Now Casting New Perspectives.
We appreciate your best behavior

DON'T BE THAT GUY
Remember to silence those phones when attending any formal session.

NO SMOKING, PLEASE
Sorry, but smoking and vaping are not allowed in the Javits Center.

SAY CHEESE!
You consent to our use of your image, likeness, actions and statements, without compensation, in connection with any recordings, reproductions or streaming activity.

PHOTOGRAPHY
Streaming of any sessions is prohibited. Photographs, video and audio taken while at the show are for personal use only. NAB owns the rights to any and all captured content.

SOLICITATION
Please be respectful and refrain from distributing leaflets, pamphlets and/or placing signs or posters in the Javits Center. If discovered, you will be asked to desist.

BADGE REPLACEMENTS
Lost your badge? Stop back by Registration to request a new one. The fee is $50 for a lost badge.

Future Shows
We look forward to seeing you at our other events!

2020 NAB SHOW
Las Vegas, NV
Conferences: April 18–22, 2020
Exhibits: April 19–22, 2020
NEW! Exhibits open Sun.-Wed. this year.

2020 RADIO SHOW
Nashville, TN | September 13–16, 2020

2020 NAB SHOW NEW YORK
New York, NY | October 2020

Green Is the New Black: What Can You Do?
Help support our “green” efforts with these tips:
• Think before you throw—use the new recycling bins.
• Take advantage of the water stations to cut down on single-use water bottles.
• Done with your lanyard? Recycle it at the end of the show.

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Registration Hours
Onsite Services ......................... 4
Grab A Bite;
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Schedule-At-A-Glance.............. 8
On-Floor Sessions
   Wednesday, October 16..... 9–11
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AWS Hands-On Labs for Media.... 15
Post|Production
   Conference NYC.............. 16–21
   TV2020 .................. 22–24
NYSBA Digital Leadership
   Academy ................... 25–26
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Produced in partnership with

Content subject to change. For the most up-to-date information, visit NABShowNY.com.
Let’s Plan Your Show!

**Pick up your badge**

<table>
<thead>
<tr>
<th>Location</th>
<th>Days</th>
<th>Times</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level 3, Crystal Palace</td>
<td>Tuesday, October 15</td>
<td>9 a.m.–4 p.m.</td>
</tr>
<tr>
<td></td>
<td>Wednesday, October 16</td>
<td>7:30 a.m.–6 p.m.</td>
</tr>
<tr>
<td></td>
<td>Thursday, October 17</td>
<td>7:30 a.m.–5 p.m.</td>
</tr>
</tbody>
</table>

**NEWSROOM**

**MEDIA BADGE PICK-UP**

4B Terrace, Level 4, take the elevator up from the Crystal Palace

<table>
<thead>
<tr>
<th>Days</th>
<th>Times</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday, October 15</td>
<td>3–5 p.m.</td>
</tr>
<tr>
<td>Wednesday, October 16</td>
<td>7:30 a.m.–6 p.m.</td>
</tr>
<tr>
<td>Thursday, October 17</td>
<td>7:30 a.m.–6 p.m.</td>
</tr>
</tbody>
</table>

**SPEAKER BADGE PICK-UP**

3D Glass Room, Level 3 Crystal Palace, located just to the left of the Exhibit Hall main entrance

<table>
<thead>
<tr>
<th>Days</th>
<th>Times</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday, October 16</td>
<td>7 a.m.–6 p.m.</td>
</tr>
<tr>
<td>Thursday, October 17</td>
<td>8 a.m.–5 p.m.</td>
</tr>
</tbody>
</table>

**ATM (CHASE BANK)**

Level 1 - adjacent to the Food Court  
Level 3 - adjacent to Hudson News in the Crystal Palace

**AMERICAN EXPRESS OPEN BUSINESS LOUNGE**

Located on the 4E Terrace, above the south side of the Crystal Palace Lobby.  
American Express OPEN Card Members and on-site Card applicants are invited to enjoy free Wi-Fi, snacks and relax in this state-of-the-art lounge.

Hours of Operation:

<table>
<thead>
<tr>
<th>Days</th>
<th>Times</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday, October 16</td>
<td>10 a.m.–6 p.m.</td>
</tr>
<tr>
<td>Thursday, October 17</td>
<td>10 a.m.–6 p.m.</td>
</tr>
</tbody>
</table>

**BUSINESS CENTER (FEDEX OFFICE)**

Concourse level across from Starbucks.  
Whether shipping, packing or printing, FedEx has you covered. Need to print a document on-site? Stop by the Print & Go Kiosk, use your smart phone to connect, and documents are printed on the spot. Convenient!

Hours of Operation:

<table>
<thead>
<tr>
<th>Days</th>
<th>Times</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday, October 16</td>
<td>8 a.m.–6 p.m.</td>
</tr>
<tr>
<td>Thursday, October 17</td>
<td>9 a.m.–7 p.m.</td>
</tr>
</tbody>
</table>

**COAT & LUGGAGE CHECK**

Located on the Level 2 Concourse Level next to FedEx. $4 per item.

Hours of Operation:

<table>
<thead>
<tr>
<th>Days</th>
<th>Times</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday, October 16</td>
<td>9:30 a.m.–7 p.m.</td>
</tr>
<tr>
<td>Thursday, October 17</td>
<td>9:30 a.m.–6 p.m.</td>
</tr>
</tbody>
</table>

Center Concourse Coat Check:

<table>
<thead>
<tr>
<th>Days</th>
<th>Times</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday, October 16</td>
<td>9 a.m.–6:30 p.m.</td>
</tr>
<tr>
<td>Thursday, October 17</td>
<td>9 a.m.–6:30 p.m.</td>
</tr>
</tbody>
</table>

**FIRST-AID**

Located in the corridor between Halls 1D and 1E on Level 1.

In case of an emergency, contact the Command Center immediately. Dial the Command Center at ext. 2222 from any house phone or (212) 216-2222 from an outside line.

**LOST+FOUND**

Open 24 hours. Call (212) 216-2196.

**WIRELESS INTERNET**

256k of bandwidth is FREE at the Javtis Center! This bandwidth is perfect for simple web browsing and checking emails. Need more bandwidth? For $8/day, per device, upgrade to 768k. To get started:

1. Select “@Javits Wi-Fi” from the list of available networks. The user’s device will automatically redirect to the Javits Wi-Fi Welcome page. Laptop users may need to open a web browser, which will redirect to the Javits Wi-Fi Welcome page.
2. Select “Attendee” or “Exhibitor” on the Welcome page.
3. Select “Free Wi-Fi” or “Pay for Use.” (Credit cards only accepted for “Pay for Use” options.)
4. Scroll down to the bottom of the “Terms and Conditions” page. Type in your email address and select “Enter.”
5. Sign up to set up an account (just enter a password twice) then hit Enter.
Grab a Bite

SHOW FLOOR

<table>
<thead>
<tr>
<th>Gyro Stand &amp; Coffee Cart with Boars Head (N1065)</th>
<th>Wednesday</th>
<th>Thursday</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:30 a.m.–5 p.m.</td>
<td>9:30 a.m.–4 p.m.</td>
<td></td>
</tr>
<tr>
<td>Middle Bar Grab &amp; Go/Panini (N747)</td>
<td>9:30 a.m.–5:45 p.m.</td>
<td>9:30 a.m.–4:45 p.m.</td>
</tr>
</tbody>
</table>

LOWER LEVEL CAFÉ AND FOOD COURT

<table>
<thead>
<tr>
<th>Brighton Beach Grill</th>
<th>Wednesday</th>
<th>Thursday</th>
</tr>
</thead>
<tbody>
<tr>
<td>11 a.m.–3 p.m.</td>
<td>11 a.m.–3 p.m.</td>
<td></td>
</tr>
<tr>
<td>Mott’s Little Italy Pasta</td>
<td>11 a.m.–3 p.m.</td>
<td>11 a.m.–3 p.m.</td>
</tr>
<tr>
<td>Central Park Greens</td>
<td>11 a.m.–3 p.m.</td>
<td>11 a.m.–3 p.m.</td>
</tr>
</tbody>
</table>

MARKETPLACE CRYSTAL PALACE

<table>
<thead>
<tr>
<th>Poke Bowl North</th>
<th>Wednesday</th>
<th>Thursday</th>
</tr>
</thead>
<tbody>
<tr>
<td>11 a.m.–3 p.m.</td>
<td>11 a.m.–3 p.m.</td>
<td></td>
</tr>
<tr>
<td>Nucha’s Empanadas North</td>
<td>11 a.m.–3 p.m.</td>
<td>11 a.m.–4 p.m.</td>
</tr>
<tr>
<td>Central Park Greens</td>
<td>11 a.m.–3 p.m.</td>
<td>11 a.m.–3 p.m.</td>
</tr>
<tr>
<td>Hudson Grill</td>
<td>8 a.m.–4 p.m.</td>
<td>8 a.m.–4 p.m.</td>
</tr>
<tr>
<td>Pizza South</td>
<td>11 a.m.–3 p.m.</td>
<td>11 a.m.–3 p.m.</td>
</tr>
<tr>
<td>Boar’s Head Sandwiches</td>
<td>11 a.m.–5 p.m.</td>
<td>11 a.m.–5 p.m.</td>
</tr>
<tr>
<td>Juice Bar</td>
<td>11 a.m.–3 p.m.</td>
<td>11 a.m.–3 p.m.</td>
</tr>
<tr>
<td>Starbucks Kiosk</td>
<td>8 a.m.–6 p.m.</td>
<td>8 a.m.–6 p.m.</td>
</tr>
</tbody>
</table>

NORTH CONCOURSE

<table>
<thead>
<tr>
<th>Starbucks Kiosk</th>
<th>Wednesday</th>
<th>Thursday</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 a.m.–6 p.m.</td>
<td>7 a.m.–6 p.m.</td>
<td></td>
</tr>
<tr>
<td>Taste New York Bistro</td>
<td>11 a.m.–6 p.m.</td>
<td>11 a.m.–6 p.m.</td>
</tr>
<tr>
<td>Concourse Café</td>
<td>9 a.m.–4 p.m.</td>
<td>9 a.m.–4 p.m.</td>
</tr>
</tbody>
</table>

Getting Around

ADA ASSISTANCE
Mobility Vehicles may be rented and picked up at the Concierge in the Crystal Palace. If you require assistance, please call 212-216-2196.

