

**Monday, November 1<sup>st</sup>, 2010**

	<b>Workshop A</b>	<b>Workshop B</b>
9:00 a.m. – 12:00 p.m.	<p><b>Flexible Delivery and Interactive Experiences on the Adobe Flash Platform</b></p> <p>This seminar will explain how you can leverage new features from the Adobe Flash Media family of products. Learn how these integrated products enable an end-to-end workflow for efficient live video encoding with Flash Media Live Encoder; rich interactive streaming functionality (peer-assisted delivery with RTMFP) and application plus IP-Level multicast with Flash Media Server; and robust content protection and rights management with Flash Access. You will learn how to deliver high-quality media to the masses with HTTP Dynamic Streaming, along with rich video player development with the Open Source Media Framework and Flash Media Playback, opening up new avenues for innovation and monetization. Additionally, get an introduction to Adobe's enterprise video solution that will allow you to manage live and on-demand events.</p>	<p><b>Live Streaming with Microsoft Silverlight and Windows Media</b></p> <p>Whether inside the firewall or across the web, Silverlight allows you to reach your end users across a wide range of platforms, browsers, devices, and network conditions. You'll learn how to get started with Silverlight to deliver live events and when to use traditional Windows Media streaming and when to select HTTP adaptive streaming with IIS Smooth Streaming. You'll also find out about deployment costs, performance, and best practices. Finally, you'll see demonstrations of the latest technologies, including customizable media players, live encoding, and low-latency, and multicast adaptive streaming.</p>
1:30 p.m. – 4:30 p.m.	<p><b>HTML5 And Web Video Standards</b></p> <p>This workshop will focus on the HTML5 video standard and the various options out there to support it, and will even take a look at the code of a few live HTML5 video deployments, such as the Wikipedia live video beta. Hosted by leading organizations in the open video movement—HTML5video.org and the Open Video Alliance—this workshop will highlight the benefits and challenges of working with the up-and-coming standard, the current status of HTML5 video in the market, and help differentiate between reality and hype regarding the various video standards out there today.</p>	<p><b>Encoding H.264 Video for Streaming and Progressive Download</b></p> <p>This seminar focuses on producing H.264 video for streaming or progressive download. It will start with a deep look at key H.264 encoding parameters like B-frames, profiles, and levels, and how to customize encoding parameters for distributing via QuickTime and Flash. After detailing how to operate the H.264-related encoding parameters in tools from Adobe, Apple, Microsoft, Sorenson, and Telestream, it will then provide a brief overview of the respective quality output of these tools. You'll learn how your encoding tool compares in terms of quality and configurability, as well as how to configure your encoding tool for maximum H.264 quality.</p>

**Tuesday, November 2<sup>nd</sup>, 2010**

9:00 a.m. – 10:00 a.m.	Welcome & Keynote: <b>Google TV</b>
10:00 a.m. – 10:30 a.m.	Break – Room Setup

