



**OTT WEEK • SEPTEMBER 26–30, 2016**

## A SERIES OF LIVE WEBINARS

To celebrate the growth of over-the-top (OTT) services in the market, Streaming Media is dedicating an entire week of live webinars to the topic of deploying and managing a successful OTT service. Because there are so many different business and technology strategies for going OTT, we want to highlight how content owners can pick and choose the best solutions in the market and help answer some tough questions. The week of webinars will discuss the best ways to handle ingestion, transcoding, media management, protection, ad insertion, delivery, and analytics, among a host of other workflow requirements. It will also give insights into the unique use cases around live linear OTT offerings and technology such as live stream stitching. Hear the pros and cons of using a

templated, turnkey service that enables faster time-to-market, or why you should or shouldn't build a more customized, highly differentiated offering in-house.

With the number of OTT content offerings growing every day, consumers are inundated with choice. With a few clicks of the mouse, they can unsubscribe from one platform and subscribe to another. In order to survive, OTT providers must figure out how to keep their viewers engaged and deliver a good experience. Stay tuned for more details on the content lineup and learn how OTT week at Streaming Media will give you the knowledge you need to operate a successful OTT platform.

**MODERATED BY  
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