streaming media
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VIEW FROM THE TOP

[**Executives from companies on the 2015 Streaming Media 100 list share their insights on towering above the industry.**]

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Winners Don't Look Down. They Look Up.

Joel Unickow,
Publisher,
Streaming Media

What I find inspiring when speaking with successful people is their ambition. I identify personally with people climbing a ladder who never actually see the top, or for lack of a better metaphor, who never stop climbing no matter the "snakes" or "slides," if you remember that game. When I send out the opportunity for companies to reserve space for this section, it's always my intention to hear words of wisdom gained on ladder rungs by our industry's most successful climbers.

With the online video industry being a continuously revolving door of companies, the Streaming Media 100 list is probably the most important activity in our space on an annual basis. While the Readers' Choice Awards are the best customer sounding board our industry will ever know, the 100 list is an activity that's painstakingly decided by the *Streaming Media* team. It's an activity where we throw what we know about who did what in the past 12 months on the boardroom table. Once that list is decided by our editorial team, I personally invite the leaders of these companies to reserve space to enlighten us, and our readers, about how they made that list.

Being successful in our space today is not a case of being in the right place at the right time. Being successful, at least in my book, means offering something valuable and never compromising or taking shortcuts. Leading people on that road deserves acknowledgment. And with that, I can't be more proud to introduce this year's sponsored section "View From the Top" —self-selected submissions from the companies that made our 100 most important companies list.

@unickow
@streamingmedia

Akamai Technologies

Dr. Tom Leighton,
Chief Executive
Officer,
Akamai
Technologies

WITH A HOST OF OVER-THE-TOP (OTT) video services having launched in recent months and even more expected to come, 2015 has been a milestone year for OTT. As these new offerings continue to grow in popularity and deliver higher-quality content across all devices, one of the greatest challenges lies in managing the enormous amount of traffic that OTT services will drive over the Internet.

As OTT becomes commonplace, the demand could increase by an order of magnitude or more – and Akamai is prepared to deliver against this growth. While we're currently investing in growing the capacity of our platform and working on new technologies to even more efficiently deliver large volumes of video, the success of OTT is dependent on more than just capacity and scale. Our team is also keenly focused on the quality of that video. Our pervasive platform enables us to intelligently bypass congested peering points, resulting in a more reliable end-user viewing experience. Additionally, our superior communication and video transport protocols are designed to enable a higher-quality picture, faster loads times and no re-buffering, which is increasingly expected by consumers and content providers alike. With ongoing R&D and investments in this flourishing OTT industry, we'll be ready for a world of online video consumption, and we'll continue to deliver fast, reliable and secure content over the Internet with unsurpassed quality, scale and affordability.

Akamai Technologies
150 Broadway
Cambridge, MA 02142
United States
www.akamai.com

🐦 @Akamai

Anvato

Matt Smith
Chief Evangelist
Anvato

OTT: A NEW WORLD REQUIRES A NEW APPROACH

The OTT and TV Everywhere world is changing, and changing fast. What consumers want (and expect) continues to become more varied and expansive, and this in turn impacts what operators, programmers and advertisers need to do (both from a business and technology perspective) in order to survive and thrive in this new world of anytime, anywhere access to content, social sharing and targeted advertising.

At Anvato, we have developed a complete, feature-rich, robust platform to power the TV Everywhere and OTT offerings for programmers and pay TV operators, for both live and video-on-demand content. Since our industry-leading turnkey technology streamlines the entire workflow from video ingest to playback using 100% software, we can uniquely guarantee the highest quality and most efficient delivery of the right content and advertising on all devices. Programmers can focus on what is most important — delivering an outstanding user experience and monetizing their OTT services — and not worry about the backend infrastructure.

Instead of playing by traditional rules using standard approaches, we focus on creating solutions that will not only solve the current problem but also future-proof the customer operation. Since we address the short-term need, the customer is satisfied. And when our solution helps the customer navigate rapidly evolving technical changes, we gain a partner — an advocate who believes in our methods and trusts us to help the business succeed and thrive.

Agility is a key part of our approach. We tend to avoid long-term solution roadmaps and focus on shorter cycles that allow us to adapt to the fast pace of technological evolution. That's one reason we've been able to develop a comprehensive platform and deliver enhancements that anticipate and consistently meet the customer's requirements, quickly.

Our customers include some of the world's leading brands: NBCUniversal, FOX Sports, Media General, Univision, Hearst Television, Scripps Networks Interactive (Food Network, HGTV, Travel Channel, etc.), Gray Television, and CBS Local Media. For more information, visit www.anvato.com.

