2013 Streaming Media West Advanced Program, 8/1/13

Sessions in black are open - sessions in red are not available

If you would like to speak or submit a potential speaker, email Dan Rayburn at [mail@danrayburn.com] with your top TWO choices and include the speakers name, title, company, postal address and email. No speaking spot is confirmed until you hear back from me.

PLEASE NOTE: SPOTS GO FAST! Some companies think they can take weeks or months to make a decision but spots will be long gone by then. I have more than 800 submissions and 100 speaking spots, so most of the spots are gone within a few weeks.

Tuesday, November 19th 2013

9:00 a.m. - 10:00 a.m.	**Welcome & Keynote:** To Be Announced			
10:00 a.m.- 10:30 a.m.	Coffee Break - Visit the Exhibit Hall			
	Track A	**Track B**	**Track C**	**Track D**
10:30 a.m. – 11:15 a.m.	A101 **Panel: Online Distribution and Monetization Strategies for the TV Industry** The Internet has disrupted nearly every facet of the TV industry, from programming to distribution to audience. And while the networks still rule the living room, many of them are struggling to find their footing online. In this session, we'll explore some of the distribution options for those that want to bring their content to online audiences. The panelists will delve into the pros and cons of sharing content with YouTube, subscription-based services and syndication networks. They'll also explore what kind of content—short form vs. long form—makes sense for each outlet.	B101 **Panel: Re-Inventing Education With Video** Flipped classrooms, MOOCs, BYOD, personalized learning – are all new and exciting trends in today's education industry. This session will discuss how today's leading educational institutions are transforming education with video and next generation online experiences for YouTube generation students. Learn from universities about deployment challenges and how they can be overcome. Hear from those in the education market about the potential of these rapidly growing trends and what it means to the future of video in education. *Moderator and Panelist spots open.*	C101 **Presentation: Understanding the Significance of HEVC/H.265** The most recent video compression standard, HEVC / H.265, was placed into final draft for ratification earlier this year and is expected to become the video standard of choice over the next decade. As with each generation of video compression technology before it, H.265 promises to reduce the overall cost of delivering and storing video assets while maintaining or increasing the quality of experience delivered to the viewer. This session will address what H.265 is, how it differs from previous generations of compression technology including H.264, key barriers to widespread adoption, and thoughts on when H.265 is likely to be implemented.	D101 **Panel: Best Practices For Live Streaming** Live streaming is now largely being fueled by businesses using live video as a socially-fueled communications platform. This session will discuss tips and tricks, best practices, and lessons learned regarding the technical setup of live streaming production. Learn how to stream multiple formats, use social networking overlays and leverage adaptive bitrate streaming. Speakers in this session are the ones in the trenches, producing some of the largest live events you see on the web today. *Moderator and Panelist spots open.*

