

Monday, May 19

Seminars are priced separately.

9:00 a.m. – 12:00 p.m.

SM1: Using Adobe Media Server to Deliver Live and On-Demand Video

SM2: Comparing and Using Online Video Codecs

1:30 p.m. – 4:30 p.m.

SM3: Deploying On-Demand and Live Media Experiences with Microsoft Silverlight

SM4: Planning, Building, and Launching a Successful Podcast

Tuesday, May 20

9:00 a.m. – 10:00 a.m.

WELCOME & KEYNOTE | Mercury Ballroom, 3rd Floor | **Q&A** | **George Kliavkoff, NBC Universal**

10:00 a.m. – 10:30 a.m.

COFFEE BREAK — In the Exhibit Hall *Sponsored by* 

TRACK A | Murray Hill |

TRACK B | Nassau |

TRACK C | Morgan |

10:30 a.m. – 11:30 a.m.

A101: Effective Advertising Models for Short-Form Video Marketing

B101: Best Practices in Enterprise Streaming for Communications

C101: The H.264 Convergence

11:45 a.m. – 12:30 p.m.

A102: Monetizing and Aggregating Niche Video Content

B102: CDN Pricing: The Going Rate for Video Delivery

C102: Focus Group: Young People's Attitudes Toward Online Video

12:30 p.m. – 1:45 p.m.

LUNCH BREAK — Visit the Exhibits

B103: Will P2P Become a Legitimate Means of Delivering Video?

C103: How TiVo, Xbox, and iPhone's Are Changing Content Consumption

1:45 p.m. – 2:30 p.m.

A103: Creating and Promoting Amateur and Viral Videos

B104: Codec Comparison: VP6, H.264, and Windows Media

C104: Live Broadcasting Over Mobile and Wi-Fi Networks

2:45 p.m. – 3:30 p.m.

A104: How Old Media Is Embracing Online Video and New Media

3:30 p.m. – 4:00 p.m.

COFFEE BREAK — In the Exhibit Hall *Sponsored by* 




B105: Mergers and Acquisitions: Wall Street's View

C105: User-Generated Video in Education

4:00 p.m. – 5:00 p.m.

A105: Adobe Media Player: Creating, Delivering, & Monetizing Video

5:00 p.m. – 6:00 p.m.

NETWORKING RECEPTION in the Exhibit Hall *Sponsored by*    

Wednesday, May 21

9:00 a.m. – 10:00 a.m.

KEYNOTE | Mercury Ballroom, 3rd Floor | **CNNMoney.com Video** | **Caleb Silver, CNNMoney.com**

10:00 a.m. – 10:30 a.m.

COFFEE BREAK — In the Exhibit Hall *Sponsored by* 

TRACK A | Murray Hill |

TRACK B | Nassau |

TRACK C | Morgan |

10:30 a.m. – 11:30 a.m.

A201: Delivering Media for Microsoft Silverlight with Windows Server '08

B201: Lifestreaming: The New Broadcasting Platform

C201: Tools & Best Practices for the Enterprise SM Department

11:45 a.m. – 12:30 p.m.

A202: Online Video: Should Content Creators Get a Cut?

B202: New Advertising Platforms and Networks

C202: Reaching a Global and Mobile Audience with Elearning

12:30 p.m. – 1:45 p.m.

LUNCH BREAK — Visit the Exhibits

B203: Independent Content: Creating New Revenue Streams

C203: Planning & Executing Successful Webcasts

1:45 p.m. – 2:45 p.m.

A203: Reinventing the Ad Model Through Discovery and Targeting

2:45 p.m. – 3:15 p.m.

COFFEE BREAK — In the Exhibit Hall *Sponsored by* 

B204: Evaluating and Choosing the Right Methods of Video Delivery

3:15 p.m. – 4:15 p.m.

A204: Ad Networks Versus Branded Video Sites

KEYNOTES

Located in the Mercury Ballroom, 3rd Floor



George Kliavkoff

Chief Digital Officer, NBC Universal

Tuesday, 9:00 a.m. – 10:00 a.m.

Q&A with George Kliavkoff, Chief Digital Officer, NBC Universal

Come hear an in-depth Q&A conversation between Dan Rayburn and George Kliavkoff discussing NBC Universal's multiplatform online video strategy.

George Kliavkoff is NBC Universal's first chief digital officer. Kliavkoff is responsible for furthering the company's digital media strategy and developing new business models and markets. He oversees the distribution of digital products across multiple platforms, including on-demand, interactive television, broadband, wireless, and IPTV, as well as digital innovation and product development, portal and partner relationships. Kliavkoff served as the interim CEO of Hulu, NBCU's online video joint venture with News Corp., and now sits on the board of the JV. Kliavkoff also sits on the board of the Peacock Equity Fund, a \$250 multimillion joint venture fund with GE Commercial Finance to invest in early stage digital companies.

Prior to joining NBC Universal, Kliavkoff was with Major League Baseball Advance Media (MLBAM). As executive vice president, business, Kliavkoff was responsible for MLBAM's New Media licensing business and for all business development related to baseball's interactive media unit. Kliavkoff oversaw MLBAM's search strategy and its games (console, internet, mobile and fantasy) licensing programs. During his tenure at MLBAM, Kliavkoff was named one of Sports Business Journal's "Forty Under 40," a list celebrating the 40 most influential sports executives under the age of 40.



Caleb Silver

Executive Producer for Video, CNNMoney.com

Wednesday, 9:00 a.m. – 10:00 a.m.

CNNMoney.com Video—From Launch to More Than 30 Million Streams in 90 Days

Caleb Silver will address the challenges and production workflow involved in producing video for the various brands under the CNNMoney.com umbrella. Silver will discuss how he and the CNNMoney.com team built an independent video production facility inside CNN to produce a high volume of original videos for the website and distribution throughout the internet.

Caleb Silver is executive producer for CNNMoney.com's video channel and oversees a team of producers and editors dedicated to producing original content for one of the most popular business and financial news websites on the internet. Silver will talk about the challenges and rewards of producing video for the various brands under the CNNMoney.com umbrella, which include CNNMoney, Fortune.com, Money Magazine and Fortune Small Business. Silver will discuss how he and the CNNMoney.com team built an independent video production facility inside CNN to produce a high volume of original videos for the website and distribution throughout the internet.