Anvato
425 N. Whisman Road #500
Mountain View, CA 94043
United States
1-877-826-8286
www.anvato.com

🐦 @Anvato

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100 VIEW FROM THE TOP

Brightcove

Anil Jain
SVP &
GM, Media
at Brightcove

As the focus of broadcasters and publishers shifts away from the medium and more towards the content itself, the emerging trend for each is to identify themselves as 'video content companies' rather than the aforementioned monikers.

With this shift, video content companies have to increasingly emphasize the need and use of content to engage audiences and drive revenue. The ultimate goal of most of these media companies is to attract the largest possible audience, which will be made possible by embracing multiple business models. Using multiple models will capture a larger audience by giving them an array of choices for how to consume and pay for media. Such examples include SnapChat, eSports and MCNs that have grown up in this ecosystem of new pure-play video-centric internet businesses.

With the rise of 4k, UHD, HDR and HEVC, quality has never mattered more. But what's even more important is simplifying the complex device coverage (reach) and ensuring that video platforms and services allow for flexibility in developing the right solutions. It all comes back to solutions that enable media companies to achieve their ultimate business objectives.

Brightcove's approach is founded upon these principles, providing modularity through easy to use video solutions that enable broadcasters and publishers to capture their largest possible audience and effectively monetize that audience. It's with these same principles in mind that Brightcove is focused on helping our customers solve the challenges and opportunities of using video through increased flexibility and reduced costs and complexity.

Brightcove
290 Congress Street
Boston, MA 02210
United States
www.brightcove.com

🐦 @Brightcove

Conviva

Dr. Hui Zhang
Co-Founder
and CEO
Conviva

Experience Excellence

As viewers flock to the new online delivery environment of today's multi-screen world, they bring along expectations for an experience equal, if not superior, to traditional TV. But the shared, often unpredictable pipes of the Internet create significant challenges for publishers. Conviva helps publishers address these challenges with the most granular, per-viewer global intelligence available.

The Conviva Intelligent Control Platform is designed to help top media and entertainment companies, service providers, and live event distributors meet and exceed ever-changing audience expectations across a multi-screen viewing environment. Using its unique real-time map of the Internet video delivery ecosystem, the platform provides 360-degree visibility across all users, maximizes picture fidelity, and eliminates playback delays and interruptions. Multi-dimensional reports and analyses of the top-tier OTT market, based on Conviva's tracking of 50 billion streams annually, enable data-driven decisions, supporting successful development of market-leading services.

In 2015, Conviva released several reports that highlight consumer expectations and the quality of their viewing experiences. Our Viewer Experience Report and subsequent Mid-Year Update highlighted the growth in online video quality, while demonstrating that rapid consumer adoption is putting great strain on overall infrastructure. And our US and UK-specific Consumer Survey reports as well as our Binge Watching Report demonstrated that viewers really do expect a TV-quality experience – and, mobile growth notwithstanding, really do want to sit back and enjoy watching on a larger screen, especially when on their way to a bonafide binge.

As the online video industry continues to evolve and expand its offerings, companies investing in over-the-top video offerings remain a safe bet for the future. With this continued growth in OTT offerings, companies will find the ability to deliver the highest quality experience across multiple devices to be their next competitive advantage.

Conviva
989 E. Hillsdale Blvd.
Suite 400
Foster City, CA 94404
United States
(408) 242-7990
www.conviva.com

🐦 @conviva

VIEW FROM THE TOP

Digital Primates

Jeff Tapper,
Senior Consultant,
Digital Primates

Digital Primates is an elite consultancy focused on high performance client-side applications. Specializing in video, mobile, and enterprise development, Digital Primates has built video players for some of the world's most watched live streaming events and has architected and built software solutions for some of the world's biggest brands.

Digital Primates is committed to finding the right solutions for our client's needs, and often helps evaluate various tools (and media players) against each client's specific requirements.

The Digital Primates team is led by two highly experienced senior consultants. The staff and partners are actively involved in the open source community, contributing in various ways, including founding the dash.js project, which provides a simple and free dash player for HTML Browsers. This project has now grown to include contributions from Microsoft, Google, Akamai, and other major players in the streaming video arena.

Some of our noteworthy projects include:

• We delivered mobile applications for live streaming a 2012 international sporting event for a major US broadcaster.

