Introduction & Overview

11:00 - 11:05

Participants

Speaker: Alan Breznick - Cable/Video Practice Leader, Light Reading

Streaming Video Alliance Keynote

11:05 - 11:10

Participants

Panelist: Jason Thibeault - Executive Director, Streaming Video Alliance

Video Provider Keynote Presentation: nScreenMedia

11:10 - 11:25

Participants

Speaker: Colin Dixon - Chief Analyst & Founder, nScreenMedia

Platinum Sponsor Keynote

11:25 - 11:35

Service Provider Fireside Chat

11:35 - 11:50

Participants

Alan Breznick - Cable/Video Practice Leader, Light Reading

Glenn Goldstein - Consulting Product Strategist, Lumen Technologies

Panel Discussion

11:50 - 12:30

Thanks largely to the COVID-19 pandemic, video streaming traffic has increased exponentially across the globe this year as hundreds of millions, if not billions, of people have been forced to shelter at home indefinitely. At the same time, major new OTT services like Disney+, Apple TV+, HBO Max, Peacock and Quibi have launched, putting the streaming market into hyperdrive. While industry experts may have seen this growth curve coming eventually, few could have expected it to happen so quickly. Indeed, just a month after the pandemic hit the US with full force, OTT players reported already seeing about a year's worth of traffic growth. Given this explosive and unexpected traffic growth, how are OTT providers coping with the sudden surge in demand for their services? What steps are providers and their tech partners taking to scale up their networks rapidly and handle such unprecedented traffic spikes? And how are they working to prevent potentially catastrophic breakage in both the Internet and streaming infrastructures? This session will tackle such issues as video workflow, architectural strategies, multicast, ABR and delivery protocols as providers seek to scale up to meet the massive traffic demands.

Participants

Moderator: Alan Breznick - Cable/Video Practice Leader, Light Reading

Panelist: Colin Dixon - Chief Analyst & Founder, nScreenMedia

Speaker: Glenn Goldstein - Consulting Product Strategist, Lumen Technologies

Panelist: Mitch Weinraub - President, Weinraub Media

SCHEDULE

DISTRIBUTING/PROCESSING NEXT-GEN STREAMING VIDEO - 15/10/2020

TIME	
11:00	**11:00** - Introduction & Overview
	11:05 - Streaming Video Alliance Keynote
	11:10 - Video Provider Keynote Presentation: nScreenMedia
	11:25 - Platinum Sponsor Keynote
	11:35 - Service Provider Fireside Chat
	11:50 - Panel Discussion