	Track A	Track B	Track C
10:30 a.m. – 11:30 a.m.	<p>A101</p> <p><b>Technology Bakeoff: VP8 vs. H.264</b>            You've heard the hype about VP8, but how does it really compare to H.264? This session compares quality, encoding speed, and playback requirements. It also details access to VP8 encoding from within live and on-demand encoding tools, the availability of hardware playback acceleration, and features like adaptive streaming. The session will also review VP8 usage by YouTube and other websites.</p>	<p>B101</p> <p><b>Internet-Enabled TVs And The Future Of The Connected Living Room</b>            While the adoption of broadband-enabled TVs and Blu-ray players is still small, these devices present the best opportunity to completely change the landscape of the connected living room. Retailers including Walmart, Sears, Kmart, Best Buy, and others are now looking to stream movies to consumers, and nearly every TV manufacturer now ships their hardware with a content platform. This session will discuss what the business models look like for content owners streaming video to these devices and how these TV platforms are going to evolve over the coming years.</p>	<p>C101</p> <p><b>The Future of Video In Education</b>            In the face of the rich-media revolution, educational institutions are using video in every aspect of campus life, from lecture capture to distance education, campus websites, libraries and preservation, digital asset management, clubs and events, and more. The challenge is finding media solutions that are agile, scalable, and cost effective. This panel will discuss best practices for integrating video and rich-media solutions into higher education institutions, presented by top universities that are leading the charge with integrated media strategies for viewers both on and off campus.</p>
11:45 a.m. – 12:30 p.m.	<p>A102</p> <p><b>Defining Advertising Standards And Stacks</b>            Currently, video publishers are scrambling to fulfill unsold inventory by any means possible including looking into daisy-chaining stacks of remnant video advertising networks to maximize avails. And often, the integration taxes development resources for many publishers to accommodate multiple ad networks and their various integration specifications. This begs the question: Can we further standardize the video ad formats, player designs, and integration specifications? In this session, we will emphasize some specific publisher problem scenarios and debate ways they can be addressed in the market.</p>	<p>B102</p> <p><b>Mobile Video Syndication: App Stores and Smartphones</b>            For content creators looking to monetize their video across mobile devices, the market can be pretty confusing. How do content creators reach the widest possible audience across so many different devices and mobile platforms like Android, Apple, Symbian, RIM, and Palm? Are dedicated video apps the answer or simply a way for companies like Apple to remain in control? This session will outline some of the differences between the different mobile platforms, what it costs to develop for them and how can content creators can reach consumers on their smartphones.</p>	<p>C102</p> <p><b>Online Video Use Cases For Small And Medium Size Businesses</b>            What started as a tool used by only the world's largest media companies has now become a common element of any professional website experience, including those of small and medium businesses (SMBs). This session will explore the requirements for success and the options available for delivering high-quality, cost-efficient online video experiences for SMBs. You will hear from small business owners from a variety of industries and learn how they are using video to successfully drive results for their organizations.</p>
12:30 p.m. – 1:45 p.m.	Lunch Break		
1:45 p.m. –	<p>A103</p> <p><b>Here Comes Google: TV Meets The</b></p>	<p>B103</p> <p><b>The Future Of Enterprise Webcasting</b></p>	<p>C103</p> <p><b>What the Advertisers Want: Meet The</b></p>

2:30 p.m.	<p><b>Web</b></p> <p>With the announcement of Google TV, the race is on to control the living room. Companies are hard at work trying to give consumers an easy and fast way to search content, navigate television channels, and bring online video to the forefront of the TV experience. This session will talk about some of the new offerings in the market and discuss which business and technology aspects of these services must be put in place in order for them to be successful.</p>	<p>Many enterprise streaming media initiatives have developed robust on-demand and live webcast capabilities, and some even offer "YouTube"-like functionality. So what's the next area these companies will focus on? Where do they see the biggest gain in ROI with new products and/or services? What technology do they wish they could implement today, or want to wait for until the "bleeding edge" has dulled? How much media control will they be giving their employees in the future? If you have a well-established streaming media environment, or if you just want to know what the future holds for enterprise streaming media delivery, this is the session for you.</p>	<p><b>Online Video Ad Buyers</b></p> <p>Meet the buyers at the center of the growing online video advertising market and learn where they see the dollars going this year—and in 2011. As new technologies, platforms, and formats become available, advertisers are faced with a variety of options, but where do the ad budgets ultimately end up? In this panel, we'll ask the buyers about their media planning strategies, what it takes to engage with them, what they're buying, and what's keeping them up at night. Is it brand safety, targeting, measurement, or something else? Hear from top agencies and brand marketers to discover the inside of what the buy side really wants from online video.</p>
2:45 p.m. – 3:30 p.m.	<p>A104</p> <p><b>Debunking HTML5 Video Myths: A Guide For Video Publishers</b></p> <p>After Steve Jobs announced the iPad, a whole new round of anti-Flash sentiment swept the ranks of the online design and development community. Many claims have been laid down by both "standards" and Flash proponents, and not all of them are based on fact. In this session, we'll walk you through the potential capabilities of HTML5, the differences across browsers, and how they compare to those of the Flash platform. Learn the effect HTML5 will have on video encoding and distribution in the future and how HTML5 may impact your business.</p>	<p>B104</p> <p><b>The Impact Of TV Everywhere And Over-The-Top Video</b></p> <p>Some consumers have experimented with it, many retailers appear to be clamoring to get a piece of it and every CE vendor is touting it, but will OTT ever really appeal to the masses? Is this type of online service enough to slow consumer consumption of--and possible defection to--over-the-top video services? What more must cable providers do to grab the attention of their subscribers? In this panel, we'll discuss the hot-button issues associated with content programming and the potential business models that could make these services successful.</p>	<p>C104</p> <p><b>Original Web Content: Are We Monetized Yet?</b></p> <p>As web content continues to grow and mature due to technological advances and audience awareness, the question still exists of how to monetize it, whether via funding, sponsorship, or other strategies. This panel will discuss the various ways content creators can successfully finance and/or gain profits from their work. Topics will include branded entertainment, sponsorships, the use of transmedia elements to extend the audience experience, and unique and creative ways to garner funding (including but not limited to crowdsourcing, fan donations, web-a-thons, etc.).</p>
3:30 p.m. – 4:00 p.m.	Break		
4:00 p.m. – 5:00	<p>A105</p> <p><b>Device Showdown: Roku, Xbox, PS3, and Apple TV</b></p>	<p>B105</p> <p><b>Entertainment Content In The Cloud</b></p> <p>Industry observers expect cloud computing</p>	<p>B105</p> <p><b>Windows Media Server and Network Troubleshooting In An Enterprise</b></p>