• We worked with a major sports broadcaster to deliver an international Soccer tournament in 2010 and 2014 to a worldwide audience through mobile and browser applications.

• We worked with a major US Broadcaster to develop a common API across all their video solutions on all their platforms.

• We helped develop a Media Player used to broadcast over 2,400 out of market games each season for a major professional sports league.

Digital Primates has offices in Chicago and New York City and can be reached at answers@digitalprimates.net.

Digital Primates
5450 N. Cumberland Ave.
Suite 130
Chicago, IL 60656
United States
(773) 693-7800
www.digitalprimates.net

🐦 @DigitalPrimates

Discover Video

Rich Mavrogeanes
Founder and CEO
Discover Video

Discover Video is among the top companies for several reasons. First, the DV team has been delivering enterprise video streaming solutions since 1997. We have extensive experience in providing live and on-demand video streaming technology for mission critical applications.

Discover Video is growing over 100% a year by providing first class enterprise video solutions for businesses, schools (K12 and High Ed), and government. DEVOS, a SM Top 3 Education Video Platform, is being used for a wide variety of streaming applications including lecture capture, online training, IPTV, and event webcasts.

The key to Discover Video's success is the ecosystem it has developed. Customers use the powerful Streamsie software® for live encoding and streaming from desktops and mobile devices. They deploy DEVOS for full live and on-demand video delivery and they display content on desktops, mobile devices, Smart TV's and Roku boxes. DEVOS includes unlimited Digital Signage, showing live and recorded content, images, PowerPoint slides, and live news.

The comprehensive ecosystem includes live encoding, server-side transcoding, broadcasting live video from iPhone/iPads, automatic Priority Alert™ that opens video broadcasts on unattended desktops, digital signage, in-line questions and testing, unicast and multicast delivery, built-in server clustering for virtually unlimited scale, as well as hybrid premises/cloud options, and a world-class interface that can be optioned for Flash or HTML5.

Discover Video
101 N. Plains Industrial Road
Wallingford, CT 06492
United States
(203) 626-5267
Email: info@discovervideo.com
www.discovervideo.com

🐦 @DiscoverVideo1

VIEW FROM THE TOP

DVEO division of Computer Modules, Inc.

Laszlo Zoltan, BSEE
Vice President,
DVEO division
of Computer
Modules, Inc.

PERSONALIZATION OF THE TELEVISION experience has come a long way through advances made possible by, for example, HLS and DASH adaptive bitrate streaming protocols, enabling a client managed user experience. Whether we like it or not our television watching habits can be easily curated by suppliers.

In line with the interest in individualization of the user experience, and advances in multiple user information technologies like IP geolocation, DVEO is introducing a *multi-criteria targeted ad insertion platform* to make advertising more customized for individual viewers. Designed for broadcasters and multi-screen operators, AD SPOTTER™ is a unique DVEO innovation that utilizes both content and viewer information to choose the actual ads for playout to the viewer. Based on a DVEO-developed algorithm, it combines *content type*, *consumer profile* and *geolocation data* by "mining" multiple data bases in real time to insert ads with relevance to the viewer.
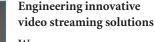
In addition to managing ad selection and insertion into live or stored transport streams, AD SPOTTER triggers "ad starts" via multiple mechanisms, including analog cue tones, SCTE 35 triggers, IP messaging, and scheduled or manual triggering. Moreover, it can insert ads either inside, over, or around video content via slices, overlays, crawl messages, alert bugs, and video "squeezes".

AD SPOTTER serves live or stored content with user targeted ads to set tops and mobile viewers. When an HLS capable device requests content, AD SPOTTER analyzes device location, type, and user profile (if available). Based on a pre-defined matrix of user type and associated ad types, the viewer targeted stream is served.

AD SPOTTER is the ideal tool for broadcasters, cable and IPTV operators to increase ad revenue by providing their sponsors with targeted dynamic ad insertion.

Epiphan Video

Mike Sandler
CEO
Epiphan Video

Engineering innovative video streaming solutions

WITH MORE THAN A DOZEN YEARS OF EXPERTISE in video capture and streaming, Epiphan is uniquely positioned to navigate today's diverse streaming landscape.

Epiphan listens to its customers

In 2003, Epiphan started with VGA2USB, a simple VGA-only hardware capture device. Incorporating feedback from customers who loved the product, Epiphan added support for higher resolutions and higher frame rates. The evolution resulted in DVI2USB 3.0, SDI2USB 3.0 and the revolutionary new driverless AV.io HD and AV.io SDI video grabbers. Along the way, Epiphan also added a product line for capturing, recording, streaming and switching live video from all-in-one devices without the need for a separate computer. The flagship Epiphan Pearl is winning awards and rave reviews around the world for its powerful streaming capabilities in a small, portable and easy to use package.