PARKING
There is no parking at the Javits Center. However, there are a variety of lots open nearby, ranging from 24-hour, 7 days a week, to more limited service. Reserve your parking spot in advance by using the ParkWhiz App.

TAXI STAND
Located on the Concourse Level

Good news: You get $5 off your first 2 rides with code NYCGO18. How does it work?
1. Download the Lyft app
2. Request a ride
3. GO.

Code valid for new users only.

Save $20 on your first uberPOOL ride in NYC.

1. Enter the promo code NYCGOPOOL in the “promotions” section of the app.
3. Select the uberPOOL option at the bottom of the slider.
4. Request and ride — you may be matched with another rider traveling along a similar route.

Code valid for new users only.
# Schedule-At-A-Glance

## WEDNESDAY, OCTOBER 16

<table>
<thead>
<tr>
<th>Event</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit Hall Open</td>
<td>10 a.m.–6 p.m.</td>
</tr>
<tr>
<td>TV2020: Monetizing the Future</td>
<td>8 a.m.–5:15 p.m.</td>
</tr>
<tr>
<td>Post</td>
<td>Production Conference NYC</td>
</tr>
<tr>
<td>Small-To-No-Crew: Corporate &amp; In-House Productions</td>
<td>9 a.m.–5 p.m.</td>
</tr>
<tr>
<td>Streaming Summit</td>
<td>9 a.m.–4 p.m.</td>
</tr>
<tr>
<td>AWS Hands-on Labs for Media</td>
<td>10 a.m.–4 p.m.</td>
</tr>
<tr>
<td>Digital Leadership Academy</td>
<td>10 a.m.–3:30 p.m.</td>
</tr>
<tr>
<td>Opening Keynote</td>
<td>10:30–11:15 a.m.</td>
</tr>
<tr>
<td>On-Floor Programs</td>
<td>10:30 a.m.–6 p.m.</td>
</tr>
<tr>
<td>Streaming Summit Keynote: CBS Interactive <em>(Open to All)</em></td>
<td>4:15–5 p.m.</td>
</tr>
<tr>
<td>Streaming Community Mixer</td>
<td>5–6 p.m.</td>
</tr>
</tbody>
</table>

## THURSDAY, OCTOBER 17

<table>
<thead>
<tr>
<th>Event</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit Hall Open</td>
<td>10 a.m.–5 p.m.</td>
</tr>
<tr>
<td>Post</td>
<td>Production Conference NYC</td>
</tr>
<tr>
<td>Small-To-No-Crew: Cinematic Video Lighting</td>
<td>9 a.m.–5 p.m.</td>
</tr>
<tr>
<td>Streaming Summit</td>
<td>9 a.m.–4:45 p.m.</td>
</tr>
<tr>
<td>Digital Leadership Academy</td>
<td>10 a.m.–2 p.m.</td>
</tr>
<tr>
<td>On-Floor Programs</td>
<td>10:30 a.m.–5 p.m.</td>
</tr>
<tr>
<td>New York Broadcast Leadership and Hall of Fame Luncheon</td>
<td>12–2 p.m.</td>
</tr>
<tr>
<td>NAB Show New York Impact Award: <em>When Media and Entertainment Are a Catalyst for Change</em></td>
<td>1:45–2:30 p.m.</td>
</tr>
<tr>
<td>Closing Keynote: How Tech Serves Art in Netflix’s “Russian Doll”</td>
<td>3:30–4 p.m.</td>
</tr>
<tr>
<td>Content Creators Community Mixer</td>
<td>4–5 p.m.</td>
</tr>
</tbody>
</table>
On-Floor Sessions

Visit NABShowNY.com for the latest updates, including session descriptions and speakers.

### WEDNESDAY, OCTOBER 16

**10:30–11:15 a.m.**
N1172: Stage 1

**NAB Show New York Opening Keynote**

Gordon H. Smith, President and CEO, National Association of Broadcasters
Ginger Zee, Chief Meteorologist, ABC News

**11:15–11:45 a.m.**
N727: Marketplace Theater

**Avid Finishing in a DaVinci Resolve Color Workflow**

Sponsored by keyode MEDIA

**11:15–11:45 a.m.**
N1011: Stage 2

**When Advertising Underwrites Content**

**11:30 a.m.–12 p.m.**
N475: CM|IP Theater

**Personalize Your Secure Live Stream With Lambda@Edge**

Sponsored by IBM Watson Media

**11:45 a.m.–12:15 p.m.**
N1011: Stage 2

**Inspiring Creativity and Collaboration: Empowering Your Creative Teams With Microsoft Azure**

Sponsored by Microsoft

**12–12:30 p.m.**
N727: Marketplace Theater

**Use of Advanced Single Frequency Networks to Improve Signal and Provide Targeted Coverage for FM Radio**

**12–12:30 p.m.**
N475: CM|IP Theater

**QoE Snapshot: Video Services and Live TV Monitoring**

**12:30–1 p.m.**
N475: CM|IP Theater

**Low-Latency Reality Check**
## WEDNESDAY, OCTOBER 16

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Title</th>
<th>Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:45–1:15 p.m.</td>
<td>N727: Marketplace Theater</td>
<td><em>A Next Generation IT/IP-Centric Live Production Platform With Open Architecture</em></td>
<td>Panasonic</td>
</tr>
<tr>
<td>1–1:30 p.m.</td>
<td>N475: CMIP Theater</td>
<td><em>Dynamic Ad Insertion Strategies for Programmers and Service Providers: A Case Study</em></td>
<td><a href="https://www.strann.com">Strann</a></td>
</tr>
<tr>
<td>1:30–2 p.m.</td>
<td>N1172: Stage 1</td>
<td><em>Selecting the Best Video Transport Methods for Your Live Event, No Matter Where It Takes You</em></td>
<td><a href="https://www.encompass.com">Encompass</a></td>
</tr>
<tr>
<td>2:15–2:45 p.m.</td>
<td>N1172: Stage 1</td>
<td><em>Where Content Is Created</em></td>
<td></td>
</tr>
<tr>
<td>2:30–3 p.m.</td>
<td>N1011: Stage 2</td>
<td><em>All That Foley</em></td>
<td></td>
</tr>
<tr>
<td>2:30–3 p.m.</td>
<td>N475: CMIP Theater</td>
<td><em>CMAF Low Latency</em></td>
<td></td>
</tr>
<tr>
<td>3:15–3:45 p.m.</td>
<td>N727: Marketplace Theater</td>
<td><em>Media in 2020: +100 New Ways to Distribute, Engage, Monetize and Gamify Content Experiences</em></td>
<td></td>
</tr>
<tr>
<td>3:30–4 p.m.</td>
<td>N475: CMIP Theater</td>
<td><em>Virtual Linear Channels: TV is Dead, Long Live TV</em></td>
<td></td>
</tr>
<tr>
<td>Time</td>
<td>Session</td>
<td>Location</td>
<td>Speakers</td>
</tr>
<tr>
<td>--------------</td>
<td>-------------------------------------------------------------------------</td>
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<td>-----------------------------------</td>
</tr>
<tr>
<td>3–3:30 p.m.</td>
<td>Nailing a Commercial’s Look and Sailing Through Post</td>
<td>N1172: Stage 1</td>
<td>LOCAL600</td>
</tr>
<tr>
<td>3:15–3:45 p.m.</td>
<td>Changing the Traditional Distribution Business</td>
<td>N1011: Stage 2</td>
<td></td>
</tr>
<tr>
<td>4-4:30 p.m.</td>
<td>The LED Challenge for Film and Television</td>
<td>N1011: Stage 2</td>
<td>LDI</td>
</tr>
<tr>
<td>4:15–5 p.m.</td>
<td>Streaming Summit Keynote: CBS Interactive</td>
<td>N1172: Stage 1</td>
<td>CBS Interactive</td>
</tr>
<tr>
<td>4:45-5:15 p.m.</td>
<td>FRAME SHIFT: How Delivery Is Transforming Content Creation</td>
<td>N1011: Stage 2</td>
<td>Frame Shift</td>
</tr>
<tr>
<td>5–6 p.m.</td>
<td>Streaming Community Mixer</td>
<td>N1172: Stage 1</td>
<td>CONVIVA, Limelight, Verizon Media</td>
</tr>
<tr>
<td></td>
<td>How Location Can Help Win Local Ad Dollars</td>
<td>N727: MarketPlace Theater</td>
<td>GroundTruth</td>
</tr>
</tbody>
</table>

Visit NABShowNY.com for the latest updates, including session descriptions and speakers.
On-Floor Sessions

Creative  ▲ Business  ■ Technology

Visit NABShowNY.com for the latest updates, including session descriptions and speakers.

THURSDAY, OCTOBER 17

10:30–11:30 a.m.
N1172: Stage 1

A Keynote Conversation: Deep Fakes
Gordon H. Smith, President and CEO, National Association of Broadcasters

11–11:30 a.m.
N475: CM|IP Theater

A Presentation by Amazon Web Services

11:30 a.m.–12 p.m.
N1011: Stage 2

Get More From Your Content Leveraging AI With Microsoft Azure
Sponsored by Microsoft

11:15-11:45 a.m.
N727: Marketplace Theater

The Nationwide ATSC 3.0 Emergency Alert Service Now Being Built in Korea

11:30–12 p.m.
N475: CM|IP Theater

Virtual Linear Channels: TV Is Dead, Long Live TV

12–12:30 p.m.
N1172: Stage 1

How VICE Media Uses Frame.io API Plus AI Transcription to Automate Their S&P Process
Sponsored by Frame.io

12–12:30 p.m.
N475: CM|IP Theater

CMAF Low Latency

12:30–1 p.m.
N475: CM|IP Theater

Lemonada Liftoff: Everything You Need to Know About Launching a Podcast Network
Sponsored by Zixi
Visit NABShowNY.com for the latest updates, including session descriptions and speakers.

