail@danrayburn.com)  
**Cell Phone:** (917) 523-4562  
**Page:** (800) 319-4756  
18 Blossom Terrace  
Larchmont, NY 10538

**All conference registrations include:**

- Participation in conference
- Admission to the exhibit hall
- Conference packet
- Morning and afternoon coffee breaks
- Welcome reception

Register on the Web at  
[www.streamingmedia.com/NY](http://www.streamingmedia.com/NY)

## Full 3-Day Conference

**Full 3-day, May 6-8**  
*(registration includes admission to the pre-conference workshop)*

*I select the following day only:*

**Tuesday, May 6**

**Wednesday, May 7**

**Thursday, May 8**

	BY APRIL 18	AFTER APRIL 18
<input type="checkbox"/> Full 3-day, May 6-8	\$495	\$595
<input type="checkbox"/> Tuesday, May 6	\$295	\$345
<input type="checkbox"/> Wednesday, May 7	\$295	\$345
<input type="checkbox"/> Thursday, May 8	\$295	\$345
<b>TOTAL</b>		

## Pre-Conference Workshop

*(included with Full Conference registration)*

**Monday, May 5**

\$ 99

\$129

## Exhibits Only (free exhibit admission included with all registrations)

**May 6-8**

Free

\$ 25

**Note:** All prices are per person. Faculty and schedules are subject to change; registrants should visit the Web site at [www.streamingmedia.com/NY](http://www.streamingmedia.com/NY) to view specific schedules.

## 4 Easy Ways to Register

**1 Go to:** [www.streamingmedia.com/NY](http://www.streamingmedia.com/NY)  
When registering on the Web site, please refer to your priority code above your name on your mailing address.

**2 Phone:**  
(800) 300-9868 or (609) 654-6266

**3 Fax your registration form with credit card # to:**  
(609) 654-4309, Att: Registrar.

**4 Mail your registration form with payment to:**  
Registrar, Information Today, Inc.,  
143 Old Marlton Pike, Medford, NJ 08055

**Confirmation:** All registrants will receive confirmation of their registration by mail. Registration packets may be picked up at the Registration Desk beginning at 8:00 a.m. on the Pre-Conference Day.

**Cancellations** received prior to April 18th will receive a full refund minus a \$50 processing fee for that event. There will be no refunds for cancellations made after April 18th.

PAYMENT ENCLOSED. Make checks payable to Information Today, Inc.

CHARGE TO:  MasterCard  VISA  AMEX

CREDIT CARD # \_\_\_\_\_ EXP. DATE \_\_\_\_\_

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City \_\_\_\_\_ State/Province \_\_\_\_\_

ZIP \_\_\_\_\_ Country \_\_\_\_\_

Phone ( \_\_\_\_\_ ) \_\_\_\_\_ Fax ( \_\_\_\_\_ ) \_\_\_\_\_

E-mail \_\_\_\_\_

Signature \_\_\_\_\_

### Which best describes your current job responsibilities? *(select one)*

- Senior Business/Finance Executive
- Senior or Chief Knowledge Officer
- Senior Information/Communications Executive
- Information, Communications Technology, Systems Management
- Intranet/Extranet Management
- Sales or Marketing Management
- Web Content Design/Development
- Knowledge or Content Management
- Customer Relationship Management
- E-Commerce or E-Business Management
- Research & Development /Engineering
- Project/Product Management
- Human Resources Management
- Records, Library, Archives Management
- Senior Business/Professional Staff
- Other \_\_\_\_\_

### What is your primary business or industry? *(select one)*

- Education
- Finance
- General Business/Corporate
- Government
- Legal
- Media/ Entertainment
- Radio Broadcast
- Streaming
- Other \_\_\_\_\_

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