Video streaming for better remote support

Building on the success of Pearl and Epiphan's video capture solutions comes Apollo. Apollo offers customers with expensive and sophisticated equipment a better way to do remote technical support. Traditional support for these systems relies on telephone or online chat for troubleshooting and installation assistance. When these communications methods fail to solve the problem, a technician is dispatched to the customer site for further investigation, causing extended system downtime. Apollo avoids these costly delays by placing the technician virtually at the customer site. Apollo combines Epiphan's KVM and streaming technologies with an HD camera and voice support to deliver a more cost effective and faster remote technical support solution.

At Epiphan, we're always working with you to improve your video streaming experience.

VIEW FROM THE TOP

EuclidIQ

Richard Wingard
CEO
EuclidIQ

WHILE WE ARE IN THE EARLY STAGES OF perceptual quality optimization (PQO) as a way to further enhance video quality or gain additional bandwidth savings, we've only just begun to explore the potential of PQO.

Today, our IQ264 technology can actually enhance quality at the time of encoding, eliminating the need for postprocessing steps that can only be as good as the encodes they need to work with. IQ264 integrates directly into the encoding process, augmenting industry-standard H.264 encoders.

We've seen average bandwidth savings of more than 20% for H.264 encodes across a wide range of video types, from high motion and high complexity to low motion and low complexity.

But we're not just limited to H.264, as these bandwidth savings gains are really just a first step in a process to significantly enhance quality and further reduce bandwidth across the entire acquisition and distribution video workflow.

To do this, PQO needs to be implemented at the point of acquisition. Think of PQO as a way to train video cameras to perceive content the way humans do. That level of sophistication means that PQO could enhance the overall viewing experience.

That's the kind of change agent EuclidIQ strives to discover every day with our world-class team of researchers and software engineers. To date, we've got 39 patents covering a wide range of video optimization technologies, and we aren't slowing down as IQ264 launches. Expect more exciting announcements from EuclidIQ throughout 2016.

EuclidIQ
30 Monument Square
Suite 212
Concord, MA 01742
United States
(978) 369-8303
www.euclidiq.com

@EuclidIQ

Float Left Interactive

Tom Schaeffer,
CEO,
Float Left
Interactive, Inc.

2015 HAS BEEN AN EXCITING YEAR FOR digital video publishing. We've witnessed tremendous growth as broadcasters and publishers adopt new strategies to accommodate a fast growing segment of media consumer - one that expects to consume content anywhere at anytime, and on any device. In order to be successful, businesses must have a firm understanding of the technology required to deliver a best-in-class video service in a highly competitive arena. It's a complex ecosystem of cross-platform apps and features, third-party service integrations, video delivery, monetization, and comprehensive analytics that create the most effective services. At the heart of any service are consumer-facing TV apps that deliver a rich and interactive experience which drives viewership. The apps bind all of the pieces together in way that creates tremendous value to the publisher while providing the best experience for the consumer. Building the required apps across a vast array of fragmented device platforms is an immense challenge, and for most publishers, this is where the dream ends.

Since 2009, it's been Float Left's mission to help broadcasters and publishers launch-direct-to-consumer services. After deploying over 200 TV apps across a variety of different platforms, we decided to funnel our experience into a single solution designed towards reducing the complexity associated with launching these types of services.

FLIcast™ drastically reduces the complexities of TV app development. The solution is pre-integrated with key technology partners across the ecosystem, including: video distribution, advertising, subscription and billing, and analytics. At its core is our powerful engagement platform, FLICS™ that drives cross-platform features: favorites, ratings, recommendations, continuous playback, and state-based viewing. All of those features are then wrapped in a suite of apps designed to drive user engagement, retention, and monetization.

At Float Left, we are passionate about the TV industry and are thrilled to be participating in this evolution. Whether you're an established brand struggling to launch a service, or just getting started, Float Left can help.

Float Left Interactive, Inc.
1070 East Indiantown Rd.
Suite #208
Jupiter, FL 33477
United States
www.floatleftinteractive.com

@FL_Interactive

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Haivision

YOUR ENTERPRISE VIDEO COMPANY

What does it take to win in enterprise video? For over 11 years, we've been laser-focused on our customers and making sure their video experiences are easy, effortless and flawless. Here's how we do it.