THURSDAY, OCTOBER 17

12:30–1 p.m.  ▲
N727: Marketplace Theater
Audio Insights for Your Podcast Strategy

12:30–1 p.m.  ■
N1011: Stage 2
Producing and Protecting Content in ATSC 3.0

1:45–2:30 p.m.  ▲
N1172: Stage 1
NAB Show New York Impact Award
Presented to Billy Porter

2:15–2:45 p.m.  ▲
N727: Marketplace Theater
Voice Tech and Smart Speakers in Broadcasting

2:30–3 p.m.  ■
N475: CM|IP Theater
Low-Latency Reality Check

2:30–3 p.m.  ■
N1172: Stage 1
Deliver Automated, Highly Accurate Closed Captioning With the Help of Watson AI
Sponsored by IBM Watson Media

3–3:30 p.m.  ■
N475: CM|IP Theater
A Presentation by Accedo
Sponsored by Accedo

3–3:30 p.m.  ■
N1011: Stage 2
Create Stories Worth Talking About
On-Floor Sessions

● Creative  ▲ Business  ■ Technology

Visit NABShowNY.com for the latest updates, including session descriptions and speakers.

THURSDAY, OCTOBER 17

3–3:30 p.m.  ▲ ■
N727: Marketplace Theater

Digital Horizons:
Fireside Chat Exploring the Broadcast of Esports

Produced in partnership with XLive

3:30–4 p.m.  ● ■
N1172: Stage 1

Closing Keynote: How Tech Serves Art in Netflix’s “Russian Doll”

3:45–4:30 p.m.  ▲ ■
N1011: Stage 2

ATSC 3.0 Ad Targeting Update: Deployment Timetable and Monetization Potential

3:45–4:15 p.m.  ▲
N727: Marketplace Theater

Cultivating and Sustaining Successful Podcast Brands

4–5 p.m.  ▲
N1172: Stage 1

Content Creators Community Mixer

Inspired and hosted by industry organizations, these curated meetups bring together a broad variety of professionals looking to connect through idea sharing, learning and networking.

Sponsored by PodBean

Directly, following the closing keynote, enjoy a complimentary happy hour to connect with fellow content creators.
<table>
<thead>
<tr>
<th>Time</th>
<th>Session Details</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>10–11 a.m.</td>
<td>Building a Live Video Channel With AWS Elemental MediaLive and AWS Elemental MediaStore</td>
<td>3D12</td>
</tr>
<tr>
<td>11:15 a.m.–12:15 p.m.</td>
<td>Video on Demand With AWS Elemental MediaConvert</td>
<td>3D12</td>
</tr>
<tr>
<td>12:30–1:30 p.m.</td>
<td>Building a Live Video Channel With AWS Elemental MediaLive and AWS Elemental MediaStore</td>
<td>3D12</td>
</tr>
<tr>
<td>1:30–2:30 p.m.</td>
<td>Video on Demand With AWS Elemental MediaConvert</td>
<td>3D12</td>
</tr>
<tr>
<td>2:30–3 p.m.</td>
<td>Live Sports Streaming in the Cloud: Improving the User Experience</td>
<td>3D10</td>
</tr>
<tr>
<td>2:30–4 p.m.</td>
<td>Enhancing Media Workflows With Machine Learning</td>
<td>3D12</td>
</tr>
</tbody>
</table>
Wednesday, October 16

8:30–9:45 a.m.
2D14

Contracts for Creatives
How to read, understand and issue spot contracts. Great for business owners.

Seth Polansky, Managing Partner | The Law Offices of Seth Polansky, LLC

8:30–11:15 a.m.
2D10

Focus On: Typography & Title Design
Text is often the most important element in video projects, but many underestimate the complexities of bringing letters to life. In this session, you’ll learn a variety of techniques for working with type in After Effects. Combine text and video in After Effects to create stunning scenes. Extrude, Light, Texture and Animate live text inside After Effects. Combine it with other 3D effects and see what’s possible without plug-ins or dedicated 3D app. Discover how to work with ligatures, Indents, Kerning, Glyphs, Paragraphs, Filters, Favorites and more.

Eran Stern, Motion Designer, SternFX

8:30–11:15 a.m.
2D12

In-Depth: Working Faster & Smarter in Adobe Premiere Pro
See master trainer Jeff Greenberg work back and forth twisting and turning Adobe Premiere Pro in ways you’ve never seen it work. Full of tips, nuanced uses and lots of fun while learning, this class will take you from a mild manner Premiere Pro editor to a super-powered editing machine! This in-depth session is filled to the brim with tricks, techniques and short-cuts to make you a faster, better editor. We’ll be hopping around Premiere Pro and jumping into a few other Adobe Creative Cloud applications showing how to best leverage their secrets. Whether you are self-taught or have taken a training class in Premiere Pro, this fast-paced class loaded with tips and techniques that will make you a faster, better, and more marketable Premiere Pro editor. Loads of Q&A and playing around in the Adobe ecosystem. Jeff I. Greenberg has been spinning NLEs at NAB for over a decade. Everyone is guaranteed to have at least one “A-HA” moment. If you use Premiere Pro, this is the place to be — there’s something here for everyone! Audience: This class is geared toward editors familiar with Premiere Pro, it’s interface and workflow. Editors new to Premiere Pro can benefit from the class but should be aware that the presenter will not revisit basic techniques. Have a question prior to class? Get all of your questions answered from Master Trainer Jeff I. Greenberg: http://JGreenbergConsulting.com or by emailing jeff@jgreenbergconsulting.com.

Jeff Greenberg, CEO/Owner at J Greenberg Consulting, LLC
10–11:15 a.m.
2D14

**Building Your Freelance Business to the Next Level**

In this workshop, learn from an entrepreneurial expert how to manage your brand, your clients, your money and your career as a successful freelancer. Learn strategies for communicating on social media while getting work done. Discover how to work with challenging clients. Set your financial targets and plan for professional growth. This session is ideal for self-starters ready to kick it up a notch.

*Amy DeLouise, Director/Producer, DeLouise Enterprises LLC*

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12:45–2 p.m.
2D14

**Crowdfunding Your Independent Film**

In this session you will learn strategies on how to successfully plan, design and execute your independent film crowdfunding campaign. Filmmaker Kelley Slagle will lead you through best practices, share practical advice and personal insights, and highlight success stories that will help you meet your film crowdfunding goals no matter what platform you use.

*Kelley Slagle, Director, Producer and Editor, Cavegirl Productions*

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12:45–2 p.m.
2D12

**Advanced Photoshop Techniques for Motion Graphic Artists and Editors**

There are many reasons to use Photoshop with After Effects. In this class, Photoshop guru Rich Harrington will show you how to take advantage of many hidden features. Learn how to move seamlessly between the two applications and hand off essential assets like text color effects, and textures. Great for motion graphic artists, editors and VFX artists. Topics include:

- Understanding still image concepts such as resolution and bit depth
- Matching your composition settings
- Using Content-Aware Scale
- Working with raster and vector images
- Setting transparency
- Adjusting blend modes
- Creating custom gradients
- Performing automatic lens correction
- Using actions to speed up design workflows
- Correcting color
- Designing Lookup Tables
- Creating a depth matte with gradients

*Richard Harrington, CEO, Founder, RHED Pixel*

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12:45–2 p.m.
2D10

**Multi-Camera From Production to Post**

Multicamera video production is an essential technique for covering everything from a single person talking head interview to a reality show up to a live music event. But multicam doesn’t have to involve a remote truck and a large crew as it can also be accomplished with just a couple of cameras and some careful planning. This session will look at techniques for setting up a multicam shoot so that things flow smoothly into post production. Included will be a potpourri of tips, tricks and techniques for planning the shoot and rolling cameras to making use of the multicamera editing feature that is present in all of the major NLEs today. After the shoot comes the edit and there are many techniques to facilitate fast and smooth multicamera editing. Some of these techniques will focus on specific NLE multicam functions and how to utilize them across different projects while others are rules for overall multicam editing strategies. Not wanting to be confined to a single NLE we will jump across multiple editing platforms as we look at ways to tackle different kinds of multicam editing projects.

*Scott Simmons, Freelance Editor, www.ScottSimmons.tv | @editblog*
Post|Production Conference

2:15–3:30 p.m.  
2D12

Compositing With After Effects and Cinema 4D

Almost all renders coming out of CINEMA 4D can be improved with a little help from After Effects. For example, you can isolate elements, work with different render passes, use the Take system and even export cameras and lights. This can help to finesse the result at the post stage, without the need to rerender, every time you want to make changes. There are also effects that can be applied at the post stage more effectively. In this session, you will learn a variety of techniques to improve and speed up your compositions, all thanks to the tight integration between After Effects and C4D.

Eran Stern, Motion Designer, SternFX

2:15–3:30 p.m.  
2D10
eGPUs: What Can They Do for You?

Laptop and desktop editing. Every laptop (and many desktop systems) have the same problem: Very limited upgrade choices. External Graphic Processors (eGPUS) address that. We’re going to cover:
- What hardware is available (both external boxes and GPUS)
- Where you will see benefits
- How to extend your existing hardware life
- How to figure out the best value for your money

Have a question prior to class? Get all of your questions answered from Master Trainer Jeff I. Greenberg (http://JGreenbergConsulting.com) Perfect for the post-production professional who needs solid answers about eGPUs.

Jeff Greenberg, CEO/Owner at J Greenberg Consulting, LLC

3:45–5 p.m.  
2D12
Creating After Effects Motion Graphics Templates

The Essential Graphics panel allows you to build custom controls for motion graphics and share them as Motion Graphics templates via Creative Cloud Libraries or as local files. In this session, veteran Adobe instructor Luisa Winters will take you through the whole workflow. Make your own Motion Graphics Template in After Effects; use it in Premiere Pro; Modifying in both Premiere Pro and After Effects. Take an existing *.MOGRT and modify it in After Effects; re-export and use in Premiere Pro. The template is “almost” what you need, but not quite? Luisa will take you through what you need to know to modify and create your own template. A not to miss session — find out how to make a *.MOGRT template in After Effects, and how to use it in Premiere Pro.

Luisa Winters, Video Trainers, Freelance, Adobe/Apple Certified Trainer

3:45–5 p.m.  
2D14
Creative Lighting on a Budget

Lighting has dramatically changed in the past decade, and frequently budgets don’t take lighting systems into account. Optimizing every scrap of brightness while creating the proper mood and ambience is critical whether it’s for interview, talking heads, corporate presentations, training or education. Great lighting doesn’t need to come on a truck and certainly doesn’t need to be expensive. Light em’ up in this creative session where you’ll learn new lighting techniques that go far beyond the boring three-point kit.

