

Destination Broadband Theater

Presented by the Society of Satellite Professionals International and World Teleport Association in collaboration with the National Association of Broadcasters, VideoNuze, Interactive Television Alliance and other industry experts.



Broadband is the future, and the future is at the NAB Show™.



The newest exhibit area at the NAB Show focuses on broadband-enabled TVs, online video, mobile broadband networks, platforms, set-top boxes, gaming, IP, streaming, advertising, monetization and the mavericks driving today's media. Experience online video and see the latest interactive television applications, broadband networks, online video platforms, encoding technologies, mobile video management platforms, streaming video technologies, online advertising platforms, content delivery networks, mobile video distribution, mobile networks, IPTV and more.

Complimenting an exhibition are devoted to broadband lifestyles, innovation and mobile solutions, the **Destination Broadband Theater** presents informative discussions, case studies, research and Power Panels offering concise, powerful insights on delivering and monetizing broadband content, and how traditional distribution is evolving in response to the broadband revolution. Complimenting this content will be sessions produced by SSPI and WTA in the conference program of the 2010 NAB Show.

How to Participate

There are two ways for companies and individuals to participate:

1. **SSPI and WTA Members** are eligible for speaking opportunities on a series of Panels produced by the two associations. Each Panel will be lead by a volunteer moderator drawn from the membership of the two organizations, and these moderators will recruit panelists from the combined membership.
2. **Sponsorship of the Forum** is available to companies interested in associating their brand with NAB's only satellite-related conference content in this high-profile environment.

Inside the Theater

The Theater provides a raised stage for speakers and panels, seating for 50 members of the audience, and an open-plan design that allows passersby to sample its content and gain easy access to seating. Executives of SSPI and WTA will act as masters of ceremonies. The Theater provides standard AV including a sound system and microphones, projection screen, data/video projector, PC with a CD-R drive and USB port, data switcher and additional monitor ports for laptops. All Theater content is streamed live to the Web and available for 12 months on the Web sites of NAB, SSPI and WTA.

Overview

Monday			Tuesday			Wednesday		
B&B	10:00-10:25	Distribution Wars: Streaming Vs. Downloading	B&B	10:00-10:25	The Media Drive for Mass Personalization	B&B	10:00-10:25	The Ratings Game: What's Behind Door Number Three?
Panel	10:30-11:25	Critical Mass Changes Everything	Panel	10:30-11:25	Does Broadband Video Want to Be Free?	B&B	10:30-10:55	How the Global Video Content Cloud Will Change Your Business
B&B	11:30-11:55	When Will the Web Kill TV?	B&B	11:30-11:55	Everywhere TV: Where Are We Now?	B&B	11:00-11:25	When TV Gets Social
B&B	12:00-12:25	The Mobile Video Standards Wars	B&B	12:00-12:25	Media 2.0: One Show, Many Platforms	B&B	11:30-11:55	Battle for the Next Billion Media Consumers
						B&B	12:00-12:25	P2P: If You Can't Beat 'em, Join 'Em

Topics

DB Bits & Bytes

Distribution Wars: Streaming vs. Downloading

Consuming video over broadband was all about illegal downloading until streaming technologies got seriously into the game, with companies from Apple and Amazon to YouTube shifting the focus to pay-per-view models for movies and television, and TV executives battling over the the advertiser-supported soul of Hulu. This session explores what the fuss is all about and how the continuing struggle will shape the future of broadband video distribution. ⁽¹⁾

DB Panel

Critical Mass Changes Everything

The business model for broadband entertainment and information services is up for grabs. For viewers, the most acceptable price seems to be "free," but advertising models are not delivering enough revenue to support the model. But this may well be just a matter of critical mass. When the majority of viewers receive their video entertainment and information over broadband fixed or mobile channels, how much of the debate goes away? Given the unique interactivity of broadband distribution, what new business opportunities and challenges will arise? This session sets the clock forward to a time when broadband is the preferred distribution system for all things video, and forecasts the impacts on the business models of new and traditional providers.

