



VIEW FROM THE TOP

[Executives from companies on the
2017 Streaming Media 100 list
share their insights
from atop the industry.]

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How To Succeed in the Online Video Space



Joel Unickow,
Publisher,
Streaming Media

DO YOU EVER FEEL LIKE YOU ARE DOING BUSINESS WITH AN EMAIL ADDRESS—specifically just the domain? Beyond all of the brand investment, the outrageously expensive booths at NAB and IBC, and marketing that is better suited to B2C than B2B, sometimes I feel this industry has lost the plot of how business is actually done. Don't get me wrong: I've been selling this industry's visibility and relationships to the market one vendor at a time for 20 years, and of course marketing is an absolute necessity.

But what is most effective for our space and, most importantly, why? Relationships.

If you've been in this industry for a couple of years or longer, you understand when I say there is a lot of "smoke and mirrors" that get in the way between vendors and customers. If you don't, please give me a call and I'll personally explain. You see, there's a huge trust issue when it comes to our industry. There are companies that spend more time on their blogs than on their products and customer service. Then there are some companies that don't even have products—they simply have ideas they want to sell. There are also publications that sour the credibility of our industry (and journalism) by promising coverage in exchange for advertisements; paid "news" is rampant. So, it's no wonder there's such a trust issue in our industry.

Let's take a step back. There are real people behind the email addresses, behind the domains, and behind the companies that are changing the way content is being consumed. It's a "who you know" world. I am proud when leaders of our industry want to share their experiences and their passions, which is exactly what this View From the Top section is all about. If you want to get to know the real streaming space, get to know the people. Start by reading this section, then call the companies and meet with them at one of our shows—Streaming Media West and East, Streaming Forum, the Live Streaming Summit, and the Content Delivery Summit. Get to know their vision and commitment. It's the best way to decide if doing business with them is right for you.

Need more help navigating the space? Don't be another email address—call me.

—Joel Unickow



 @unickow
 @streamingmedia

Brightcove



Anil Jain,
EVP & GM,
Media

IN 2017, NEARLY ANYONE WITH A SMARTPHONE CAN CALL THEMSELVES A VIDEO PUBLISHER. But to offer video content that is both compelling and profitable is another challenge altogether.

As the old adage says, having the right tools for the job is half the battle. Witness the recent growth of live streaming. As audiences shift their live event viewing away from traditional

linear television to multiple digital platforms, content owners need to deliver engaging experiences that exceed what viewers get from traditional broadcast while driving profitability.

With **Brightcove Live**, we are enabling organizations of all sizes to quickly and seamlessly deliver, scale, and monetize innovative live experiences. Media organizations and audiences alike have been thrilled as we helped successfully stream exciting global sporting events including **The Australian Open**, NHRA hot rod racing, international table tennis championships in Japan, cricket matches in India, and this summer's historic **Mayweather/McGregor** boxing event.

Another area of focus for Brightcove has been continuing to drive down the total cost of operating a video platform. Our latest initiative on this front involves the launch of our **Context Aware Encoding** solution, which applies machine learning and deep analysis to automatically reduce the number of stream renditions without sacrificing visual quality. In early deployments, customers are seeing savings in storage and delivery on the order of thirty to over sixty percent.

The online video space moves at a pace other industries can only hope for. That means we all are constantly being challenged to innovate and adapt to changes quickly. This dynamic is something we embrace at Brightcove as we continue our mission to transform the experience and economics of online video.

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DaCast



Stephane Roulland,
CEO

APIs, OR APPLICATION PROGRAMMING INTERFACES, ARE REVOLUTIONIZING BUSINESS TODAY.

They make connections between different products, services, and platforms easier than ever before, enabling the rapid launch of new businesses and new features. The result is an explosion of creativity and flexibility everywhere. In the past, customization and new development

required huge budgets, time, and risks. No more! APIs simplify the development process immensely.

Online video is experiencing a period of rapid growth and maturation because video multiplies revenue growth for businesses that use it. APIs enable organizations to quickly add video to their current operations, or create customized solutions and platforms with minimal cost and risk. Look around and you will see e-commerce portals, mobile apps, cloud services, and personalized video workflows all being powered via video APIs.

Here at DaCast we've seen a spike in usage of our video API in 2017. In just the first half of the year, the number of customers using our API increased 42 percent compared to 2016. That growth continues to accelerate—especially among our OTT customers. For more information on API use in the online video industry, I recommend reading our whitepaper: **The Video API Revolution**.