Mirko Wicha
Chief Executive
Officer,
Haivision

- **Solving the Cloud-Premise Mix -** Our solution portfolio blends both on-premise and cloud. In only three short years, the Haivision Video Cloud has grown to become a significant contributor to Haivision's overall business and is already a major player in the online video platform (OVP) market.

- **Performance Streaming -** Our solutions power the most demanding applications including enterprise communications, live operating room collaboration, broadcast backhaul, and mission-critical intelligence, surveillance and reconnaissance (ISR) operations.

- **Extending Live Workflows over the Public Internet -** We developed our SRT (Secure Reliable Transport) technology to bring the performance of the LAN to WAN-based workflows, connecting facilities with end-to-end HD video solutions over low cost Internet connections.

- **Valuable Media Management -** Leveraging our expertise in streaming media technologies, Haivision has built Calypso, a true next-generation enterprise video platform that focuses on simplicity of deployment, management, and ease of use.

- **Business Fundamentals -** Haivision remains a private, self-funded company that has experienced solid and sustainable profitable growth for the last 8 years - a unique claim in our industry.

- **Our People -** From the core engineers who joined in 2004 to the nearly 200 employees today, we are a customer-centric company, preserving a culture that attracts the greatest talent and breeds innovation from an incredibly dedicated group of people that I consider my family.

Haivision
4445 Rue Garand
Montreal, Quebec H4R 2H9
Canada
(514) 661-2315
www.haivision.com

🐦 @haivision

Limelight Networks

THE BIGGEST CHALLENGE FACING THE industry is the growing complexity in delivering broadcast-quality content to the masses. OTT, live streaming and social media are exploding, and companies such as Twitter, Snapchat and Facebook require real time delivery, and the ability to instantly purge digital content globally. While OTT service offerings are in their early stages, our annual "State of Online Video" 2015 research report found that 90 percent of consumers are open to cutting the cord and cancelling their cable and pay-TV subscriptions in favor of OTT video services. Adding to the challenge, content publishers must create multiple bitrates of the same file for video, and deliver it to mobile devices from a wide variety of manufacturers.

Bob Lento
Chief Executive
Officer,
Limelight Networks

Content owners are finding they are often better served by offloading non-core activities, risks, and variable costs to a CDN purpose-built to deliver broadcast-quality video. Limelight can deliver any type of digital content to any device anywhere in the world. A large portion of the internet traffic passes through our global network, more than 20,000+ servers strong, and we have more egress capacity than a dozen pure-play startups combined.

Limelight serves some of the biggest CDN customers in the world. Very few CDNs could accomplish what we did during the World Cup, deliver more than 4Tbps of traffic. On any given day, we deliver 10x the traffic compared to some of our competitors. And best of all, we have a strong customer base and continuously make every effort to improve our customers' experience.

Limelight Networks, Inc.
222 South Mill Ave.
Tempe AZ 85281
USA
(602) 850-5000
www.limelight.com

🐦 @llnw

VIEW FROM THE TOP

Matrox Electronic Systems Ltd.

Alberto Cieri,
Senior Director
of Sales
and Marketing,
Matrox Video

FOR OVER 20 YEARS, MATROX VIDEO HAS steadily gained a reputation for providing high-quality, technologically-advanced tools for video professionals that combine multiple functions in a single cost-effective product. From the moment we first entered the traditional broadcast and post-production marketplace, we have consistently excelled at helping to drive production costs down and video quality up.

Anything worth streaming is worth recording

In 2013 we expanded into the webcasting market with Monarch HD a small, easy-to-use video streaming and recording appliance designed for professional video producers. From any HDMI input source such as a camera or switcher, Monarch HD generates an H.264-encoded stream compliant with RTSP or RTMP protocol. While encoding the video at bitrates suitable for live streaming, Monarch HD simultaneously records a high-quality MP4 or MOV file to an SD card, a USB drive, or a network-mapped drive.

More is better

Building on Monarch HD's success among broadcasters, event producers, medical facilities, CDNs, educational institutions, houses of worship, corporate communicators and legal videographers, we unveiled Monarch HDX at the 2015 NAB Show. Monarch HDX provides even more workflow flexibility featuring 3G-SDI and HDMI inputs with frame synchronization to compensate for unstable sources. Two independent H.264 encoders provide redundancy or can be set to stream and/or record using individual settings, plus an additional, dedicated H.264 encoder provides remote preview of the input.