Douglas Spotted Eagle, Managing Producer/Trainer/Author, Sundance Media Group
Post|Production Conference

3:45–5 p.m.
2D10

Mastering LOG Footage and Creating Custom Lookup Tables

Capturing video in log tells the camera to record more from a scene — meaning you’ll be able to recover more from your highlights and shadows and adjust more colors and tones in post production. In this course, join Rich Harrington as he shows you how to record video in log, process the files and complete a post-production workflow. Topics covered include:

• Recording options for log
• Configuring cameras to recording in log
• Monitoring log recordings
• Following typical camera workflows
• Getting ready for post
• Using log files in Premiere and After Effects
• Using log files in Final Cut Pro X
• Managing and manipulating lookup tables

Richard Harrington, CEO and Founder, RHED Pixel

10–11:15 a.m.
2D10

After Effects Tips and Tricks

During the last years After Effects become more than a software. It’s almost an operating system, New features are being added each quarter and it’s getting hard to follow-up. In this session, I will share a handful of tricks and techniques that will help to catch up. Join me and learn short tips that will help you be a better After Effects artist.

Eran Stern, Motion Designer, SternFX

10–11:15 a.m.
2D12

Getting the Best Performance: Directing Actors and Non-Actors

Filmmaker and actor Kelley Slagle shares her unique perspective on working with actors, based on her experience both behind and in front of the camera. She discusses how to build great relationships and get the best performances from your actors — whether they’re professional or non-professional. Learn about casting the right talent, breaking down scripts and characters, effective rehearsals, on-set direction and making non-actors feel engaged and comfortable. She’ll also discuss special scenarios, such as interviews, effects, sensitive subjects and children. Concrete skills and take-aways:

• Casting and auditioning tips and resources
• Breaking down scripts and characters
• Effective rehearsals and tips for on-set direction
• Engaging and working with non-actors
• Special scenarios such as interviews, effects, sensitive subjects and children

Kelley Slagle, Director, Producer and Editor, Cavegirl Productions

Thursday, October 17

8:30–11:15 a.m.
2D10

In-Depth: Editing and Mixing Audio in Adobe Premiere Pro

Join me as we take a top-down view of editing and mixing in Adobe Premiere Pro. This session will look at one of the most important phases of the edit, ingest and organization as a first step in the editorial process. We’ll then dig deep into the timeline exploring how to use Premiere’s many features to work fast and efficiently. Finally, we’ll work on audio mixing and finishing as a way to polish one of the most important parts of your cut into a finished piece. A few of the techniques to be covered:

• Organization strategies for the edit
• Logging with metadata
• Markers and selects sequences
• Utilizing the Pancake Timeline
• Technique Taming the timeline

• Different ways to achieve the same result in Premiere Pro
• Clip-based mixing vs. Track-based mixing

Scott Simmons, Freelance Editor
Post|Production Conference

12:45–2 p.m.
2D10
Blackmagic Design Production Workflow

This intense and fast-paced session will demonstrate a tried and tested production workflow from ingest, through edit and final delivery, as well as address and demonstrate the concept of round-tripping, where a complete Sequence created in another NLE (including clips, still and audio) will be imported into DaVinci Resolve, color-graded and then sent back (round-tripped) to the originating NLE software for final distribution and delivery. The course is best suited for users with previous DaVinci Resolve experience. This is NOT a beginner’s class as we assume attendees will know the basics of IMPORT and EXPORT from other NLE applications and are attending this session to learn about NLE interoperability.

Scott Simmons, Freelance Editor, www.ScottSimmons.tv | @editblog

12:45–2 p.m.
2D12
Creating a TV Channel Ident in After Effects

Discover how to create a short clip that appears after a commercial break or closing credits, from start to finish. Animate a layered Photoshop file, create a moving background, extrude and texture 3D typography. Plus, learn helpful compositing techniques and discover how to render your delivery files. Although this session is aimed for beginners, the techniques we will cover can help users of all skill levels boost their After Effects know-how. Create a short channel interlude that appears after a commercial break or closing credits. Animate a multi-layered illustrator file, use the graph editor with 3D layers, Camera and Lights. Create a 3D Extrusion, 3D Particles and apply animation presets. Send to client review and finally Render your result to a master file as well as social delivery. Bring your own laptop and work with the project files in class or just take notes for your next project.

Eran Stern, Motion Designer, SternFX

12:45–2 p.m.
2D14
Drones in Journalism, Broadcast and Commercial Production

Whether you are flying (or want to fly) a drone for journalism, broadcast or commercial video production, understanding the abilities of this cutting-edge technology and using best-practices is a must. Join this session with powerhouse Douglas Spotted Eagle, and learn the tips and tricks used for preplanning, setup and production in the field and how to bring it all together for an amazing finished piece. This session is designed to inspire you to try new and creative ways in aerial video and photography where a number of finished pieces will be shared with the audience. Bring your deeper questions about sUAS at work within the entertainment industry as the discussion will include creative third-party solutions and a discussion on future opportunities working with this new technology.

Douglas Spotted Eagle, Managing Producer/Trainer/Author, Sundance Media Group

2:15–3:30 p.m.
2D10
DaVinci Resolve for Editors — What Editors Need to Know When Considering “The Switch”

Are you an editor curious about DaVinci Resolve? A freelancer who has been called for creative cutting on Resolve? On staff and your employer has been asking about other tools for changing budgets? Just wondering what all the fuss is about beyond the “big 3” NLEs? Then this session is for you. In this class, we will take...
a look at creative editorial (craft editing, offline editing) using DaVinci Resolve. Attention will be paid to what tools and techniques will translate between other editing tools like Avid Media Composer, Adobe Premiere Pro and Final Cut Pro X as well as what might not be the same. We’ll also look at some of the tools and features that are unique to Resolve and how they might be useful for creative editorial. In addition to the relatively new and constantly improving editorial tools in Resolve, we’ll also take a look at Resolve as a whole and what it offers as a complete post-production tool.

Scott Simmons, Freelance Editor, www.ScottSimmons.tv | @editblog

2:15–5 p.m.
2D12

**In-Depth: Mastering After Effects Expressions**

You can use keyframes to affect the values of different properties in After Effects, or you can use expressions! Expressions are incredibly powerful, cleaner and adaptable; much more so than traditional keyframes. In this power session, Luisa Winters, author and Adobe Certified Instructor for After Effects, will show you how to use expressions to maximize your productivity. Learn how to add and edit expressions, change dimensions, and use variables to assign and change values globally. Plus, find out how to use the After Effects Expression Language menu and start using expressions for more creative possibilities in your work!

Luisa Winters, Video Trainers, Freelance, Adobe/Apple Certified Trainer

3:45–5 p.m.
2D10

**Introduction to the New Avid Media Composer**

Finally, this summer, Avid released its redesigned GUI for its film and broadcast Industry standard NLE, the grandfather of them all, the Media Composer. If you saw the demos and downloaded the free version from www.avid.com, you must agree, it looks cool and is easy to navigate, resulting in a faster and more efficient and streamlined workflow. If you are a long-time Media Composer editor, the question is, how long will it take you to learn this new interface and most importantly, when will you upgrade? This fast-paced session, demoing the most important features and innovations, will give you some answers. On another hand, if you are a newcomer or an editor using other NLEs and want to work on major Hollywood features and cable series that require huge servers handling tremendous amounts of data, this session should help you understand why Avid is the industry standard, and why you should seriously consider learning to edit with it.

Tibor Spiegel, Avid MC, Adobe PP CC and DaVinci Resolve Certified Trainer, Certified Trainer

3:45–5 p.m.
2D14

**Launching Your Creative Business**

LLC, Corporation, Partnership or Nonprofit? IRS matters? Business and legal considerations for the new startup entrepreneur.

Seth Polansky, Managing Partner, The Law Offices of Seth Polansky, LLC
Wednesday, October 16

8-8:50 a.m.
3D09
Continental Breakfast

9-9:30 a.m.
3D09
Tracking Key Viewer Behaviors
Radha Subramanyam, chief research and analytics officer at CBS Corporation and president of CBS Vision, shares key insights into evolving audience habits in the opening presentation.

9:45-10:30 a.m.
3D09
TV2020 Keynote Interview With Zenith’s Neil Vendetti
Vendetti will look at what advertisers want from media beyond the broadcasting sphere in an interview to be conducted by TVNewsCheck’s Special Projects Editor Michael Depp.

10:45–11:30 a.m.
3D09
Investing in and Capitalizing on ATSC 3.0
Executives take a financial look at ATSC 3.0, discussing how station groups are likely to estimate the cost of implementing it and forecasting approximately when they anticipate stations will begin profiting from it.

Joe Chinnici, CEO, Public Media Group
Anne Schelle, Managing Director, Pearl TV

11:30–11:45 a.m.
3D09
Fireside Chat
Sponsored by One Media
11:45 a.m.–12:30 p.m.
3D09

Executive Leaders on the Future of the Industry

Top executives from four TV station groups survey the state of the TV broadcast business and its revenue growth opportunities.

Brian Lawlor, President, Local Media, E.W. Scripps Co.
Pat LaPlatney, President and Co-CEO, Gray Television Inc.
Patrick McCreery, President, Meredith Local Media Group
Perry Sook, Chairman, President and CEO, Nexstar Media Group

12:30–12:40 p.m.
3D09

Presentation: Station Group of the Year Award

2:15–2:30 p.m.
3D09

Fireside Chat
Sponsored by Videa

THE AES67 COMPATIBLE CODEC
A new rackmount IP audio codec for the modern studio

Visit Comrex at NAB NY Booth # N269!
TV2020: Monetizing the Future

2:30–3:15 p.m.
3D09

**Advanced Advertising and Spot TV**

Executives from broadcast station groups and top agencies explore the cutting edge in automation and addressability, as well as the future of spot TV sales.

**Frank Comerford**, CRO & President of Commercial Operations, NBCUniversal Owned Television Stations  
**Frank Friedman**, VP Consumer Engagement, E.W. Scripps  
**Michele Toller**, VP Media, Empower MediaMarketing  
**Janet Stilson**, Freelance Writer and Editor, Contributor, TVNewsCheck  
**Lyle Schwartz**, Chief Integration Officer, GroupM

3:30–4:15 p.m.
3D09

**Diversifying Revenue Streams in 2020**

Boundary-pushing TV executives explain how they’ve diversified from their core business in promising new directions including OTT, podcasts and ATSC 3.0.