The video industry is a fragmented marketplace. Broadcasters have a variety of needs. Viewers have dozens of different types of devices. Universal delivery is a key challenge. DaCast meets these diverse needs delivering live and on-demand video streaming via our partner Akamai with features like white-label / custom branding, video monetization, and integrated transcoding. Just as importantly, our highly integrated platform and APIs let us offer affordable enterprise grade streaming so every business can take advantage of the revenue multiplier that video delivers.

Nearly 100,000 users have benefited from using DaCast. You can be next.

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VIEW FROM THE TOP

EZDRM



Olga Kornienko,
COO/Co-Founder

WHAT'S HOT IN OTT? The HDR and codec standards battles, skinny bundles, and the next video move by Apple / Amazon / Facebook / (fill in your favorite). Here at EZDRM, we would love it, if you were as passionate about Digital Rights Management (DRM) trends and technology as we are. But let's face it, Digital Right Management (DRM) is not one of OTT's hot topics. Most people simply

don't want to think about DRM much – the same way we don't think about air or water – until we don't have it. Then, of course, it becomes crucial to survival.

At EZDRM, we think about how to leverage industry standards across your infrastructure – your encoders, your players – so that we can keep our solutions simple, and you can avoid vendor lock-in. We think about how to provide solutions that support all your viewer's devices, players and browsers, regardless of OS, network type, or whether online or offline. We consider how to best handle multi-DRM (Widevine, PlayReady, and FairPlay) in mixed DASH/HLS stream format environment with minimal infrastructure – either managed on-premise or in the cloud. And we stay tuned to the latest industry developments that will impact DRM technologies, so that our customers' DRM solution can evolve with their network and content requirements.

While we hope that our customers recognize that what we do is not easy - we all want to be appreciated – the “EZ” in our name is all about making DRM simple and seamless for our customers. We recognize that if we are doing our job right, they are not thinking about DRM. They don't have to, because we do. And that is ALL we do.

Our “try before you buy” policy allows you to experience our DRM solution simplicity – firsthand. If you'd rather think about monetizing your content, and not your DRM solution, visit www.ezdrm.com, or email us at simplify@ezdrm.com.

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Haivision



Mahmoud J.
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INTRODUCING OPEN SOURCE SRT

It's not often you can depart from the day-to-day grind and do something truly extraordinary.

At NAB 2017, after a huge amount of development, effort, and deliberation, we launched a movement in video streaming the likes of which the industry has never seen before – SRT open source. Since then, scores of product vendors and solution providers in the streaming and broadcast markets have adopted

SRT as their high-performance video transport protocol.

For over five years, Haivision customers have turned to SRT to address some of the toughest challenges. Live events contributors overcome latency and maximize bandwidth utilization for “the first mile” ingest (a hugely beneficial alternative to RTMP ingest). The top sports leagues use our Makito X encoders with SRT extensively to drive remote interviews and centralized officiating. Broadcasters use Haivision solutions with SRT to have economical return feeds and workflows to assist remote production. And our encoders and gateways have taken hold to power core video contribution and distribution efforts in broadcast on a global network scale.

So why did we take SRT open source? We wanted to provide an alternative to proprietary technologies for live video contribution and distribution, expand the ecosystem, and improve interoperability between different vendors. We also wanted to lead the market and offer a premier suite of products supporting the standard. And finally, but perhaps most importantly, our open source project makes our entire company, especially our developers, feel proud that we have made a difference in the community.

Haivision's innovation and leadership in the video streaming market has been driven by more than 13 years of excellence in offering high-quality streaming appliances used by broadcasters, enterprises and defense organizations worldwide. Open source SRT helps in that mission, and we're looking forward to continuing to disrupt the market and offering the best solutions that help the world stream better.

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Harmonic Inc.



Eric Armstrong,
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OTT VIDEO CONSUMPTION IS EXPERIENCING EXPLOSIVE GROWTH. Parks Associates found that 31 percent of U.S. broadband households have multiple OTT service subscriptions, and according to Strategy Analytics, worldwide revenue from mobile video will reach \$25 billion by 2021.

Many content owners and service providers are jumping on the OTT bandwagon to satisfy consumer demand for content on every screen,

while benefiting from additional revenue streams. But they must provide an exceptional quality of experience (QoE) in the OTT environment. Viewers expect the same video quality online that they received from traditional pay-TV services.

Harmonic, with its long history of leadership in video delivery technology and services, is enhancing the capabilities of OTT workflows, from acquisition to delivery, to enable better video experiences for consumers and to accelerate the time to market for new offerings.