p.m.	With so many broadband-enabled devices in the market, trying to determine what each one offers in the way of streaming quality and content inventory can be quite confusing. In this special session, Dan Rayburn will do hands-on demos showcasing multiple devices, including the Roku, Xbox 360, PS3, and Apple TV, among others. Attendees will see these devices in action, learn which platforms they run, and get their questions answered in a Q&A session.	to represent an enormous sea change in digital storage and networked distribution methods for entertainment content. Such concepts as the "celestial jukebox" and "box office in the sky" are indeed exhilarating, but what are the real-world business considerations for rights-holders? Learn the surprising ways that motion picture studios, music labels, and games publishers actually perceive cloud-based solutions. Come discuss how music, games, video, and other content might migrate to the cloud, and what impact it will have on the content business.	<b>Setting</b> This presentation will offer a basic overview of how Windows Media Servers stream across an enterprise network and how to discover and fix common problems. Learn the ins and outs of working with your enterprise IT group to help them understand the specific issues with streaming across a network that's not necessarily designed for video. This session is designed for those of you working with streaming technology daily but who may not have a networking background, as well as those looking to start a streaming initiative within your company that will require you working with internal IT.
5:00 p.m. - 6:00 p.m.	Reception In Exhibit Hall		
6:30 p.m. - 8:30 p.m.	Readers Choice Awards		

### Wednesday, November 3<sup>rd</sup>, 2010

9:00 a.m. - 10:00 a.m.	Welcome & Keynote: <b>Adobe</b>		
10:00 a.m. - 10:30 a.m.	Exhibit Hall Opens		
	<b>Track A</b>	<b>Track B</b>	<b>Track C</b>
10:30 a.m. - 11:30 a.m.	A201 <b>How Old Media Is Embracing Online Video and New Media</b> This session will discuss how converging media technologies are redefining traditional distribution methods; how interactive and on-demand services are changing; and how entertainment and	B201 <b>Cutting The Cord On TV: Will Online Video Really Lead To Cable's Demise?</b> From Hulu to Netflix, streaming video is having a powerful impact on the traditional television industry. But are consumers really cutting the cord and bypassing cable operators in favor of online video? With the	C201 <b>Cost Savings From Enterprise Streaming: How The Conversation Has Changed</b> Years of conclusive statistics show that streaming can offset travel costs, outsourced services and production costs, and the opportunity costs of removing