Customization is key

Both platforms can be configured and controlled by simple web interfaces but also benefit from a comprehensive set of tools that lets network- or cloud-based video management platform developers, A/V integrators and value-added resellers harness the streaming and recording capabilities of Monarch appliances from within their own custom environments. Our Dev Tools include automatic configuration methods and simple HTTP-based control APIs. We also offer a control module for Crestron room media controllers and a Ross Video Dashboard control system.

Matrox Electronic Systems Ltd.
1055 St. Regis Blvd.
Dorval, Quebec
Canada, H9P 2T4
www.matrox.com/video

Ooyala

Caitlin Spaan,
VP of Marketing,
Ooyala

IN 2015, OOYALA TOOK BIG STEPS FORWARD in executing our strategy to deliver the most comprehensive platform for managing, distributing and monetizing personalized cloud TV. Since our founding in 2007, our focus has continued to be on helping premium brands, broadcasters, media companies and operators reduce operational costs and complexity, while using big-data analytics to increase audience engagement and maximize revenue.

To execute against that strategy Ooyala invested heavily in ad tech, launching Ooyala Pulse, our ad server, and Ooyala Pulse SSP, our programmatic trading technology, into the US market and abroad following our acquisition of European ad tech leader Videoplaza in late 2014. While our video platform is designed to help companies build and engage the largest possible audiences across all screens, our advertising solutions help maximize the value of that audience. Because of the joint solution, we've had immediate demand from the market, adding customers such as The Onion in the US, Atresmedia in Spain, and TV3 in Ireland. Further, we added anti-ad blocking technology to help our customers unlock millions of ad impressions — and the subsequent revenue — that otherwise would have been blocked.

This year, we launched Ooyala IQ, a breakthrough analytics product that provides multi-dimensional analysis of video consumption metrics in an easy-to-use interface, for real-time insight and works seamlessly across desktops and mobile devices; we were thrilled when Ooyala IQ won the Best of Show Award At NAB 2015.

In 2015, we also made our second acquisition with UK-based company, Nativ, adding its media logistics software platform, Mio, to our portfolio. Mio is a scalable and robust media logistics platform that cost-effectively manages content and business processes from production to delivery.

Our strategies from product innovation to acquisitions is to ensure our customers thrive in the post-TV era as the world's collective definition of TV and video blurs across multiple devices. Technologies and measurement tools for content delivery and monetization must evolve. This is the future of every broadcaster, media company and operator around the world and what we're dedicated to deliver.

Ooyala
4750 Patrick Henry Drive
Santa Clara, CA 94505
United States
www.ooyala.com

@ooyala

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PESA

PESA STARTED BUSINESS IN 1974 AS ONE of the first audio and video router manufacturers in the world. Over the last four decades PESA has built a strong network of partnerships and relationships with key companies around the world. Our customers and partners depend on PESA solutions to support critical audio and video production environments.

John Naylor
VP Global Sales
& Distribution,
Streaming
Products
PESA

We are deployed in military facilities, mobile production vehicles used in live sports broadcasts, broadcast studios, and in many other live production environments where failure is not an option. PESA is proud to be trusted in these types of environments year after year and takes pride in delivering rock solid performance and reliability that people have come to expect from our solutions.

In professional broadcast environments each piece of equipment is part of a larger system, typically consisting of a variety of hardware components; therefore integration/interoperability is key. System integrators often design systems that combine products from several different manufactures in order to incorporate components that are purpose built or optimized for a specific task.

This year PESA has added several key technology partners for streaming and continued expanding our integration capabilities. Here are a few of the highlights-

- **PESA Certified CDNs-** Our streaming hardware has an integrated CDN drop down menu which makes it much easier to publish a live stream.

- **NewTek-** PESA has teamed with NewTek to integrate our routers and streaming solutions; thus expanding the capabilities of their TriCaster products.

- **openGear-** PESA recently introduced encoding/decoding cards for the openGear chassis which delivers up to 20 channels of encoding or decoding in just 2RU.

We look forward to working with these partners and adding more integration options in the coming years to continue delivering unique, powerful, and reliable streaming solutions.

PESA
103 Quality Circle
Suite 210
Huntsville, AL 35806
United States
www.pesa.com

🐦 @PESA_ONLINE

Qumu

VIDEO IS A CRITICAL ELEMENT OF BUSINESS COMMUNICATION. At Qumu, we develop solutions that bring enterprise video to everyone, at any level. By providing the tools businesses need to create, manage, secure, distribute and measure the success of their videos, we help organizations use video to engage and empower employees, partners and clients.