Our EyeQ™ content-aware video compression solution enables OTT service providers to deliver a superior viewing experience on HTTP-connected devices while reducing bandwidth consumption by up to 50 percent. By lowering the bitrate, EyeQ significantly improves QoE, especially in situations where network performance suffers, without reducing the resolution.

Harmonic's VOS™ cloud-native media processing platform offers best-in-class video compression and optimization techniques for delivering OTT content, including time-shift TV, streamlined content capture, UHD encoding and streaming, and dynamic ad insertion capabilities for live and VOD OTT streams.

As OTT video consumption continues to grow, Harmonic will help pay-TV operators all around the world deliver crystal-clear video, gain increased business agility and successfully monetize OTT video services.

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Andreas Kisslinger,
CEO

STRATEGY WINS!

Wow, this industry is exciting! At Lightcast.com we simply love good tech and innovative streaming solutions. Nothing excites us more than the media projects of our clients and the solutions we get to contribute. It is what keeps us up at night and gets us going at crack of dawn. But what is it really that drives us? For me personally, it is our clients' viewership

growth – the maximization of reach and impact through efficient multi-platform delivery.

But a successful OTT strategy doesn't always come easy, or instantly. While the development and deployment of apps can be a speedy process, the actual business strategy behind a new OTT venture requires planning.

Last month, in a client's conference room on the other side of the planet, I was reminded again, just how important the different planning stages are – not just the initial conversations about OTT and new opportunities on new platforms – but also careful planning in anticipation of expansion, new markets, new revenue streams. After days in the conference room, we had a fantastic plan for the successful OTT roll-out in new multi-lingual markets, attractive to premium advertisers, with all factors anticipated and well thought through.

A successful OTT strategy simply takes brainstorming, valuation of all options and a financial model with realistic forecasts. Many apps on the leading OTT platforms may look similar, but the business plan behind them can contain dozens, if not hundreds, of moving pieces, options and questions which lead to specific solutions. Several years ago, during the early stages of the OTT revolution, it may have been sufficient to quickly launch OTT apps as cheaply as possible, but today, in a much more competitive OTT landscape, strategy wins the game.

Which is why: "nothing excites us more than the media projects of our clients" - the fuel, which powered our engines in 2017, and which will drive us in 2018.

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VIEW FROM THE TOP

Magewell



Mr. Fei
("Nick") Ma,
CEO and CTO,
Nanjing Magewell
Electronics Co., Ltd.

STREAMING MEDIA IS CLEARLY EVERYWHERE – not just for content delivery and consumption, but also as tool in all types of professional content creation. Companies and platforms such as YouTube, Netflix and Twitch have helped make the distribution of streaming media to viewers commonplace, while the growing maturity and increasing adoption of robust standards such as NDI, SMPTE 2022 and SMPTE 2110

have made streaming technologies and IP-based media transport an integral part of many professional production workflows.

Even as these foundations become firmly established, new emerging technologies are poised for widespread acceptance. 4K, HDR and HEVC are generating accelerating interest amongst both consumers and professionals, and are virtually assured of becoming popular and widely used.

Magewell focuses on designing easy-to-use, high-performance and reliable products for streaming media content creation. We offer a wide variety of products, from capture and I/O devices to other AV solutions coming in the future. Striving to make high-quality content production easy and accessible, our goal is to enable more and more people – whether the general public or professionals – to create their own superior streams with our products.

Magewell has established itself as a market leader in just six years by reaching for this goal not only through our innovations, but also our commitment to customer service. While our technical vision helps us stay ahead of market trends, we listen closely to our customers and partners and respond quickly to their needs. While our solutions are critical enablers of high-quality production, it's our users who create great content.

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MediaMelon, Inc.



Kumar
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ON STREAMING BETTER THAN BROADCAST

Advances in streaming quality improvements and optimization continue to be an important trend as evidenced by the various announcements at IBC. As streaming replaces broadcast as the default video consumption medium, it becomes important for streaming services to strive to offer premium quality, across various devices and networks, while maintaining their margins.

Given that there are so many network links – ISPs, CDNs, last-mile and in-home Wi-Fi - between the video streaming source and the video playback device, the ability to deliver a reliable and consistent streaming video quality and experience, continues to be a challenge, because no single entity controls and manages these networks on an end-to-end basis.

The typical methods to address these challenges relate to compression or encoding. Compression can reduce the data payload while minimizing quality loss, and encoding improvements, such as varying the encoding ladder on a per-scene basis can mirror a VBR or Capped VBR like effect. Both these methods require additional processing in the workflow, and while they can reduce streaming data, they likely can't improve streaming quality or performance.