	news video is being consumed. Come hear from some of the leading publishers, broadcasters, and advertisers about the impact that video and new media is having upon their business models.	broadcast networks facing some of the same threats as the newspaper industry, will services like TV Everywhere and over-the-top (OTT) content be the industry's savior? These topics and more will be addressed by this panel of content heavyweights.	employees from the office for meetings. But once you've proved the ROI and gotten your program going, the question becomes "How do we know this is working?" This session will feature firsthand examples from Fortune 500 organizations that are employing metrics to prove cost savings and employee engagement of using streaming to support core communications, training, and educational programs.
11:45 a.m. – 12:30 p.m.	<p>A202</p> <p><b>Monetization And Video Advertising Formats</b></p> <p>For all the buzz about online video advertising, most content owners have yet to be able to turn their online video from cost center to profit center. Still, strong signals suggest that video monetization is around the corner, provided content owners don't pull back in today's tight economy. What will it take to reach that tipping point, and what direct cost and revenue impact will it have on content owners? With all the different ads formats on the web today, which ones have the greatest ability to help content owners monetize content and why?</p>	<p>B202</p> <p><b>The Impact Of Broadband-Enabled TVs, Gaming Consoles And Devices</b></p> <p>With the number of new broadband-enabled TVs and Blu-ray players expected to be sold, along with devices such as the Xbox, Roku, TiVo, and PS3, consumers now have many ways to get their video fix. So what are the new business models that will be created from these new devices? What hurdles need to be overcome so that content can be monetized for multiple platforms? Explore with this panel the role of current consumer entertainment devices in this new convergent world and how these devices will play together to offer a superior video experience.</p>	<p>C202</p> <p><b>CDN Pricing: The Going Rate For Video Delivery</b></p> <p>With more CDN players in the market than ever before, trying to figure out what you should pay for delivering video can still be quite complex. This presentation will offer real pricing numbers from large, global content delivery networks and show you the average going rate when you outsource delivery to a third party. The session will also cover some of the variables that determine the final price, how you can accurately compare the delivery services of one CDN to another, and give you a list of providers in the market today.</p>
12:30 p.m. – 1:45 p.m.	Lunch Break		
1:45 p.m. – 2:45 p.m.	<p>A203</p> <p><b>Successful Content Syndication And Aggregation Strategies</b></p> <p>This panel will discuss the new ways content owners and site developers are aggregating content and distributing it on the web. See examples of ways to develop niche vertical sites without significantly expanding staffing, and discuss how to reach audiences on social networking sites like Facebook. Learn</p>	<p>B203</p> <p><b>iPad Revolution: Streaming Media Boon or Bandwidth Bust?</b></p> <p>End users, mobile marketers, and network operators are all concerned that the mobile experience is increasingly being marred by inadequate bandwidth for the content consumers want, including video and apps. AT&amp;T is no longer offering unlimited data plans, and other carriers are expected to follow suit. How will this impact a mobile</p>	<p>C203</p> <p><b>How To Produce Effective Educational Video</b></p> <p>This panel gets at the nuts and bolts of effective educational video by watching examples and hearing the producers explain their production strategies. Panelists will discuss in depth how they work with subject matter experts, explain practical production techniques, and reveal the tools used to get optimal results in</p>

	about some of the new emerging platforms for niche video distribution and best practices for increasing your chances of making money with your content.	video market that is starting to show real signs of success? Come hear what content owners, carriers, and mobile device manufacturers think needs to be done to solve this bandwidth problem.	service of learning goals.
2:45 p.m. – 3:15 p.m.	Break		
3:15 p.m. – 4:15 p.m.	<p>A204</p> <p><b>HTML5 And Web Video Standards</b></p> <p>As video becomes increasingly important on the web, content providers, browser developers, and end users can no longer afford to have the primary video delivery mechanisms locked up in standards that cannot be adapted to new environments. This is especially true for emerging trends such as mobile video and cross-device video technologies. HTML5 Video might be the answer, and we'll discuss what it is, the challenges it's facing, and how it affects other formats such as Flash and Silverlight, as well as how leading platforms and web giants such as Google, Mozilla, and Apple are supporting it.</p>	<p>B204</p> <p><b>How Streaming Video Is Changing The Television Landscape</b></p> <p>Streaming sites like Hulu, CBS, ABC, and others have proven that savvy audiences are turning to their computers for entertainment, and in a way that's profitable. How are traditional and cutting-edge companies capitalizing on this trend? In addition to providing the content, how are they taking advantage of this "connected" platform as they deliver content? And finally, how might online video based subscription offerings affect cable companies to this new content source?</p>	