

Demo Room

Tuesday, May 20

10:30 a.m. – 10:50 a.m.

Optimizing Your End-to-End Video Delivery Solution

Level 3 Communications

John Watson, Vice President, Business Development

Explore and understand the most efficient and scalable components to deliver HD, large-sized and high-quality video fast and reliably, including acquisition, encoding, storage, caching, streaming and transport elements.

11:00 a.m. – 11:20 a.m.

Online Video Advertising – Putting the Power Back in the Publisher's Hands

Internap Network Services

Vincent Wienczorkowski, Technical Sales Engineer

Internap Advertising Services gives maximum control back to you by providing full visibility to your inventory and the means to optimize ad revenues.

11:30 a.m. – 11:50 a.m.

How to Launch a Profitable Live

Internet TV Channel Today

VBrick Systems

Erik Herz, Director, Video Services

'VBOSS Engage!' is a new solution for launching a live Internet TV channel including an engagement site, ad insertion features, and pay-per-view capabilities. Erik will review the market opportunity for Internet TV and demonstrate the new VBOSS Engage! service.

12:00 p.m. – 12:20 p.m.

Monetizing Your Online Video

Tremor Media

Dan Scherer, VP, Publisher Relations

Learn how to schedule and dynamically deliver in-stream video and overlay ads from multiple ad sources through one central console.

12:30 p.m. – 1:20 p.m.

Raising the Bar: Benefits of Advanced Analytics and Reporting for Streaming Media

Skytide

MODERATOR:

Eric Schumacher-Rasmussen, Editor, Streaming Media

PANELISTS:

David Frigeri, VP and General Manager, CDN Services, Internap

Eric Klinker, CTO, Bittorrent

Robert Feldman, CEO, Total Webcasting, Skytide,

Joseph Rozenfeld, VP, Strategy & Solutions, Skytide

A recent *Streaming Media* survey revealed a critical need for advanced reporting for streaming media content. But what types of reports and technologies can help monetize streaming content? This educational panel brings together industry experts to provide a real-life look at how advanced analytics & reporting can be used to drive ROI for streaming content. The first 50 attendees will receive a free box lunch and Skytide gift.

1:30 p.m. – 1:50 p.m.

AT&T Delivers

AT&T

Mike Weinstein, Product Management Director

End-users want to quickly access content and have little tolerance for slow loading web pages or degraded video quality. But most companies don't have

the in-house resources to meet these end user needs. Mike Weinstein, Product Management Director at AT&T, will discuss how you can quickly and significantly improve your website's capacity, reliability and performance to deliver your content- web pages, large files for download, live video, and video-on-demand- to customers quickly and efficiently.

2:00 p.m. – 2:20 p.m.

Your Online Audience Is Expecting More Than Your Content

STREAMTHEWORLD

Samuel Sousa, Senior Solutions Specialist

The streaming media industry should embrace user-centered design. In the end, a happy user will spend more time enjoying your content and will do so regularly.

2:30 p.m. – 2:50 p.m.

Maximize the ROI of Your Online Media With Akamai Stream OS

Akamai

Tim Napoleon, Chief Strategist, Media & Entertainment

Join Akamai as Tim explores the real revenue potential that efficient, automated media distribution can bring to your digital business, with a live demo of Akamai's media management solution, Stream OS.

3:00 p.m. – 3:20 p.m.

Protecting Online Video Content With Adobe Flash Media Rights Management Server

Adobe Systems

Jens Loeffler, Technical Evangelist

Learn how your online video content can be securely protected during delivery and distribution with Adobe® Flash® Media Rights Management Server software

3:30 p.m. – 3:50 p.m.

Is Convergence Real?

R Systems, Inc.

Harsh Verma, Vice President, Global Innovative Research

Thiru Dorai, Vice President, Strategic Solutions

The convergence of devices, networks and services provides exciting new opportunities while posing several challenges. Quadplay is one manifestation of the opportunity. Is this for real? Attend the informative 15 minute presentation to find out and see for yourself.

4:00 p.m. – 4:20 p.m.

Optimizing IP Transit

Mzima Networks

Grant A. Kirkwood, Chief Technology Officer

Mzima Networks shall provide an overview of how peering and routing techniques are used to optimize IP Transit in today's networking world.