MediaMelon QBR offers an alternate approach, that works with existing encoders, streaming formats, players, and CDNs. QBR rapidly characterizes the visual quality of encoded streams and helps a player or packager make real-time decisions to optimize each and every streaming session at every segment and scene. By modulating the adaptation, on the basis of the video structure, QBR optimizes streaming (as opposed to encoding) and improves streaming quality while at the same time, reduces bandwidth consumption.

MediaMelon SmartSight is an advanced streaming playback performance analytics platform that tracks the playback experience from the perspective of an end user, based on data from a light-weight plugin on players. Based on innovative back-end- and data processing architecture, SmartSight allows rapid analysis of large datasets, both in near real-time and historical basis. The platform can provide analysis of macro trends, can zoom in on specific sessions, and generate AI-driven alerts on streaming problems and monetization opportunities.

MediaMelon QBR and SmartSight can help a growing streaming video service operate at a level better than broadcast.

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MediaPlatform



Mike Newman

A STRATEGY FOR TRANSITIONING FROM FLASH VIDEO

The announced end of Flash Video will force most organizations to consider a change in content delivery strategy. The good news is there will be little difficulty finding a Flash Video alternative. But transitioning to that alternative presents the real challenge.

The challenge is threefold: i) Many organizations already rely so heavily on streaming media that extended downtimes required to achieve the “perfect” implementation are not realistic; ii) The transition likely requires an upgrade to the browsers across the organization, which could prove gradual and unpredictable; and iii) The new solution, like its predecessors, will take time and tweaking to achieve high reliability.

Rather than fear or fight these challenges, organizations can embrace them. And that is exactly what a Unified Video Player sets out to do by simultaneously supporting legacy Flash delivery as well as HTML5 - effectively supporting whatever content shows up - as opposed to forcing an either/or approach.

There are several benefits of this flexible strategy. IT has the luxury of rolling out a replacement infrastructure at its own pace and regardless of the ratio of Flash and non-Flash streams, the viewers will be successful. Additionally, the player will be able to return potentially critical analytics to help assess format success, reliability and scalability. Finally, a Unified Video Player provides a relatively low-risk method for IT to fine-tune their infrastructure without viewer failure. Whereas a more restrictive approach to format support creates many layers of risk, in the Unified Video Player model, it represents highly beneficial redundancy.

So don't worry. Despite some complexities, with the right approach to transitioning from Flash Video to HTML5, challenges and impediments can quickly be transformed into strengths and benefits.

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Ooyala



Jonathan Huberman,
CEO

LEADING THE COMPETITION IN THE VIDEO TECHNOLOGY INDUSTRY

The increasing demand for more video content, supply chains and workflows are becoming more complex than ever before driving a greater need for automation throughout the video production and distribution processes. While the value offered from traditional online video platforms (OVP) is still important, the new normal requires companies to understand in more detail how people are engaging with video across the vast device landscape. Ooyala develops and implements cutting-edge technologies to stay one step ahead of the

“We ensure that you make the absolute most of your video investment.”

—Jonathan Huberman,
CEO of Ooyala

competition, and to keep our customers one step ahead of their rival's customers. Ooyala partners with global powerhouses in the video space such as Microsoft and Adobe to extend its offering and deliver more value to its customers. Ooyala's partnership with Microsoft allows them to incorporate AI to automate the capture of metadata. By leveraging the potential of AI, Ooyala is able to create efficiencies and insights across every aspect of production and distribution for our ever-growing customers. This reduces the time and cost expended for different projects and enables customers to increase revenue. Ooyala is leading the market with Ooyala Flex, delivering an open platform for customers to utilize best-in-class technologies in order to meet the demands of today's modern media content owners and production companies. Our next generation solutions go beyond the capabilities of online video platforms. Ooyala helps get content to the market faster, maximize the ROI for any video business and build much more engaging and personalized experiences across every digital screen.

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VIEW FROM THE TOP

SSIMWAVE Inc.



Dr. Abdul Rehman,
CEO

MEASUREMENT IS USEFUL UNLESS YOU'RE BUSY MEASURING WHAT'S EASY AS OPPOSED TO WHAT'S IMPORTANT. Twenty years ago, my co-founder and mentor, Professor Zhou Wang took the difficult path of accurately measuring how humans perceive video. He invented the revolutionary structural similarity (SSIM) video quality assessment model which went on to be recognized by the Television Academy at the 67th Engineering Emmy Awards, "...as the most widely-used perceptual video quality measure, used to test and refine video quality throughout the global cable and satellite TV industry directly affecting the viewing experiences of tens of millions of viewers daily."