**Dan Mellon**, VP, Sales Transformation, Sinclair Broadcast Group  
**Tom Sly**, VP, Digital Revenue, E.W. Scripps Co.  
**Erin Overstreet**, Director, Digital Sales, Gray Television Inc.  
**Jon Accarrino**, Bonneville Salt Lake Business Development, NBC KSL-TV

4:15–4:30 p.m.
3D09

**Fireside Chat**  
**Sponsored by Bitcentral**

4:30–5:15 p.m.
3D09

**Sports Rights and the Future of Broadcasting**

Will broadcasters hang onto the rights for NFL and other major sports franchises as big tech companies increase their foothold? How will legalized gambling affect sports broadcasting and media revenue streams? Top sports rights experts will tackle these questions.

**Adam Schwartz**, SVP, Director, Sports Media Investment Team, Horizon Media  
**Chad Deweese**, Sr. Manager, Sports and Strategy Practice, Deloitte US Sports Practice  
**Chris Bevilacqua**, Co-Founder, Bevilacqua Helfant Ventures (BHV)  
**Doug Perlman**, CEO, Sports Media Advisors LLC  
**John Ourand**, Sports Business Journal
**Wednesday, October 16**

**10–11 a.m.  1D**

*Ad Club of New York — Media: NOW Conversation*

Diana Anderson, SVP, Group Director, National Audio and Local Digital Activation at Carat USA, will host the panel sponsored by the Ad Club of New York. The leading trade association for the advertising, marketing and media industry in New York will talk with top media buyers and marketers on the challenges and opportunities available to brands today. We will hear from those who are accelerating innovation in product, performance and creativity, bringing forward new offerings, radical go-to-market strategies, untapped markets and unexpected applications.

*Diana Anderson*, SVP, Group Director, National Audio and Local Digital Activation, Carat USA

**11 a.m.–12 p.m.  1D**

*Market Realities in New York - Cross-Platform Competition*

Rick Ducey, Managing Director, BIA Advisory Services, will host a top notch panel of experts. Local radio and TV stations are competing in a market environment where most of the ad spending growth is going to digital platforms. In fact, all the increased ad spending in the Auto category will be digital. Marketers and their agencies are moving aggressively into performance-based, full-funnel ad campaigns that integrate cross-platform ad channels. BIA forecasts ad spending shifts across local ad platforms and we’ll highlight results from New York state markets. In this session, we’ll also look at competitive strategies for local stations to tap into ad spending share of wallet.

*Rick Ducey*, Managing Director, BIA/Kelsey

**1–3 p.m.  1D**

*Mastering Digital Ads: How to Grow Local Ad Sales With Digital Media*

Ben Silverstein, CEO of Ad Coach, is an award-winning digital media professional with over a decade of experience working in the digital space. See adcoach.co.

*Ben Silverstein*, CEO, Ad Coach

**3–3:30 p.m.  1D**

*DLA Advertising Contest — Prizes to Those Attending DLA*

Clients and advertisers demand the best. So we will celebrate the best broadcast and digital advertisements on Wednesday afternoon at the DLA. We will present Amazon gift certificates for the best advertisement in the following categories:

- Best traditional broadcast television advertisement
- Best traditional broadcast radio advertisement
NYSBA: Digital Leadership Academy

- Best digital/social media advertisement by a television station
- Best digital/social media advertisement by a radio station

Advertisements will be judged on creativity and effectiveness of message.

Thursday, October 17

10 a.m.–4 p.m.
1D05

Track I: Real World Client Centric Digital and Broadcast Training

Noted sales executive Adam Armbruster, Senior Partner Eckstein, Summers, Armbruster & Company (ESA) will host this in depth four hour track designed to help local sellers build effective and immediately usable digital and broadcast skill sets in the five money generating categories. Outcomes expected - upgraded salesperson confidence in presenting to business owners, higher new ad revenue, better client results, and improved client retention and a reduction of churn.

10 a.m.–4 p.m.
1D03

Track II: Interactive Advertising Bureau (IAB) Digital Media Sales Certification

Prepares both experienced media sellers and those new to digital media for the only globally recognized credential for digital media sales professionals. This course will help you sell digital products with more credibility, while providing impactful solutions for clients. Learn why more than 9,500 digital leaders are participating in IAB Certification! Build credibility and trust with buy-side partners, colleagues, and employers. Demonstrate fluency in digital media sales strategy and knowledge of the digital media industry. Demonstrate your commitment to professional development. Whether you decide to take the exam or not, the information obtained from this track will make you a better account executive.

Session I
10–10:30 a.m.: Introduction and Overview & Ecosystem
10:30 a.m.–12 p.m.: Platforms, Formats, Ad Serving
12–2 p.m.: Broadcast Leadership and Hall of Fame Luncheon (Exhibit Hall 1D)

Session II
2–2:45 p.m.: Tools, Compliance, Media Math, Selling Digital Media
2:45–4 p.m.: Managing Campaigns, Analyzing Performance

12–2 p.m.
1D

New York Leadership and Hall of Fame Luncheon

New York native and FCC Commissioner Michael O’Rielly will be honored as the 2019 “New Yorker of the Year.” In addition, “Boomer Esiason (WFAN and CBS Sports), Diana Williams (WABC-TV), Amy Robbins & Ted Long (Ted & Amy in the Morning on 93Q Syracuse) as well as legendary children’s TV show host “Commander” Tom Jolls (WKBW-TV Buffalo) will be inducted into the NYSBA Hall of Fame.

Amy Robbins, Radio Host, “Ted and Amy in the Morning”
Diana Williams, Journalist and TV News Anchor, WABC-TV Channel 7
Michael O’Rielly, Commissioner, Federal Communications Commission
Ted Long, Radio Host, “Ted and Amy in the Morning”
Tom Jolls “The Commander”

Sponsored by

AdCoach
Wednesday, October 16

9–10 a.m.
Room 3D10

Welcome and Keynote Fireside Chat Quibi: Building Mobile First Video Technology

Something cool is coming from Hollywood and Silicon Valley — quick bites of captivating entertainment, created for mobile by the best talent, designed to fit perfectly into any moment of your day. Join Quibi’s CTO as he shares insights on the latest trends happening at the intersection of media and technology. He has worked with some of the most innovative streaming and mobile technologies during his time as VP of Engineering at Hulu, and now as he leads the team of engineers at Quibi who are creating a mobile-first premium video platform bringing together the best of Silicon Valley and Hollywood.

Rob Post, CTO, Quibi
Dan Rayburn, Conference Chairman, Streaming Summit

10:15–11:15 a.m.
Track A – Room 3D10

How a Personalized Sports Streaming Experience Offers Better Monetization

Sports streaming is one of the hottest categories of OTT video and also produces some of the largest online viewership. While live event content rights are the foundation of this activity, it is increasingly clear that unique experiences and advanced UX will play a key role in the successful monetization of these services going forward. This session will explore the topic of real-time personalized game feeds including highlights, condensed games and linear-schedule replays, as well as advanced sponsorship and advertising inventory models. With thousands of leagues and teams globally, upstart sports aggregators, powerful legacy media brands, and the likes of Amazon, Facebook and Twitter, we’ll hear from the leaders that are defining where personalized sports streaming experiences are headed.

Brian Ring, Principal Analyst, Ring Digital
Michael Bucklin, VP, Digital Content, FOX Sports
Kevin Cohen, Product Manager, Twitter
Erin Richey, UX Researcher, YouTube
David McLary, VP, Video Technology, NBC Sports Digital

Separate Registration Required. Available at Registration.

For an updated list of speakers please see the dedicated Streaming Summit website at www.nabstreamingsummit.com
Challenges of Delivering TV Scale Reach in an Addressable World

Addressable TV enables advertisers to more efficiently target their messages but the inventory available with sufficient reach is very limited. Increasing the amount of inventory for addressable advertising comes with the need for complex business agreements between the inventory owners with reach and the MVPDs/Smart TV manufacturers with addressable technology in consumers’ homes. This panel brings together a cross-section of advertising executives who are breaking down barriers to offer addressable advertising at scale. Learn how these players are using new technologies to deliver ads across multiple screens and platforms and how they are building new business relationships to support this new-found scale.

Alan Young, CTO, LTN/Crystal
Mike Dean, SVP, Advanced Advertising & Automation, CBS
Michael Bologna, President of Addressable, Cadent
Jonathan Steuer, Chief Research Officer, Omnicom Media Group
Adam Gaynor, VP, AMCN Agility, AMC Networks

Fireside Chat CBS Interactive: The Latest on CBS All Access, SVOD Offerings and the Future of Streaming Services

Join Domenic DiMeglio, Executive Vice President of Distribution, Marketing and Operations for the CBS Digital Media group at CBS Interactive, as he discusses the company’s strategy for its’ SVOD service, CBS All Access, ad-supported streaming services CBSN, CBS Sports HQ, and ET Live, and shares why the company is primed for the streaming future.

Domenic DiMeglio, EVP Distribution, Marketing & Operations, CBS Interactive
Dan Rayburn, Conference Chairman, Streaming Summit

The Latest Technical and Business Progress With AV1

This session will showcase how the AV1 video codec is already in use today, improving everything from open source tools to the largest streaming operations on the web. AV1 offers a generational improvement in coding efficiency over any web codec and comes backed by nearly 40 companies, including some of the largest in the internet, tech, and video industries. This talk, hosted by AV1 leads from Mozilla and Google, will cover the benefits of AV1, improvements in encoder performance & decoder availability, and presentations from different companies that are using AV1 today.

Nathan Egge, Senior Research Engineer, Mozilla
Matt Frost, Director, Product Management, Google

Fireside Chat Amazon Fire TV: Building Voice-First Entertainment Technology

Since the introduction of the Fire TV Cube last summer, the hands-free streaming media player, Amazon has gained first-hand insights about customer preferences for a voice-forward living room experience. Hear how Amazon has overcome technical and innovative advances for its products and how Amazon envisions voice technology evolving. Amazon’s John Gildred, Head of Product Management for Fire TV, will discuss the future of streaming and what drives the team to keep
Streaming Summit

For an updated list of speakers please see the dedicated Streaming Summit website at www.nabstreamingsummit.com

pushing the boundaries to provide customers with a premium voice and entertainment experience.

