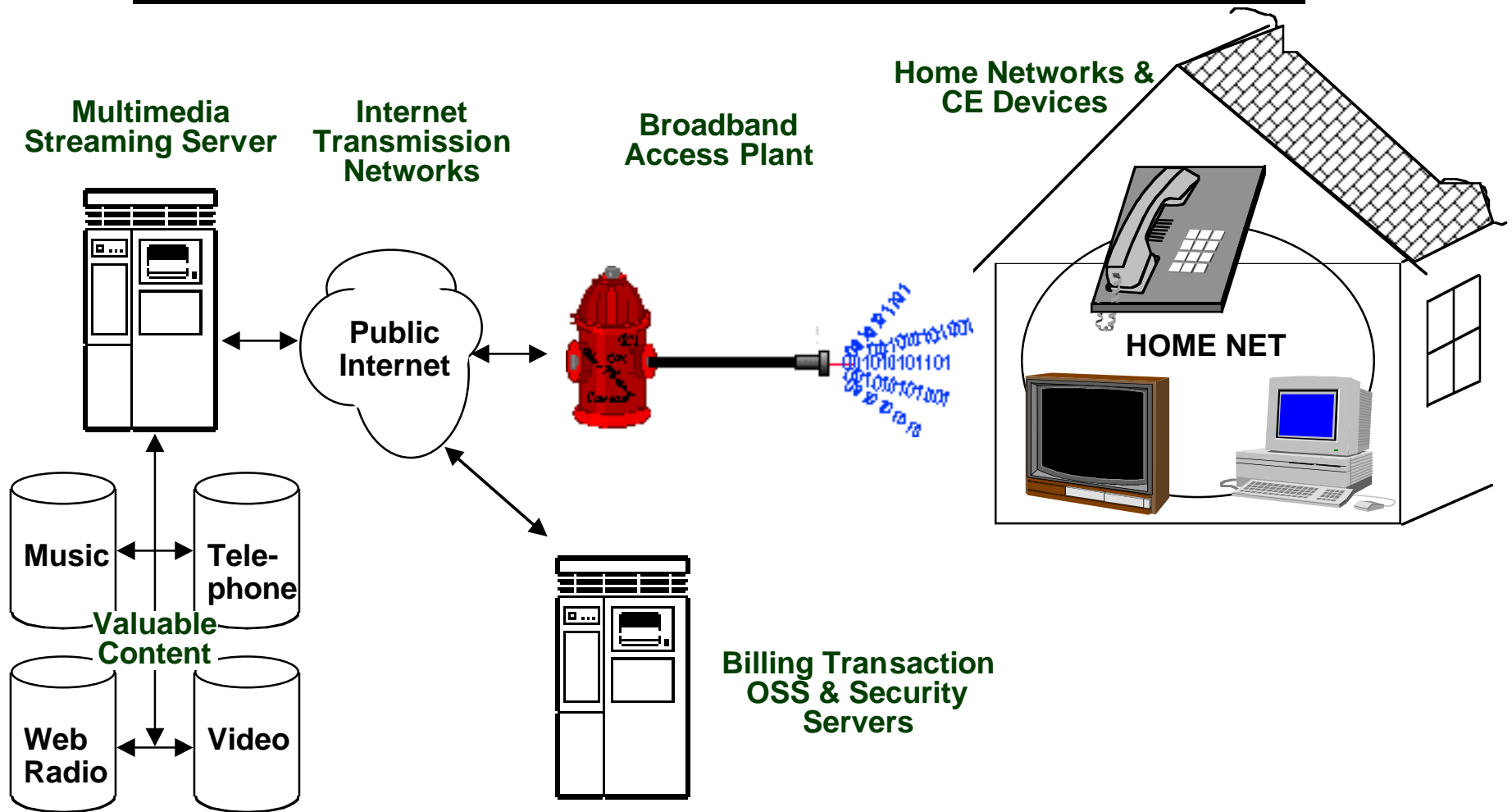


Internet Streaming, Why all the Screaming?



Informal Discussion Panel Sessions
Tuesday June 19- 4:15pm-6:15pm Tuesday June 19
LAX Marriott Salon 3

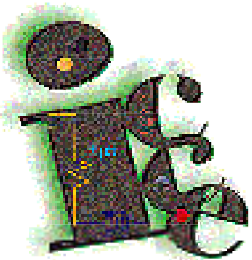
<http://www.comminfotech.com>



Agenda & Ground Rules

This is an interactive session, it will be more valuable if you participate

- Agenda
 - Moderator's introduction
 - Short opening statement by each panel member
 - Q&A between moderator, panel members, and audience
 - Closing statements by panel members and wrapup
- Ground rules
 - Please use the microphone or speak loud enough
 - The first time you ask a question introduce yourself by name and organization
 - No topic is out of bounds but moderator may exercise right to move discussion to insure balanced coverage of topics