4:30 p.m. – 4:50 p.m.

Merge Your Two Video Communication Mediums— Video Conferencing and Video Streaming

Polycom

Steve Sida, Sr. Product Manager

Gladys Alegre-Kimura, Sr. Product Marketing Manager

Polycom will demonstrate how video conferencing and streaming complement and even integrate with each other to provide an effective means for communicating to your constituents.



The Demo Room Sessions are located in the Streaming Media East 2008 Exhibit Hall and feature 20-minute presentations that are free and open to all registrants, exhibitors, and exhibit visitors.

Demo Room

Wednesday, May 21

10:00 a.m. – 10:20 a.m.

Highwinds Presents StrikeTracker 1.5, the CDN Dashboard With Real-Time Analytics

Highwinds

Chris Bray, Sales Engineering Manager

Learn how real-time analytics presented in the most advanced CDN interface on the market can help you manage your online content monetization strategies on a minute-by-minute basis.

10:30 a.m. – 10:50 a.m.

**Making the Most of Video Advertising:
10 Best Practices**

Adap.tv

Curt Cimei, VP, Business Development

In this non-partisan and informative session, Amir will lay out the best practices that all publishers need to make the most of online video advertising. This will include tips around ad formats, analytics, optimization and more. It's a "can't miss" session for any publisher.

11:00 a.m. – 11:20 a.m.

**Video Online Content Transport
to Mobile Devices**

Go-Ez Mobile

Vui Le, Technology Adviser

Live webcasting session of video online content delivery to any mobile device with full screen and high definition quality with the ability to monetize content.

11:30 a.m. – 11:50 a.m.

IV~8® Intelligent Media Delivery Middleware

NetStairs.com, Inc.

Steve Remondini, Business Development

Mark Mathewman, Business Development

With video from Mobile to IP TV being embraced, content and social brands become an integral part of corporate culture. Web content presence and delivery, therefore, portrays the all-powerful corporate image. IV~8® Intelligent Media Delivery Middleware servers can provide push-pull unicast content delivery stand alone or when coupled with AKAMAI CDN.

12:00 p.m. – 12:20 p.m.

A Corporate Version of iTunes?

Ignite Technologies, Inc.

David Tucker, VP, Business Development

Learn how managed peer to peer solutions complement live streaming within the enterprise while making content more measurable, portable and secure.

12:30 p.m. – 12:50 p.m.

Introduction to Microsoft Silverlight

Microsoft

Ben Waggoner, Principal Video Strategist

Microsoft Silverlight is a cross-browser, cross-platform, and cross-device plug-in for delivering the next generation of media experiences and rich interactive applications for the Web. Learn how Silverlight media capabilities enable world-class media experiences.

1:00 p.m. – 1:20 p.m.

Qumu Solution—How to Ensure Good Video

Qumu

Christopher Conaway, Director, Systems Engineering

Come see a simulation of 'enterprise video gone bad' – and how you'd prevent that if you applied the Qumu solution for enterprise video communications...

1:30 p.m. – 1:50 p.m.

Say Hello to Ensemble Video

Ensemble Video

Andy Covell, President & CEO

Symphony Video, Inc., Makers of Ensemble Video

Introducing the easiest and most flexible, stand alone enterprise video publishing and sharing platform for those that want to manage video content on their media servers and on their infrastructure.

2:00 p.m. – 2:20 p.m.

**Videocalls on Your iPod and Other Cool TANDBERG
Content Server Demos**

Tandberg

Craig Cockerton, R&D Manager, Streaming, Recording and

Collaboration Solutions

Join us in a live demonstration of our industry leading Content Server as we capture a HD videoconference and broadcast it to Macs and PCs. We'll then show how the recorded conference can be viewed on virtually any computer or portable player, such as an iPod. If there is time, we'll demonstrate the powerful TCS API and discuss how our customers are using it to feed their portals and applications.

3:00 p.m. - 3:20 p.m.

**BestTV- Putting It All Together
For Internet-TV!**

BestTV

Oded Felled, Founder & VP, BD & Marketing

Come witness the power of V-ware™, BestTV's leading video management platform. Learn how leading global companies leverage the power and flexibility of our platform, to achieve beyond their business goals.