Jason Parrish, Head of Product Management, Amazon Fire TV
Dan Rayburn, Conference Chairman, Streaming Summit

1:30–2:15 p.m.
Track B – Room 3D11

AVOD, SVOD and D2C Business Models: Battle for the Living Room

From free ad supported platforms like Tubi, Pluto, IMDb TV and the Roku Channel, to subscription based services from Disney, Apple and HBO Max, consumers have a lot of choice in the market for great video content. But with choice and variety comes confusion, as consumers try to bundle together the best mix of content they want to see, at the price point they can afford. With all of these premium OTT services also competing with short-form video from Facebook and Instagram, the battle for the living room has never been more intense. This session will discuss which business models are expected to get the most traction, what consumers want when it comes to a content bundle, how OTT services will stand out from the crowd and what the future of the video experience looks like for live, on-demand, AVOD and SVOD streaming services.

Jon Watts, Managing Partner, MTM
Matt Smith, Executive Director, Business Development & Strategy, Comcast Technology Solutions
Richard Shirley, SVP, Distribution Business Development, A+E Networks
Andrea Clarke-Hall, VP, Business Development, Tubi
Cameron Douglas, VP, Home Entertainment, Fandango

18 Bi-Directional Channels; 36 Signals Over A Single Fiber Strand

Route
Convert
Multiplex
Redundancy
Distribute
Remote
Test

12G SDI
HDMI
CAM/CCU
DMX
KVM
MADI
VoIP
10GbE
GPIO & 422/485
Analog Audio
Analog Sync
AES Audio

Fiber Transport Solutions

Barnfind USA
One Fiber - All Signals

Booth# N1046
1:30–2:15 p.m.  
**Track A – Room 3D10**  
**How Content Creators Are Using AI to Streamline the Video Workflow**

AI is one of the most frequently uttered buzzwords in streaming media today but the actual practical implementations are only just starting. This panel will discuss the application of AI and the tools it has created to the production process including content analysis, editing, sentiment analysis and the creation of live custom linear channels based on user interaction. Learn how AI offers the opportunity to create and deliver more personalized video experiences, both for broadcast and targeted ad delivery to individuals and what impact AI technology has on the video workflow now and into the future.

**Tony Emerson**, Principal, Mediainsights.media  
**Scott Bounds**, Media Cloud Architect, Microsoft  
**David Shapiro**, President of North America, Pixellot  
**Warren Packard**, CEO, Thuuz Sports  
**Patrick Smith**, Customer Engineer, Google Cloud

2:30–3 p.m.  
**Track B – Room 3D11**  
**Best Practices for Implementing Low Latency HLS**

Between Apple’s WWDC announcement and last year’s specification efforts by the community, low latency HTTP Adaptive Streaming (LL-HAS) for live media is coming. This presentation will cover what ‘low latency’ means (and doesn’t mean) and whether/how LL-HAS can benefit certain kinds of content providers. It will also detail how it can impact a media pipeline and the last leg of player (edge) server communication, along with the playback OS/environment. Attendees will learn how low latency HTTP Adaptive Streaming can be used now through either off the shelf solutions, DIY, or something in between.

**Christian Pillsbury**, Senior Software Consultant, Digital Primates

3:15–4 p.m.  
**Track A – Room 3D10**  
**The Business of Making Addressable Ads on TV a Reality**

The television advertising industry has long needed a solution that will enhance the customer viewing experience by providing ads that are both dynamic and relevant. Project OAR, a new consortium, led by TV manufacturer VIZIO, with members including Disney, NBCU, Turner, CBS and others, is promising to make addressable ads on television a reality, as soon as early 2020. This session will discuss how the industry is working together to better understand targeting and measurement on connected TVs to deliver ads that are relevant to the household and, more importantly, improve the linear viewing experience for consumers.

**Alan Wolk**, Co-Founder/Lead Analyst, TV[R]EV  
**Steve Silvestri**, VP, Advanced Advertising, Discovery  
**Inderpreet Sandhu**, Head of TV Ads Platform, Global Partnerships, Google  
**Jodie McAfee**, SVP, Sales and Marketing, Inscape  
**Adam Gaynor**, VP, AMCN Agility, AMC Networks

3:15–4 p.m.  
**Track B – Room 3D11**  
**Meeting the Demands of Millennials: A Q&A With Twentysomethings**

This panel features millennial consumers
discussing their media consumption habits and streaming preferences, providing valuable insights to win over this coveted demographic group. This lively Q&A will explore millennial interest in key service features, including pay versus free, live versus on-demand, short-form versus long-form and ad-supported versus ad-free. What do their preferences mean for the future of content offerings, business models and user experience?

Craig Leddy, President, Senior Market Analyst, Interactive TV Works
Chima Egbugzie, Student
Hifza Rahim, Student
Juliet Carnoy, Student
Thomas Lopez, Student

4:15–5 p.m.
Stage 1 on Exhibit Floor

Special Closing Keynote:
CBS Interactive

Join Streaming Summit Chairman Dan Rayburn as he sits down with Marc DeBevoise, President and COO of CBS Interactive to discuss the latest in the OTT industry including content bundling, monetization, direct-to-consumer and the future of live, SVOD and VOD streaming services. Note: this special keynote is open to all attendees of the NAB Show New York.

Marc DeBevoise, President and COO, CBS Interactive
Dan Rayburn, Conference Chairman, Streaming Summit

5–6 p.m.
Stage 1 on Exhibit Floor

Reception and Mixer at Stage 1 on Exhibit Floor

Following the streaming keynote at Stage 1, come join your peers for our networking and mixer event from 5-6pm. No special tickets are needed, just wear your badge and come drink and network with other streaming media executives!

Sponsored by:

Thursday, October 17

9–10 a.m.
Room 3D10

Welcome and Keynote Fireside Chat: NBC Sports and Comcast: Next-Generation Platform Delivery

Join us for an engaging conversation between Matt Zelesko, Chief Technology Officer for Comcast, and Eric Black, Head of Digital Technology for NBC Sports, to explore the innovative ways the companies are building and using technology to evolve the customer experience across their platforms, in particular for marquee moments like the Olympics.

Matt Zelesko, CTO, Comcast X1
Eric Black, SVP, US Operations & Video Streaming, NBCUniversal Direct to Consumer, Peacock

10:15–11:15 a.m.
Track A – Room 3D10

New Strategies in Audience-Based Targeting and the Power of Connected TV Advertising

Connected TV is a win-win for advertisers and publishers alike. It provides new distribution methods, the ability to create direct consumer connections, and a wealth of new, high-value content, as well as enhanced targeting and measurement capabilities. This session will focus on the strategies of publishers and
Streaming Summit

For an updated list of speakers please see the dedicated Streaming Summit website at www.nabstreamingsummit.com

advertisers in the rapidly expanding connected TV sector and highlight some of the best business practices in moving from traditional linear advertising to offering high-value audience segmentation. Hear how to maximize the efficiency of your ad spend, leveraging native content, and moving from simply contextual targeting to audience-based targeting. This candid discussion will shine a light on the successes and growing pains the industry faces as it moves on a steady upward trajectory.

Michael Beach, CEO, Cross Screen Media
Larene Mantel, VP, Advanced TV Strategy, Cadreon
Skylar Kim, SVP, Director of Digital Strategy & Innovation, Horizon Media
Chris Flatley, VP, Advertising, fubo TV
Jason Kim, Director of Business Development, Samsung Ads

10:15–11:15 a.m.
Track B – Room 3D11

Using CMAF With an Eye To Success

MPEG-CMAF has quickly emerged as the packaging format of choice for MPEG-DASH and Apple HLS streaming, including in low-latency applications. But with a world of devices out there, challenges and issues abound. The WAVE Project, hosted by the Consumer Technology Association (CTA), with members including Apple, Disney, Google, Sky and others, specifies interoperability-focused constraints on how CMAF is used, with free open source test suites to confirm the content and device performance. This presentation will detail how content providers are working with these constraints and tools to improve performance, global compatibility and increase user satisfaction.

Michael Bergman, VP, Technology and Standards, Consumer Technology Association

12–12:30 p.m.
Track A – Room 3D10

Case Study: Broadcast Quality Media Delivery at Scale: Engineering Your OTT Service for Global and Regional Expansion

As more subscribers turn to broadband and the roll out of 5G is already occurring, it’s critical that OTT services are reliable and will perform well at both a regional and global scale. In this session, learn how Brightcove is utilizing Amazon CloudFront in helping customers bring new services to market, prepare for growth, and the infrastructure they are putting in place as they prepare for 2020 and beyond.

David LaPalomento, Head of Engineering, Brightcove
Heather Mellish, Principal Business Development Manager, AWS

11:30 a.m.–12 p.m.
Track A – Room 3D10

Case Study: How StarzPlay Deployed a Multi-CDN Approach With a Private CDN to Improve the User Experience

With new OTT offerings emerging each month, the OTT industry continues to get more competitive, with quality performance for end-users still being the number one goal. In this session, StarzPlay will talk about their end to end streaming workflow, how they integrated a container-based managed Private CDN within their Multi-CDN approach and real-time analytics helped them to build an error-free experience.

Faraz Arshad, Director Infrastructure & Platforms, STARZPLAY.COM
Serkan Sevim, CEO, Medianova
11:30 a.m.–12:30 p.m.
Track B – Room 3D11

**OTT, Pay TV, and Wireless: New Content Bundling Strategies**

The rise of OTT, skinny bundles, and other direct-to-consumer offerings have given consumers more choice than ever when it comes to what to watch. But how will companies, and consumers, find value in this increasingly fragmented world? In a world of increasing consolidation, who will provide the bundles of the future, what will those bundles look like, and, perhaps most important, how much will they cost? This panel will explore the future of OTT and the bundling of content and services, including video, music, wireless, and more.

**Speakers:**
- Rebecca Paoletti, CEO, Co-Founder, CakeWorks
- Matthew Durgin, Sr. Director, Smart TV Content, LG Electronics
- Rob Dillon, Digital Operations Manager, Tribune Media
- Izzet Asayas, EVP, Distribution, Sales Strategy, Whistle

1:30–2:15 p.m.
Track A - Room 3D10

**A Deep Dive Into the Standards and Tech Helping to Shape the Future of Addressable TV**

Project OAR, a new consortium, led by TV manufacturer VIZIO, is promising to make addressable ads on television a reality, as soon as early 2020. In this track panelists will talk about the state of cross-platform linear, OTT planning, activation and attribution for local TV broadcasters and advertisers, the efforts in place to detect fraud and provide a technical look at the deployment of a new, open standard for addressable advertising on connected TVs. The standard will define the baseline for ad delivery, impression verification and privacy compliance, and networks will have plenty of room to create unique and enriched advertising experiences.