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11:30 a.m. – 12:30 p.m.	A102 **Panel: LTE and The Mobile Video Business Opportunity** With the deployment of 4G LTE and the emergence of yet another enhancement to video compression in the form of HEVC, is mobile video now at a tipping point? In this session, operators and content owners will discuss how they see the technical and business aspects of media over LTE unfolding and how the different implementation options and their respective business models evolve over time. Learn how wireless on demand content and broadcast delivery of linear content by conventional means can come together in a hybrid broadcast/streaming service. *Panelist spots open.*	B102 **Panel: Matching Up Streaming Video Metrics with Traditional TV Ad Buys** Advertising in digital video has the opportunity to marry the power of the sight, sound, and motion of TV with the analytic and targeting capabilities of digital ads. For practical reasons, many marketers want to utilize their high production TV spots and want to understand how to make these effective across digital platforms. Multiple data vendors are now providing guidance with their data points that allow marketers to get a 1+1=3 result of their video efforts. As more and more streaming options are provided, what are the considerations that marketers can look at for analyzing their ROI? *Panelist spots open.*	C102 **How-To: Evaluating Your H.264 Encoder** Not all video encoders are created equal. In this session, the real-world video output of top commercial H.264 encoders are compared, including Telestream Episode, Harmonic ProMedia Carbon, Sorenson Squeeze, and Adobe Media Encoder, as well as those available in the open source community such as FFmpeg and x264. Live streaming hardware and output will also be compared. Learn what features you should have available in an encoding tool before you invest your organization's budget to the effort.	D102 **Best Practices For Implementing Accessible Video Captioning** This session will discuss captioning and transcription solutions implemented by enterprise and media companies. The panelists will explore the costs and benefits derived, as well as best practices and tips for implementing accessibility technologies. The panel will also discuss strategies for meeting upcoming accessibility legislation and emerging standards that impact online video captioning. *Panelist spots open.*
12:30 p.m. - 1:45 p.m.	Lunch Break - Visit the Exhibit Hall			
1:45 p.m. – 2:30 p.m.	A103 **Panel: Using Cloud-Based Video Services For The Enterprise** It seems all you hear these days is about public, private, and hybrid clouds. Are cloud services applicable for enterprise video as well? This session will discuss the deployment options for cloud-based services for enterprise video with a focus on two primary methods of moving services to the cloud encoding in	B103 **Panel: YouTube Strategy for Brands** As the world's second-largest search engine and the leading destination for online entertainment, YouTube has become a critical component of brand marketing efforts and, yet, the platform is often underutilized and mismanaged. How can brands best allocate budgets within YouTube? What is the optimal mix of paid and owned media? What	C103 **How To: Using Google Glass to Capture and Publish Videos** Google Glass can make the creation of video content for business, education, and entertainment easy for all people who want to communicate simply and quickly. This presentation will take a look at Glass and its capabilities, discuss the best practices for capturing content, explore example real-world uses, and detail the steps for setting up sharing. Attendees will see a live	D103 **The Business of TV Everywhere** With the emergence of TV Everywhere, consumers can enjoy the benefits of authenticated channels like FOX Now, TWC TV, ESPN, Xfinity, and others across a multitude of devices. Is TV Everywhere a success today? Are providers seeing increased retention? Are new revenue models emerging that might exist as extensions for the TV Everywhere experience? What will TV Everywhere look like in the next

	the cloud and media management in the cloud. The session will address many questions around cloud-based enterprise services, including bandwidth concerns, pricing, and security. If you are considering moving to the cloud, this is a must attend session. *Panelist spots open.*	are the most effective strategies to build sustainable audiences? Attend this session to learn can brands effectively target likely consumers and measure the effectiveness of their campaigns. *Panelist spots open.*	demo of the workflow from recording to publishing right in the session.	five years? Join us for a lively discussion with the experts behind the TV Everywhere movement. *Moderator and Panelist spots open.*
2:45 p.m. – 3:30 p.m.	A104 **Presentation: Cutting Through The Hype Of HEVC (H.265)** While HEVC probably will serve as the successor to MPEG-4, many myths surround the technology and the rate at which it will be deployed. In reality, the mainstream market is not yet ready for HEVC, it's still a few years away, and there isn't an ROI to be achieved from being an early adopter of HEVC. This presentation will discuss the current state of HEVC products and technology, and its strategic implications in the short, mid and long term for a variety of businesses.	B104 **Panel: Connected Device Support: Creating OTT Apps** For a content service to benefit fully from todays broad connected device ecosystem they must contend with an application support environment comprised of hundreds of disparate platforms, API's and SDK's each requiring different technology frameworks and development approaches. This session will outline current platform trends and discuss popular technologies including HTML5, Webkit, Flash and Android. Attendees will hear what silicon vendors and CE device manufacturers are doing to help content distributors facilitate device coverage. *Panelist spots open.*	C104 **How To: Picking and Choosing A Video Management Solution** This presentation will help attendees identify their unique requirements for an effective video management solution. We'll look at what particular techniques are necessary to deliver high-impact, brand-enforcing messages with video and imagery in a multi-channel way. We'll look at the options facing buyers looking for new technology for video review, approval, and delivery on mobile devices. Get advice on how to get to a vendor short list, submitting brief and useful RFPs, what questions need to be asked, and other tips to ensure you choose the right solution.	D104 **How-To: Choosing a Cloud Encoder** The seminar starts by describing what cloud encoding is and how it works for both live and on-demand applications. Then it details the types of applications that work well with cloud encoding, using mini-case studies of actual users. Then the seminar identifies factors to consider when choosing an on demand and live cloud encoding service, including qualitative and performance results from recent reviews. You'll leave knowing how cloud encoding works, which applications are particularly well suited for the cloud and how to choose a cloud provider.
3:30 p.m. - 4:00 p.m.	Break – Visit The Exhibit Hall			
4:00 p.m. – 5:00 p.m.	A105 **Panel: MPEG-DASH: Commercial Deployments and Outlook Towards HEVC and 4K** This panel will give frontline reports on the first trials and commercial MPEG-DASH	B105 **Panel: The State of Over-The-Top Video and TV Everywhere Rollouts** Despite the success of standout services including Netflix and Hulu, it's generally been slow going for OTT and TV Everywhere in making	C105 **How To: Using YouTube's Platform For Live Events** YouTube's live platform offers content owners a free toolset for broadcasting live events, opening up a huge opportunity to reach a large audience around the world. During this	D105 **Presentation: Overcoming The Challenge Of Getting Live Video To Android Devices** While one may think it's easy to take a single video clip and simply repurpose it for play back on multiple devices, the fact is, delivering video