DB Bits & Bytes / Conference Panel

When Will the Web Kill TV?

Everyone knows it's coming. Everyone whose job depends on bringing television into your home understands that their days are numbered. But just how long will it be until the broadband Web kills traditional television distribution by terrestrial broadcast, satellite and cable? Already, millions of people turn to the Web for rebroadcast of TV programming, while low-resolution, user-generated video invades TV. News reporters submit stories from the field through the broadband jack in their hotel rooms. But what will it take in terms of contribution and distribution technologies in the Web's plumbing to make the Web a robust method for delivering video? This session brings together TV and Web technologists and

business people to explain what works and what doesn't in Web video today, how and when it will change, and what business models are developing in anticipation of the day when the Web kills TV.

DB Bits & Bytes

The Mobile Video Standards Wars

Like most new technologies, mobile video continues to experience an explosion of competing standards, each with its own strengths, backed by different companies and nations. Who are the major combatants, what are they offering, and where does the battle for market acceptance currently stand? Expert panelists describe the major contenders in the Americas, Europe and Asia, and offer their insights on winners and losers.

DB Bits & Bytes

The Media Drive for Mass Personalization

Television is moving away from the "one-size-fits-all" approach – with limited content and controlled distribution – toward a future of mass personalization where content and distribution will be abundant but, conversely, consumer attention will be at a premium. The 18-34s of the Internet generation increasingly rely on the Web for entertainment and multitask between TV and PC to watch what they want. This session explores how today's mainline content providers are striving to adapt while continuing to exploit the strengths of the broadcast model.

DB Panel

Does Broadband Video Want to Be Free?

Fixed and mobile broadband providers continue to seek ways to make users pay directly for content. Particularly over 3G mobile, the drive is on for a "walled garden" approach that provides desirable content on a paid-only basis. Will these attempts succeed? When the enormous resources of the Web are available on every desktop, laptop, netbook and mobile phone – and yes, on traditional TVs – how many viewers will resist the temptation to go "over the top" to the content they want? This session challenges pay-for-use players to explain how their strategy can succeed. ⁽²⁾

DB Bits & Bytes

Everywhere TV: Where Are We Now?

The vision of television anywhere, anytime and on any device got a huge boost from the announced acquisition of NBC Universal by Comcast. Should it pass regulatory scrutiny, the deal creates a major player able to provide "Everywhere TV" to its paying subscribers only, and presumably to use this competitive advantage to extend its cable empire. This session explores how this move, and the larger wave of change behind it, will transform the everyday television viewing experience.

DB Bits & Bytes

Media 2.0: One Show, Many Platforms

Not long ago, distributing a TV program was simple. It went by satellite from the broadcast center direct to a viewer's home, or detoured to a local TV station or cable operator, where it was transmitted into homes. Today, the media consumer may view that program on standard-definition or high-definition TV, over the Web, through an interactive video-on-demand service, or on a mobile device. This session examines the powerful technologies that make it cost-effective to process media for distribution across multiple platforms at the same time, and the uneven journey toward deployment.

DB Bits & Bytes

The TV Ratings Game: What's Behind Door Number Three?

A funny thing happened on the way to the DVR's total destruction of the advertiser-supported television business. Television ratings for shows are going up once DVR viewing is counted, and nearly half of viewers are watching the commercials in the shows they have recorded. With over 60% of broadband users watching video at work or at home, the same thing appears to be happening: a net increase in television viewing, which networks are now striving to monetize. This session explores the dynamics of

ratings for advertiser-supported distribution in a brave new world where viewers get to choose what and how they watch. ⁽³⁾

DB Bits & Bytes

How the Global Video Content Cloud Will change Your Business

The history of video content distribution is about separate, tightly-controlled, high-quality circuits connecting point-to-point for contribution or point-to-multipoint for distribution. The future of video content distribution will increasingly be in the "cloud" – an Internet-modeled system in which content enters as data packets, finds its way to its destination, and reassembles itself. Pioneering providers of hardware, software and systems are already turning the global video content cloud into reality. In this session, technologists and users review the current generation of the cloud, debate its pros and cons, and offer forecasts for the future.