Vern Hanzlik
President
Qumu

Our breadth of functionality, depth of scale and years of experience providing enterprise video solutions to global enterprises are the reasons that analysts say that Qumu is the leader in enterprise video.

We pride ourselves on offering the only complete enterprise video platform. From video capture to internal and external delivery, our solutions provide industry leading functionality such as:

1. **Live, scalable video broadcasting** – Qumu handles live and on-demand video, behind or in front of the firewall to audiences of any size.

2. **Rich mobile apps** – On any mobile platform, our mobile apps provide secure video anywhere, any time.

3. **Intelligent content routing** – Our Pathfinder business rules engine delivers optimized video streams to the appropriate device so video playback is seamless without wreaking havoc with your network.

4. **Integrations** – From unified communications to social business to marketing automation, Qumu makes existing solutions more engaging and more powerful with video.

5. **On-Premise, Cloud or Hybrid:** Flexible software deployment can be tailored to current business needs and scaled as businesses grow.

6. **Functionality** – Search through audio tracks of any video, create, edit and upload video from anywhere and so much more.

Visit us at Qumu.com and gain new insights and information about how video can transform the way your business communicates and connects.

Qumu
501 1st Ave North
Suite 305
Minneapolis, MN 55403
United States
(612) 638-9093
www.qumu.com

🐦 @Qumu

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Sonic Foundry

Sean Brown,
Senior Vice
President,
Sonic Foundry

SONIC FOUNDRY: COMMUNICATION IS THE NEW VIDEO CONTENT

Fifteen years ago, we knew what was going to be important about video, and it was simple — communication. You record a meeting, training, lecture, video conference, someone presenting to an audience in a ballroom, etc. — that's all instant content. Just like "orange is the new black," communication is the new video content.

Video has traditionally required so much pre- and post-production to create watchable, succinct pieces. However, demand and consumption of video is transforming the business of education and communication by not only putting knowledge within reach of anyone with internet access, but also transforming it into searchable, indexed and secure living libraries. With this demand comes a rapid rise in organizational video, and the lifeblood of organizational video is communication itself.

The automation of video creation from tools like Mediasite by Sonic Foundry has eliminated the need for extensive production hours and has fueled this organizational video growth. There's a line running between **My Mediasite, Mediasite Join,** our **Mediasite Events** team and all Mediasite products making it easier to create organizational video. The skill of Mediasite is to transform the act of communicating into knowledge in a single step. Our technology takes deliberate communication and renders it into something digital and shareable, and securely manages, curates and distributes it. You can watch it when you want to watch it, use it when you need it and find it when you have to have it.

The most powerful video in the world is the video that transforms the amazing amount of expertise and communicating that we're already doing every day and delivers it far and wide with maximum impact.

Sonic Foundry
222 West Washington Ave.
Madison, Wisconsin 53703
United States
www.sonicfoundry.com

@SonicFoundry
@Mediasite

Tulix Systems

George Bokuchava
CEO
Tulix Systems

IT HAS BEEN AN EXCITING YEAR FOR US at Tulix. Streamed video has seen tremendous growth in adoption from consumers, who continue to embrace the increased convenience, availability of content, and reduced costs that our medium offers relative to traditional means of content consumption. Even the most stubborn content providers have figured out by now that they need to be in the streaming game to be competitive.

Tulix has a long history of providing technological solutions to some of the world's largest companies, but what has made us so successful in the streaming space was recognizing the need for a comprehensive, end-to-end, cost-effective OTT solution to serve the needs of the medium to small sized content providers and aggregators.

We set out to make streaming accessible to everyone, by providing the full suite of streaming services – including video delivery, content management, apps, monetization, and more – backed by the best technology, at reasonable costs.

Over the past years, we've built a diverse clientele that includes broadcasters, film distributors, content aggregators, houses of worship, and many other types of clients. Building and operating an OTT streaming service was once a laborious and costly undertaking that only well-established or well-backed businesses could afford. We've made it simple and affordable, helping customers from all types of backgrounds stay on the cutting edge of streaming technology without breaking the bank.

As this space continues to evolve, we will continue to make the latest advances in technology – from 4K/UHD streaming, to MPEG-DASH, to HEVC, and whatever else the future holds – accessible to content providers and aggregators of all types and sizes. For more information about us, please visit www.tulix.com.