As iron sharpens iron, so one man sharpens another. With Dr. Wang and my doctoral fellow, Kai Zeng, we set out to advance SSIM for the modern video ecosystem and created SSIMPLUS™. SSIMPLUS has proven itself to be the most accurate and complete real-time perceptual video quality metric ever engineered. SSIMPLUS outperforms all existing VQA models including SSIM, PSNR, MS-SSIM, VQM and VMAF.

For me, a measure is a means to manage. I believe in this so strongly that we decided to start SSIMWAVE Inc. to put SSIMPLUS to work.

Measure - Know exactly what every viewer is seeing. On every device. Everywhere.

- SSIMPLUS™ brings the accuracy of 100,000 human views to every stage of your video delivery network

Maximize - Make every bit count. Send only what's needed and realize real-world bandwidth reductions of 25-40%.

- Monitor live and VOD viewer video quality and automate optimization for every stream and subscriber

Monetize - Deliver a premium experience using a video quality score top studios and industry experts trust.

- In production with America's largest MVPD
- Emmy Award winning technology
- Recognized by the American Society of Cinematographers

People create video for people. Start making business decisions using the only true measure, how viewers perceive video. Get SSIMPLUS working in your studio, network and delivery environments.

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Tulix Systems, Inc. / LivestreamingCDN.com



George Bokuchava,
Co-Founder, CEO,
and President

FOR MORE THAN 10 YEARS, we have worked with hundreds of customers to create the most innovative ecosystem-wide video streaming applications. In the process, we have built a uniquely efficient and effective worldwide content delivery network, the Tulix CDN, designed from the ground up solely for streaming live video.

We have also created a complete and modular platform for OTT, covering the entire workflow. Our platform supports ingest in any live or VOD format, repackaging and transcoding, EPG capture and scheduling, live-linear playout with live insertion, CMS for both VOD and live, CRM systems for managing subscribers, security and DRM, geo-blocking, paywall and billing systems and customer environments from Web UI to dedicated branded applications on every known mobile device, set top box and smart television.

Tulix is a nimble solution provider. We are known for being able to quickly modify our systems to support specific customer requirements, and then making these enhancements available to our entire customer base.

We are also known for our support. While many service providers in this industry tout 24x7 NOC operations, very few of them actually put a support engineer on the phone when customers have issues with content delivery. Tulix knows that its customers rely on our platform to generate revenue, and our success depends entirely on their ability to keep existing subscribers and attract new ones. As a result, we are set up to respond to customer outages quickly and effectively.

We also understand that, in the end, customer workflow problems everyone's problem. So when customers fail to deliver us usable content or metadata, we apply our considerable knowledge and experience to helping them understand the underlying problems in their upstream processes and to correct them.

Nino and I are proud to have built one of the 100 Most Influential streaming companies and we intend to continue to use our experience and insight to lead the industry forward.

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Verimatrix



Tom Munro,
CEO

THE FIVE CRUCIAL CHALLENGES FOR VIDEO SERVICE PROVIDERS

There are five challenges that we feel collectively sum up the current focus for many service providers around the world; convergence, consolidation, co-option, commoditization and cloudification. What we call the 5Cs. All five are dictated by the evolving technical and business landscape, and have their own implications for revenue security.

The first challenge, convergence, is happening for almost all operators and is about incorporating OTT services fully within the core package and offering the platform to content owners to generate additional revenue from the investment.

Another challenge, consolidation, is bringing together services or operators that previously existed in different silos. Last year, consolidation occurred at Verimatrix when we launched Verspective Operator Analytics, which is a new way we are able to generate greater business value for our customers.

Closely related to consolidation lies the third challenge, co-option, involving integration between components, and the adoption of internet technologies by established pay-TV operators. An example of this is when TV and display manufacturers Seiki, Westinghouse Electronics and Element Electronics announced a new line of 4K/UHD smart TVs branded as the Amazon Fire TV Edition.

These trends all are related to another challenge, growing commoditization, at both hardware and software levels, allowing simpler integration between services. RDKs (Reference Design Kits) have been playing a key role, growing from their base in cable TV as a standardized software layer between services.

The last challenge is cloudification, which triggers all the other challenges by “hollowing out” the video head-end and removing critical functions to the cloud where they can be fully integrated and managed. We see the cloud reinforcing revenue security through multilayer defensible platforms.

We like to think of these trends as enabling new opportunities for growth. At Verimatrix, it is our mission to provide technology that is agile enough to support digital video service providers as they power new transitions.

Let us know your thoughts at www.verimatrix.com/blog.

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