**Speakers:**
- Jason Damata, Publisher/Lead Analyst, TV[R]EV
- Adam Helfgott, CEO, Madhive
- Helen Katz, SVP, Global Data Partnerships, Publicis Spine
- Zeev Neumeier, SVP, Product, Inscape
- Jonathan Steuer, Chief Research Officer, Omnicom Media Group

1:30–2:15 p.m.
Track B – Room 3D11

**Best Practices for Measuring Engagement Across Streaming Services**

The comeback of serious focus on ‘time-spent per user’ for both internal user insight and external ad reporting is imminent. DAU and MAU metrics remain relevant, but they convey very little about the value subscribers are receiving in return for their money. Ad agencies want to know their ad spend is yielding good ROI, so user metrics are important – but they are also just one part of the story. Measuring user engagement across multiple services and platforms to satisfy internal and external demands requires cross tabulation to a new degree, with inputs not limited to consumer data and newer digital indicators. This session will highlight new measurement strategies, APIs and ways to improve user engagement data, to optimally monetize and inform user content and ad strategy for OTT services.

**Speakers:**
- Tim Mulligan, EVP and Research Director, MIDiA Research
- Jon Taylor, SVP, Global Data Strategy, Essence
- James Cahall, CTO, Toon Goggles
- Nick Cicero, VP, Strategy, Conviva

For an updated list of speakers please see the dedicated Streaming Summit website at www.nabstreamingsummit.com
Streaming Summit

For an updated list of speakers please see the dedicated Streaming Summit website at www.nabstreamingsummit.com

2:30–3 p.m.
Track A – Room 3D10

The Art of Customer Acquisition for OTT Services

Acquiring users and viewers is a critical part of the equation for driving engagement and revenue with OTT services. However, given the ever-increasing competition and complexity in the market, establishing the essentials is important to success. This presentation will provide an overview of key acquisition channels, important metrics and techniques, key tools, and vendor selection processes to maximize your content marketing efforts.

Jon Viano, Director, Client Solutions, Direct Agents

2:30–3 p.m.
Track B – Room 3D11

Language and Metadata Standards Adoption for Broadcast and Media

Broadcast and media companies are dealing with multiple language standards, typically using both proprietary and non-proprietary terms. Global video distribution requirements are exposing the need to consistently present languages for audio, text on the screen, packaging/display, IMF packages, and online user interfaces. The Language Metadata Table (LMT), which has been adopted by WarnerMedia, Disney, NBCUniversal, Paramount, Lionsgate and many others, adheres to the IETF languages standard and solves language interoperability issues. This informative session explains how the LMT was developed, the current state of the standard and how it, along with other metadata standards, can benefit your video offerings.

Yonah Levenson, Manager, Metadata Management and Taxonomy, WarnerMedia/HBO

3:15–4 p.m.
Track B – Room 3D11

Best Practices in Scaling Video Delivery While Improving the User Experience

With the growing shift of video from broadcast to streaming, service providers now have an increasingly broader array of solutions to improve the end-user experience. Hear how automation, analytics, in house/licensed CDN, edge computing, network slicing, 5G, and more are driving new architectures, solutions, and deployments that reduce video latency. Learn how to improve video delivery, reduce costs, dynamically respond to network events and ways to deliver a great quality of experience, even with video being sensitive to packet drops, latency, jitter, and network changes.

Andrew Ryan, Principal Advanced Services Architect, Limelight Networks
Nick Cicero, VP, Strategy, Conviva
Dave Romrell, Engineering Fellow, Advance Research Group, CommScope
Rob Tomkins, Senior Director, Innovations, Blue Planet

4:15–4:45 p.m.
Track A – Room 3D10

Show Recap: Q&A With Dan Rayburn and What’s Next for the Industry

Join Dan Rayburn for a quick show recap and get your questions answered on what you heard during the event. Learn where the industry is making progress, the current drivers and restraints in the market and then join your peers for drinks and networking on the exhibit floor at Stage 1.

Dan Rayburn, Conference Chairman, Streaming Summit
Wednesday, October 16

9 a.m.–5 p.m.

Offsite: Group meets directly at Baza Studio

**Small-to-No-Crew: Corporate & In-House Productions**

More and more companies are building in-house production teams to create ongoing content for their brands, products and services. Generally, this is accomplished by creating small crews that are tasked with everything! The entire project from production to post. Additionally, corporate video production is changing in terms of company structure and the gear and resources that are being used. While the equipment has gotten better and less expensive, the crews have gotten smaller and smaller! With this production landscape becoming the new normal, this full-day field workshop by Jem Schofield of theC47 will focus on small crew video production where you will learn about effective project planning, small crew production gear (cameras, lenses, grip and lighting), audio recording tips and tricks and, of course, lighting techniques that are best suited for small crew productions. Group meets directly at 8:30 a.m. at Baza Studio: 34-36 W 32nd St., 4th floor, New York, NY 10001. The workshop will be delivered in a conversational style that allows Jem to work effectively with his crew (including attendees), while still teaching the process and craft of small-to-no-crew production. Exactly like being on set or on location! Note: This workshop is limited to 25 attendees. Please register early as these tend to fill up fast.

**Topics covered:**
- Project Planning
- Scouting Locations
- Choosing the Right Equipment
- Understanding HDR
- Lighting and Shooting Interviews
- Working with Talent
- Properly Exposing Your Images
- Effective Sound Recording
- Working effectively as small crews, with great results

**Target Audience:** Directors of Photography, camera operators, producers, directors and anyone who wants to understand how to successfully work in modern, small crew corporate and in-house production environments. Check out some of Jem’s recent courses with Lynda.com / LinkedIn Learning like Corporate Event Video: Producing Company Meetings and Presentations; Web Video for Business: Creating an Online Series; Cinematic Video Lighting; and Advanced Cinematic Video Lighting. For more information about Jem and his whereabouts, visit www.thec47.com or his YouTube Channel where he posts ongoing content-related video production and the filmmaking industry at www.youtube.com/thec47.

**Jem Schofield**, Producer/Director/Educator, theC47

Thursday, October 17

9 a.m.–5 p.m.

Offsite: Group meets directly at Baza Studio

**Small-to-No-Crew: Cinematic Video Lighting**

For many people lighting is the most mysterious and hardest part of production. It sometimes feels like a dark art. While it might be impossible to master lighting, it is easy to learn how to effectively light your videos with cinematic techniques. In this full-day workshop, Jem Schofield, of theC47, and his team will take attendees through how to light for documentary, in-house and corporate-based projects. He will
take attendees through the process of planning and lighting using largely low-key, cinematic techniques. This class will feature lighting, lighting control, composition and also typical camera setups to teach you how to light for a variety of projects. It will also discuss and demonstrate certain “rules” that can be followed to help you consistently shoot great-looking and natural one and two camera interviews. The workshop will be held at Baza Studio where the group will meet directly at 8:30 a.m. (Class starts at 9 a.m.). Address: 34-36 W 32nd St., 4th floor, New York, NY 10001. The workshop will be delivered in a conversational style that allows Jem to work effectively with his crew (including attendees), while still teaching the process and craft of small-to-no-crew production. Exactly like being on set or on location! Note: This workshop is limited to 25 attendees. Please register early as these workshops tend to fill up quickly. Topics covered:

- Project Planning and Location Scouts
- Choosing Your Equipment (Lighting and Grip)
- Camera and Lens Choices
- Properly Exposing Your Images
- One and Two Camera Lighting Setups
- Tabletop/Product Lighting
- How to Effectively Bounce, Block, Cut and Diffuse Light Sources
- Working Effectively as a Small Crew With Great Results

Target Audience: Directors of Photography, camera operators, producers, directors and anyone that wants to understand lighting in modern, small crew corporate production environments. Check out some of Jem’s recent courses with Lynda.com / LinkedIn Learning like Corporate Event Video: Producing Company Meetings and Presentations; Web Video for Business: Creating an Online Series; Cinematic Video Lighting; and Advanced Cinematic Video Lighting. For more information about Jem and his whereabouts, visit www.theC47.com or his YouTube Channel where he posts ongoing content-related video production and the filmmaking industry at www.youtube.com/thec47.

Jem Schofield, Producer/Director/Educator, theC47
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Exhibit Hall Map

Registration, Conferences, Speaker Ready Room and Exhibit Hall

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Wednesday, October 16, 2019  |  10 a.m.–6 p.m.
Thursday, October 17, 2019  |  10 a.m.–5 p.m.

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Audio/Video BrandBuilder ........ N929
Bamf tide Technologies, AS .......... N1046
BeTerrific, Corp. ....................... N805
Black Box ................................ N855
BTX Technologies, Inc. .......... N146
E.C. PRO VIDEO SYSTEMS INC .. N775
EEG Enterprises, Inc. .......... N927
ENCO Systems, Inc. .......... N355
Exterity ................................. N451
G&D North America Inc. .......... N918
Havision ................................ N721
Jib&A Distribution ................. N447
Joseph Electronics .................. N165
Leyard & Planar ......................... N765
Magewell Electronics Co., Ltd. .... N354
Matrox ..................................... N655
Mccom Inc. ............................. N454
Optics USA ......................... N268
Oscilloquartz .......................... N1149-Cabana
Plura Broadcast, Inc. .......... N523
Rose Electronics ....................... N1019
Ross Video .............................. N413
Sencore I WelIVAI .................... N1023
SiliconCore Technology, Inc .... N1031
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TSL Products ......................... N155
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VITEC ..................................... N818

Display Systems
BeTerrific, Corp. ....................... N805

Monitors
BeTerrific, Corp. ....................... N805
Blackmagic Design .................. N403
Broadfield .............................. N121
CineSys/Geaiana ....................... N831
E.C. PRO VIDEO SYSTEMS INC ... N775
EZIO Inc. ............................... N561
Erector Sets, Inc. .................... N654
Flanders Scientific, Inc. ........ N128
Ikegami ................................ N622
Intelligent Wave Inc. ............... N628
JVC Professional Video .......... N231
Leyard & Planar ......................... N765
Lund Halsey ............................ N275
Markertek ................................ N936
Mccom Inc. ............................. N454
MPE-Motion Picture Enterprises .... N969
Plura Broadcast, Inc. .......... N523
SiliconCore Technology, Inc .... N1031
TVLogic ................................. N143
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CommScope ........................................ N159
Libsyn ............................................. N172
Podbean ..................................... N627-Thursday
SeaChange International ......................... N857
TownNews ....................................... N657
Vela .............................................. N705

