Taking Streaming Video to the Next Level

April 20, 2020
Las Vegas Convention Center

Registration & Breakfast
07:00 - 07:30

Introduction & Overview
07:30 - 07:40
Participants
Speaker: Alan Breznick - Cable/Video Practice Leader, Light Reading

Keynote Presentation: Parks Associates
07:40 - 08:00
Participants
Steve Nason - Director of Research, Parks Associates

Fireside Chat
08:00 - 08:20
Participants
Moderator: Alan Breznick - Cable/Video Practice Leader, Light Reading

Panel: Taking Streaming Video to the Next Level
08:20 - 09:10
With such media behemoths as Apple, Disney, NBCUniversal, AT&T and Discovery all now plunging into the increasingly congested streaming video space, the OTT video market is clearly shifting into a more advanced stage of development. But, even as these new streaming services come to market, numerous key hurdles must still be cleared, including technical, operational, security, business model, service quality and navigation issues.

In this special NAB Show breakfast forum co-hosted with the Streaming Video Alliance, video industry experts from across the spectrum will assess the streaming video market, evaluate the latest entrants, examine the major challenges they face and discuss how the industry can reach the desired goal of OTT Video 2.0 – a scalable, stable, secure streaming platform that generates regular, predictable revenue.

Participants
Moderator: Alan Breznick - Cable/Video Practice Leader, Light Reading
Panelist: Mitchell Weinraub - Director of Product Management, Sling TV/AirTV at Dish

Wrap Up
09:10 - 09:15
Participants
Alan Breznick - Cable/Video Practice Leader, Light Reading

Email us! tmt.knect365.com/getting-to-ott-2/ averbook@lightreading.com
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