Tulix Systems
55 Marietta St.
Suite 1740
Atlanta, GA 30303
United States
(404) 451-5359
www.tulix.com

@TulixSystems

VideoRx

Robert Reinhardt
CTO
VideoRx

VIDEORX IS A BOUTIQUE CONSULTANCY focused on the niche of making video actually work. That's a lot more complicated than it may sound, given the massive variety of mobile and OTT devices in the hands of consumers today, in addition to desktop browsers.

We do everything within that niche, from architectural planning of entire video platforms, determining optimal encoding settings, configuring encoders and CDNs for efficient delivery, and engineering applications around video-centric experiences.

We provide enterprise-grade solutions to a wide variety of firms, from Microsoft and Apple, down to smaller businesses and startups. We implement a variety of technologies in our solutions, including open source tools such as FFmpeg as well as commercial technologies from Telestream, Teradek, and Wowza Media Systems.

Delivering video is a complex endeavor, with many challenges. From our perspective, some are more pressing than others, including:

Mobile Browsers: Most of our clients want to control the look and feel of video experiences on smartphones, but video just doesn't work in mobile browsers all that well. Support for the HTML5 full screen API and inline playback is improving, but right now you need a native app to have the customizations that are relatively easy to achieve in desktop browsers.

H.265: It's just not there yet. The industry wants early adopters, and by definition, someone has to pave a road. That someone is not a content provider, but the folks in charge of implementing video and audio decoders on devices and in browsers. Until Apple, Google and Microsoft begin to integrate H.265 decoders in their browsers and software, there's not much point in deploying H.265 content.

Live Streaming: Many mobile devices now support live streaming in the browser, but sadly, the market is still reliant on technologies such as Adobe Flash Player to bring live streaming solutions to desktop browsers.

One of the trends we're finding is that fewer content owners and delivery platforms appear to be concerned about DRM. Most of our clients don't want to give away their content for free, but securing content to prohibit all but the elite hackers seems to be more important than a locked down proprietary DRM structure that requires native app support for mobile playback, and that's a notable change in perspective from just a couple of years ago.

VideoRx
403 Madison Ave N
Suite 240
Seattle, WA 98110
United States
http://videorx.com

🐦 @VideoRx

Wowza Media Systems

David Stubenvoll
CEO and
Co-founder of
Wowza Media
Systems

WOWZA MEDIA SYSTEMS™ POWERS much of the streaming media people are consuming worldwide—even though most of them don't know it. How can that be? Wowza™ has ~19,000 service providers, OEMs, and direct end customers in 170+ countries across 6 continents. Nearly 40% of CDNs worldwide are Wowza customers, and Wowza powers or partners with 70% of providers on Gartner's Magic Quadrant for Enterprise Video Content Management.

Our Wowza Streaming Engine™ software is behind much of that, and is the underlying technology for our biggest news of 2015: the debut of the Wowza Streaming Cloud™ service. It's an end-to-end streaming solution that makes professional-quality streaming accessible for any budget, thanks to pay-as-you-go pricing and higher-volume plans—including a brand-new 24/7 plan for linear content. All of this is ad-free, and comes with an any-screen player that can be hosted, embedded, and branded, at no extra cost.

I'm really proud that while Wowza Streaming Cloud simplifies end-to-end streaming to make it less daunting for new users, powerful features make the service an exceptional cloud-based infrastructure for advanced users and developers. Customers use the built-in CDN controls to stream to viewers directly through Wowza Streaming Cloud or through third-party CDNs, use the transcoding feature by itself or as part of the end-to-end offering, and build their own scalable web service solutions with the REST API (now in preview).

For more about Wowza or for a free trial of Wowza Streaming Engine software or the Wowza Streaming Cloud service, visit wowza.com.

Wowza Media Systems
523 Park Point Drive
Suite 300
Golden, CO 80401
United States
wowza.com

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USA
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USA
www.sonicfoundry.com

TULIX SYSTEMS
55 Marietta St.
Suite 1740
Atlanta, GA 30303
USA
www.tulix.com

VIDEORX
403 Madison Ave N
Seattle, WA 98110
USA
http://videorx.com

WOWZA MEDIA SYSTEMS
523 Park Point Drive
Suite 300
Golden, CO 80401
USA
wowza.com

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Joel Unickow, Publisher joel@streamingmedia.com
143 Old Marlton Pike, Medford, NJ 08055
TEL: 250.933.1111

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