Advertising/Analytics/
Media Sales Solutions
Arvato Systems .................................... N646
CommScope ....................................... N519
Crew Me Up ...................................... N837
ENENSYS TeamCast Inc ......................... N637
Libsyn ............................................. N172
Lightcast.com ................................... N1012
PERU TV RADIOS ................................. N975
Podbean ..................................... N627-Thursday
SnapStream ...................................... N228
TownNews ....................................... N657
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Antennas, Transmitters and Towers
CommScope ....................................... N519
ENENSYS TeamCast Inc ......................... N637
GatesAir .......................................... N149
General Dynamics
SATCOM Technologies ......................... N1010
Hitachi Kokusai
Electric Comark LLC ........................... N440
Rohde & Schwarz .............................. N527
Sat-Lite Technologies .......................... N719
STS Global ....................................... N814
Telsat srl ......................................... N643
Tereadeka ......................................... N819
Toner Cable Equipment, Inc .................. N261
VideoFlow ....................................... N960
VidOvation-Moving Video Forward .......... N265

Authentication
CommScope ....................................... N519
PacGenesis ......................................... N627-Wednesday

Broadband Applications/
Infrastructure/Equipment
Artel Video Systems ......................... N742
Barrfnd Technologies AS ..................... N1046
Cineo Lighting .................................. N945
CommScope ....................................... N519
G&D North America Inc ...................... N918
JVC Professional Video ...................... N231
Logus Microwave ............................. N812
Matrox ........................................... N655
Nexvis AS ........................................ N619
Oscilloquartz ................................ N1149-Cabana
Skyline Communications ................ N1018
STS Global ....................................... N814
Synthax Inc / Digigram ...................... N157
Toner Cable Equipment, Inc ................. N261
Triveni Digital .................................. N1064
TVLogic ........................................... N143
VideoFlow ....................................... N960
VITEC ............................................. N818
WebCheckout, Inc .............................. N547

Broadband Connectivity
(GPON, VDSL, FTTH)
Artel Video Systems ......................... N742
CommScope ....................................... N519
JVC Professional Video ...................... N231
Nextologies Limited ......................... N811
Toner Cable Equipment, Inc ................. N261

Cable Equipment and Headend
Artel Video Systems ......................... N742
ATEME ........................................... N913
Barrfnd Technologies AS ..................... N1046
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CommScope ....................................... N519
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Evertz ............................................. N419
FIS Blue Inc. .................................... N943
G&D North America Inc ...................... N918
Harmonic Inc. .................................. N336
HSEusa, LLC ..................................... N549
Joseph Electronics ............................ N165
Markertek ......................................... N936
Neutrik USA, Inc ............................... N161
Nexivon AS ....................................... N619
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Sencore | WellAV .............................. N1023
Skyline Communications ................ N1018
STS Global ....................................... N814
Synamedia ...................................... N1143-Cabana, 
N1145-Cabana
Toner Cable Equipment, Inc ................. N261
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Content Delivery Network (CDN)
ATEME ........................................... N913
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Dalet Digital Media Systems ............... N444
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JB&A Distribution .............................. N447
Libsyn ............................................. N172
MultiDyne Video &
Fiber Optic Systems ......................... N937
Nexivon AS ....................................... N619
Nextologies Limited ......................... N811

Content Discovery Solutions
ACTUS ............................................ N562
AthenasOWL ................................ N1151-Cabana
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Eutelsat ......................................... N711
GrayMeta ........................................ N1120
Rev ............................................... N1118
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Sencore | WellAV .............................. N1023
Voiceinteraction ................................ N447
Xytech Systems Corporation ............... N823

Digital Cinema
AJA Video Systems ............................. N436
ALT Systems .................................... N557
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JB&A Distribution .............................. N447
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Fiber Optic Systems ......................... N937
Rohde & Schwarz ............................. N527
SiliconCore Technology, Inc ............... N1031

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Tribeni Digital .................................. N1064
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DTV/HDTV
“ATSC 3.0: Are You Ready?” .................. N1055
AJA Video Systems .............................. N436
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ATEME ........................................... N913
Evertz ............................................. N419
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Electric America, Ltd. ......................... N438
Hitachi Kokusai
Electric Comark LLC ........................ N440
JVC Professional Video ...................... N231
Nextologies Limited ......................... N811
Riedel Communications ..................... N543
Sencore | WellAV .............................. N1023
SiliconCore Technology, Inc ............... N1031

Distribution and Delivery
Tribeni Digital .................................. N1064

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- **Microwave/RF Accessories**
  - ATBS Co., Ltd. .......................... N368
  - AVP Mfg & Supply Inc. ............ N932
  - Everz .................................. N419
  - GatesAir .............................. N149
  - General Dynamics SATCOM Technologies .......................... N1010
  - Hitachi Kokusai Electric America, Ltd. N438
  - Logus Microwave ..................... N812
  - Nemap Electronics Intl. Inc. ........ N152
  - STS Global ............................ N814
  - Teleat srl ............................. N643
  - Toner Cable Equipment, Inc. ....... N261
  - VidOvation-Moving Video Forward .... N265

- **Satellite Services**
  - EchoStar Satellite Services L.C.C., N609
  - ENENSYS TeamCast Inc. .............. N637
  - Eutelsat ................................ N711
  - Everz ................................. N419
  - General Dynamics SATCOM Technologies .......................... N1010
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  - Nextologies Limited ................ N811
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  - Sat-Lite Technologies ............... N719
  - Sencore I WellAV ..................... N1023
  - Skyline Communications ............. N1018
  - Stream Station, Inc. ................. N1072
  - STS Global ............................ N814
  - Toner Cable Equipment, Inc. ....... N261
  - VideoFlow ............................. N960
  - VidOvation-Moving Video Forward .... N265

- **Semiconductors/Optical Components**
  - Optics USA ........................... N268

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  - Crew Me Up ............................ N837
  - E.C. PRO VIDEO SYSTEMS INC. ...... N775
  - Roland ................................ N358
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  - SnapStream ........................... N228
  - TEDIAL ................................. N244
  - The Video Call Center .............. N810
  - Vela ................................... N705
  - Vmmond Media Solutions ............. N566
  - vMix ................................. N644

- **Telepresence/HD Videoconferencing**
  - Hitachi Kokusai Electric America, Ltd. N438
  - IPtec, Inc. ............................. N1122
  - Journey ............................... N1132
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  - ALT Systems ........................... N557
  - Apantac LLC .......................... N1150
  - APERI ................................ N1142
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  - Rohde & Schwarz ..................... N527
  - Sencore I WellAV ..................... N1023
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- **Trade Publications/Events/Web sites**
  - Future Media Concepts ............... N375
  - Future US ............................. N1130
  - HD Pro Guide Magazine and StudentFilmmakers Magazine .. N1058
  - IABM ................................. N700
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## Industry Resources

### Business and Technology Consultants
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- **AthenasOwl** .......................... N1151-Cabana
- **Cineo Lighting** ..................... N945
- **Crew Me Up** .......................... N837
- **Devlin Design Group** .............. N1042
- **JB&A Distribution** ................. N447
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- **Nextologies Limited** .............. N811
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- **Primestream** ........................ N1156
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  - Amazon Web Services ................ N567
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  - ENCO Systems, Inc. ................. N355
  - GrayMeta ............................. N1120
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  - Interna Systems ...................... N839
  - JB&A Distribution .................... N447
  - Mass tech Innovations Inc. .......... N926
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  - Skyline Communications ............ N1018
  - Spearad GmbH ......................... N266
  - TEDIAL ................................. N244
  - Vela ................................... N705
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- **ATTO Technology** .................. N171
- **Cloudian** ............................ N1054
- **MagStor Inc.** ....................... N757
- **Scale Logic Inc.** ................. N856

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**Biller Subscriber Management**
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**Cloud Computing Solutions**
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Aveco .........................................N365
Backblaze .....................................N756
Broadcast Pix ................................N923
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ENCO Systems, Inc. ........................N355
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FileCatalyst ..................................N1159
IBM Aspera ...................................N137
iconik ..........................................N757
Masstech Innovations Inc. ...............N926
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Nutanix, Inc. .................................N912
PanGenesis ....................................N627-Wednesday
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Ross Video ......................................N413
Scale Logic Inc. .............................N856
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Movi .............................................N921
Nevision AS ...................................N619
Nexsan .........................................N255
Nutaxin, Inc. ..................................N812
PanGenesis ....................................N627-Wednesday
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Ross Video ......................................N413
Scale Logic Inc. .............................N856
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Spectra Logic .................................N623
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CommScope ....................................N519
Exterity ........................................N451
Primestream ..................................N156
Rohde & Schwarz .........................N527
Rose Electronics ............................N1019
Scale Logic Inc. .............................N856
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Markertek .....................................N396
Masstech Innovations Inc. ..............N926
Matrox .........................................N655
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Nexsan .........................................N255
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Ocilloquartz ..................................N1149-Cabana
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PacketFabric .................................N864
Rose Electronics ............................N1019
Ross Video ......................................N413
Simply NUC ....................................N1060
Skyline Communications .................N1018
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Exterity ........................................N451
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Haivision ......................................N721
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Nextologies Limited ......................N811
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**Search/Metadata Software/ Applications**
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CatDV (Square Box Systems) ............N660
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GrayMeta ......................................N1120
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Rose Electronics ....................... N1019
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Apantac LLC .............................. N150
ATTO Technology ..................... N717
Barnfind Technologies AS .......... N1046
Black Box ................................ N855
Blackmagic Design ................. N403
Broadcast Pix .......................... N923
Broadfield ............................... N121
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ENCO Systems, Inc. ............... N355
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Axel Technology ....................... N951
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AJA Video Systems .................. N436
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ATTO Technology........................... N171
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Axe Technology.............................. N951
B&H-The Studio............................. N221,N225
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Cloudian.................................... N1054
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Crew Me Up.................................. N637
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EditShare.................................... N345
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Facilis Technology, Inc..................... N136
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MPE-Motion Picture Enterprises........... N969
Nevon AS..................................... N619
Nexsan....................................... N255
Nutanic, Inc................................... N912
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PTZOptics................................... N800
Quantum Corporation....................... N546
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Symply, a Global Distribution Brand..... N351
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UniSoft Corporation........................ N1047
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