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For immediate release

A shake up of the broadcast sector? Content Delivery Summit, London

With Over the Top Television services set to become commonplace in our homes, the entire content delivery infrastructure is being shaken up. Who will survive, and how will their services have to change? A brand new one-day Summit developed to explore exactly what this reorganisation means for the future of online content delivery takes place in London in just 3 week's time.

Content Delivery Summit (London, 13 October) brings together major broadcasters, cable operators, telcos, and content owners to debate how they plan to make money from online video, and the impact monetisation will have on vendors within the industry. Keynotes from Zattoo's CEO, Beat Knecht, and BT's Broadband & Content Services Director, Sian Baldwin, will set the pace not just for the day but for the industry as a whole over the coming months.

Programme Co-Chair, Dom Robinson, explains what delegates can expect to learn,

   "With the Grand Masters of Over the Top Television delivery, Zattoo, opening the day we'll hear about the realities of delivering a TV experience online, and find out if it really is the technical challenges that are the limiting factors, or whether it's down to regulation and economics.

   "BT and Akamai will introduce us to their approaches to regional Content Delivery and Global Content delivery, and we'll hear from the leading technology and service providers about market and technical trends, and how they are adjusting their services to meet market needs. In addition to our Keynotes, we're expecting speakers from Adobe, Amazon Cloudfront, Microsoft, Flumotion, JetStream and Limelight Networks and Wowza, among others.

   "Streaming Media's Readers' Choice Award for Best CDN will be announced and presented during the day and we'll close with a debate about interoperability and standardisation in the sector as we work together to continue to deliver a shake-up of the broadcast sector."

The day's sessions include:

        Will the Internet Scale? Meeting the Demand
        Market Insight: What are the Commercial Trends?
        Infrastructure Trends: 'Death Star', Distributed, or Cloud CDN Models
        Application Trends: Next-Gen Content Delivery Services
        The State of the Online Video Stack
        Smartnering and Interop

The day finishes with a 'Beers for Peers' networking session designed to give delegates a chance to continue the discussions with speakers and attendees over drinks. The full event programme is available at www.streamingmediaglobal.com/cds

Delegates can choose to attend the one-day Content Delivery Summit (13 October), or purchase a combination registration pass providing access to co-located conference and Expo, Streaming Media Europe (14 & 15 October). For those unable to attend the conferences, Streaming Media's Expo provides free access to an exhibition of world-class online video tools, technologies and resources, as well as a seminar programme of free 'how-to' briefings.

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Editor's Notes

Content Delivery Summit
13 October 2010
Novotel London West, London, UK
www.streamingmediaglobal.com/cds

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Press registration: www.streamingmediaglobal.com/conference/2010/PressZone.aspx

Over the Top Television (also known as Internet TV) enables you to view content that is available over the internet. Delivered by a broadband connection, it bypasses the traditional TV service providers.

Content Delivery Summit is a one-day conference hosted by, and co-located with, Streaming Media Europe (14 & 15 October, Novotel London West, London).
www.streamingmediaglobal.com/europe)

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