	deployments, present available products that enable the end-to-end delivery of MPEG-DASH content and give demos of MPEG-DASH on various platforms. DASH-IF recently published the DASH-AVC/264 Implementation Guidelines and launched interoperability tests amongst its members. The panelists will discuss lessons learned from that process and provide insights in to the latest guidelines being developed that address ad insertion, multichannel audio, HEVC, as well as 4K/UHD video streaming. The audience will benefit from first-hand experiences of the MPEG-DASH experts and learn what's up next. *Panelist spots open.*	consumer-desired TV programming widely available online. This panel will review the state of OTT and TVE rollouts, examine the reasons behind the "slow going" and explore how tech and business friction issues are being addressed. Learn what the OTT prospects are for TV incumbents vs. online enterprises such as Netflix, Hulu, Amazon, and Intel. *Panelist spots open.*	presentation, YouTube will show you how their platform can help build you a following and how tools, APIs and their scalable infrastructure make it very easy for you to do so.	to so many different Android platforms and screen sizes is extremely challenging. This presentation will show you how the Hook media player enables publishers to deliver live, linear, and premium VOD content not possible on current mobile web platforms without the significant cost and lengthy time to market that is required to build custom video-centric apps.
5:00 p.m. - 6:00 p.m.	Reception in Exhibit Hall			

Wednesday, November 20th 2013

9:00 a.m. – 10:00 a.m.	Welcome & Keynote: To Be Announced		
10:00 a.m.- 10:30 a.m.	Break - Visit the Exhibit Hall		
	Track A	**Track B**	**Track C**
10:30 a.m. – 11:15 a.m.	A201 **Panel: The Keys To HEVC's Successful Deployment and Growth** This panel discussion will provide a practical guide to HEVC deployment for different markets and through the evolving video	B201 **Presentation: Truths, Half-Truths and Outright Myths About Live TV and Streaming Consumption** The realities of how most consumers experience live video content shows just how	C201 **How To: Choosing an Enterprise-Class Video Encoder** This session will discuss factors to consider when choosing an on-demand enterprise video encoding systems from the likes of Digital Rapids,