DB Bits & Bytes

When TV Gets Social

As video shifts to IP delivery to the fixed or mobile device, it will spawn entirely new approaches to programming that lean heavily on user-generated content and social networking. These will create challenges to established providers and opportunities to companies with innovative solutions. This session explores the content strategy and technology changes ahead as broadcast video becomes Web video. ⁽⁴⁾

DB Bits & Bytes / Conference Panel

The Battle for the Next Billion Media Consumers

As digital television, IPTV and broadband have swept around the world, they are remaking the traditional business of media and entertainment. IPTV brings telcos into the television business with a mix of DSL and optical fibre. Cable and satellite TV companies market a triple play of video, voice and Internet. Broadband video providers want to end-run the whole lot but depend on their competitors for transport. This session reviews the most important new companies, deals and business changes in the American media scene, and forecasts the patterns that will shape its future.

DB Bits & Bytes

P2P: If You Can't Beat 'Em, Join 'Em

Peer-to-peer (P2P) networks are practically synonymous with file sharing and piracy, but broadcasters are increasingly using them to distribute their own content online. Television news is leading the way because it is "pirate-resistant," losing much of its value after events are reported. Some newscasters are reportedly delivering one-third of live video traffic from their Web sites via P2P. In theory, as technology improves, live content could reach millions of people by only sending out the stream once from a single video server, effectively "crowdsourcing" distribution to the net and saving content owners and aggregators large sums of money. This session explores the rise of P2P in the broadcast tool kit and its future potential. ⁽⁵⁾

⁽¹⁾ Monetizing the Web, YouTube Style: In a spurt of me-too-ism, Google's YouTube wants to start offering TV shows for a fee, a la existing services from Apple and Amazon. Unlike Apple and Amazon, however, YouTube envisions streaming the shows rather than letting users download the content. That's a big potential stumbling point for both consumers and existing business models. But look for lots of new TV-via-internet plays next year as Apple and Hulu seek to create subscription services (does anyone remember Vongo?), cable ops push their "TV Everywhere" concept and existing services such as Slingbox continue to gain consumer acceptance. (The Morning Bridge, December 2, 2009)

⁽²⁾ TiVo in August opened up its platform to any video podcast publisher that wants to distribute H.264 video content via RSS syndication, expanding its web video selection beyond the podcast channels it

currently offers from the likes of G4, CBS and Fox. The free feature is available to any broadband-connected TiVo user with a Series3, HD or HD XL TiVo box, and includes all of the usual TiVo functions, including season pass support. Users can also now stream video content directly from the web by entering a URL within the TiVo Video On Demand menu.

⁽³⁾ Thirty-three percent of American households own DVRs. And, according to a report from A.C. Nielsen, nearly half of the viewers in those households are watching the commercials in the shows they have recorded. For all four networks taken together, 46 percent of viewers 18 to 49 years old are now watching ads during playback, up slightly from the year before. DVRs, once feared as TV killers, are actually boosting the ratings of some TV shows by adding a delayed audience to the live audience. According to a New York Times story on the phenomenon, "House" has become an even bigger hit, while the struggling show "Heroes" jumped 22 percent when playback audiences were measured.

⁽⁴⁾ Qualcomm Mediaflow believes the next big thing will be integrating social networking into broadcast content on the mobile device, so that people can connect with friends about programming. This is attractive model because Mediaflow will handle broadcast distribution while the Web browsing and messaging will travel over 3G networks, adding to operator revenues.

⁽⁵⁾ Peer-to-peer distribution for CNN relies on a plug-in from a company called Octoshape, which is also reportedly working with European broadcasters.