	ecosystem. It will feature subject-matter experts associated with video codec development as well as end users considering or having already deployed HEVC. Hear which type of video applications can best take advantage of H.265, which devices will be upgradeable, and when products will be shipping. Participants will also discuss the barriers to faster HEVC adoption and what impact they think 4K will have on the market. *Panelist spots open.*	far we have to go before we cut our cords. The path to live video streaming dominance is a dense thicket of old consumer habits, resilient technology and billions of dollars in traditional advertising that need to be re-routed towards a new experience. This presentation will examine the trends and differences in consumer consumption of live streaming media versus broadcast. Where are they coming together in ways that are working for the audience, the content companies, and their advertisers? Learn what the competitive landscape looks like for streaming mass media and who is winning.	Elemental, Harmonic, Sorenson, and Telestream. Factors incorporated into the analysis will include performance, output quality, quality control options, format support, expansion options, programmability, and other variables. If you're considering buying an enterprise encoder or upgrading your current systems, you'll find this session particularly useful.
11:30 a.m. – 12:30 p.m.	A202 **Panel: Requirements For TV Everywhere Enablement** This panel discussion by members of the Open Authentication Technology Committee (OATC) will provide an insight into how authorization will be critical to future TVE implementations. Speakers will discuss topics including how best to determine a user's entitlement to view content, how enabling visibility to viewing behaviors benefits both research metrics gathering and credential sharing prevention and how a common approach to live signaling allows for stream restrictions and digital program insertion. The panel will also discuss efforts around improving and harmonizing user experience and TV Everywhere authentication. *Panelist spots open.*	B202 **Presentation: How The BBC Built A Resilient Broadcast Grade System In The Cloud** The BBC iPlayer is the largest VOD service in the UK, with 6 million users every month. Last year it served 36.5 billion minutes of content and supports over 600 different devices from IPTVs to mobile phones and games consoles. This presentation will detail how the BBC moved their live and on demand transcoding workflow to the cloud and highlights the performance and flexibility benefits they got in return. Learn how the BBC integrated cloud-based systems with its broadcast infrastructure to build a resilient video solution.	C202 **How To: Making the HTML5 Video Element Interactive** The HTML5 Video element has now become widely by browsers and supported in a broad set of web sites for streaming video content. With some JavaScript and CSS we can leverage the HTML video element to create highly interactive experiences for the viewer in both traditional and mobile browsing environments. This hands-on session will explore the integration of events with the video timeline, creating positioned hotspots with links and dynamic content, and capturing user input. In addition, the session will examine supporting mobile platform browsers along with future opportunities with the HTML5 video tag. Get sample code, ideas, and best practices for making the HTML5 video element an engaging interactive experience for your viewers.
12:30 p.m. - 1:45 p.m.	Lunch Break - Visit the Exhibit Hall	
1:45 p.m. - 2:45 p.m.	A203 **Panel: Video Capture and Delivery For Students in Higher Education** Just as education moved from the chalkboard, and from the chalkboard to static slides, it is now moving to online	B203 **Panel: Best Practices For Building An Enterprise Video Platform** Learn the best practices for implementing an enterprise video platform from those who have done it. Hear from organizations that have	C203 **Panel: Building An Open Source DASH-AVC/264 Player** dash.js ushers in a new era of industry cooperation in establishing a sophisticated and freely available browser-based player for MPEG-DASH. Leveraging the

	delivery of full motion content, with screen capture, video and audio recordings. Proliferation of mobile devices and normalization of streaming technologies means your students don't have to be in the classroom to learn. Learn how to capture and deliver live and on-demand content to your students. This session will outline what lecture capture methods and systems are being used today and how offer guidance on how you address accessibility issues, requirements and obligations. *Panelist spots open.*	evaluated, identified, and now manage their own EVPs. By attending this session, you'll understand what considerations and use cases require an EVP and how and why these organizations chose this approach across their user base. *Panelist spots open.*	Media Source Extensions being developed by the W3C, the player brings extensible, adaptive, multi-bitrate playback to a browser near you. In this presentation, you will learn about the architecture of the dash.js player, how it works with IE and Chrome, and how you can use it in your own projects. We will also discuss the governance model of the project, its future roadmap and how you can contribute to this cutting edge project. *Panelist spots open.*
2:45 p.m. - 3:15 p.m.	Break – Visit The Exhibit Hall		
3:15 p.m. - 4:15 p.m.	A204 **Panel: The Future of Digital Entertainment in a Multiscreen World** This panel of leading content owners, syndicators and distributors will discuss how they solve some of the challenges in delivering the creator's intended entertainment experience across new devices and consumer use cases. The panel will also share their vision on where the future of digital entertainment is heading and key industry drivers that could enable the next-generation entertainment experience on mobile and tablet devices. *Moderator and Panelist spots open.*	B204 **Panel: OTT Services and Their Effect On The Bundled TV Model** Key industry trends such as the escalating cost of pay-TV, changes in consumer behaviors, proliferation of mobile devices and the surge in OTT subscription models, suggest that the industry's traditional bundled TV model could be tested over the next few years. This panel will explore the current state of the market as consumers express clear preferences for free and ad-supported offerings and subscription vod services. It will also examine the increasing willingness of consumers to pay for quality differentiated online video services, and the key elements they will most strongly demand. *Panelist spots open.*	C204 **Presentation: Instagram vs. Vine: Hands On With Social Video Apps** Is 7 seconds of video enough to tell a story? Is 15 seconds too long? The social video app battle between Facebook's Instagram and Twitter's Vine is more than just a distraction for early adopters. Major brands and companies are using these tools to launch products, market services, and tell their stories in an increasingly distracted world. Learn more about how these tools work as we look at real world examples, create our own videos, and share them online in this hands-on, interactive presentation.