Our Panel

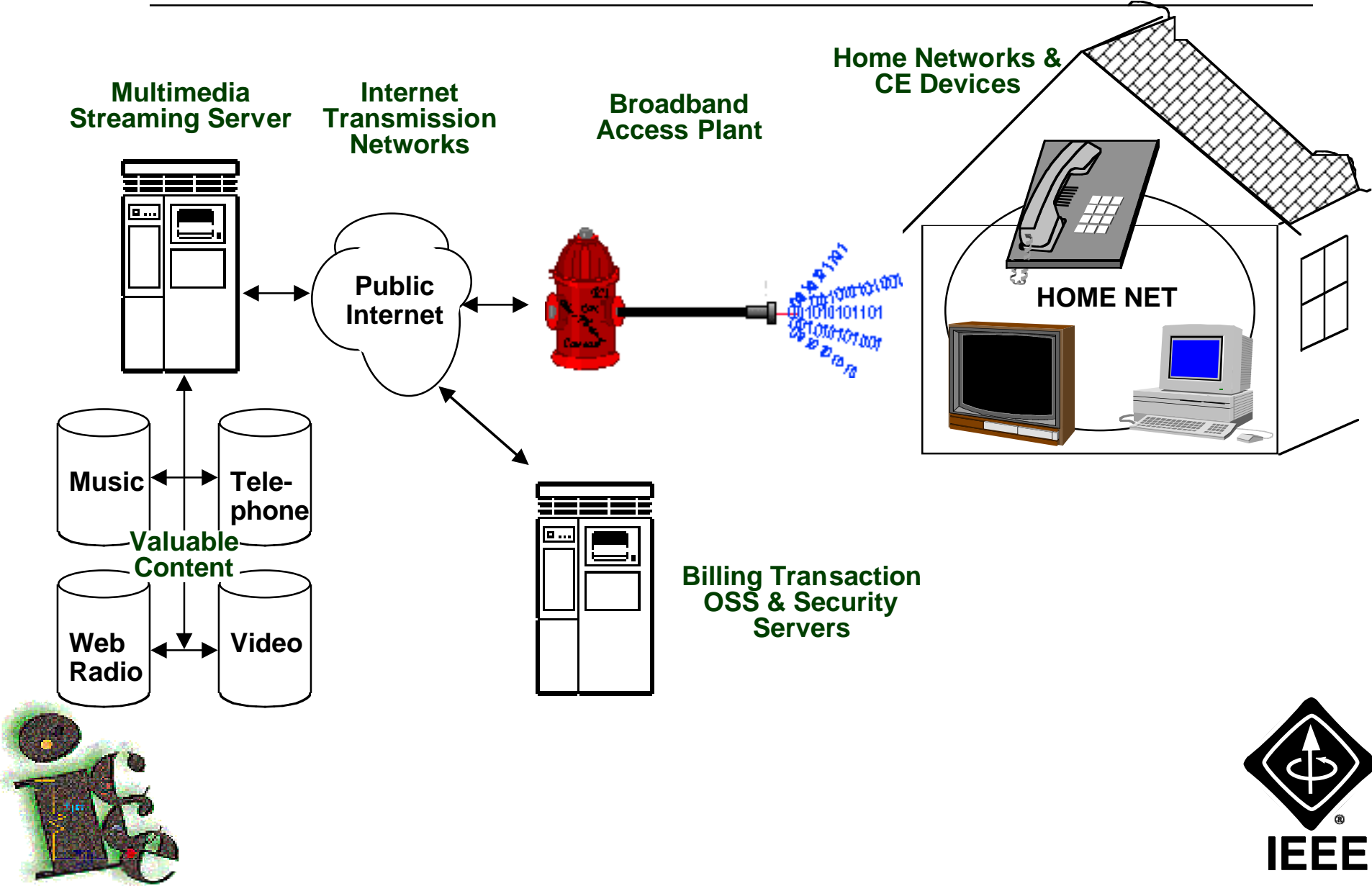
Moderator:

**Stuart Lipoff, VP Communications & Info Technology
ADL Technology**

Panel Members	Perspectives
Marco Bergmann, Cofounder Vision Systems Technology	Infrastructure Developer
John Day, Principal ADL Technology	Datacom Engineer
Ziv Eliraz, VP Business Development Emblaze Systems	Content Provider
Rich Prodan, CTO Terayon	Equipment Mfgr
Chris Takami, CEO Balloon Dog Studios	Creative Design



Playing Field



Stakeholders

The stakeholders map from the reference architecture elements

- Content Providers
- Content Publishers
- Website developers
- Financial transaction facilitators
- ISPs
- ASPs
- Communications Carriers
- Content Distributors
- Computer Manufacturers
- Software Developers
- Consumer Electronics Manufacturers

STAKEHOLDERS

Who are they?

What do they care about?

How will they execute their role?



Stakeholders Examples in California

Alternative Entertainment Network (Woodland Hills, CA)

- Producer, aggregator and syndicator of streaming media content on the Internet.
- AENTV is an affiliate of iNEXTV, a wholly owned subsidiary of Ampex Corp.

CinemaNow (Marina del Rey, CA)

- CinemaNow is an Internet-based video-on-demand network that delivers feature films at VHS and near-DVD quality via free streaming, pay-per-view and subscription services.
- Microsoft, Blockbuster, Lions Gate Entertainment

Eruptor Entertainment (Marina del Rey, CA)

- A wireless and online media company that creates irreverent original entertainment targeting teen and college-aged males.
- Baystar, Chase Capital Entertainment Partners

IFILM (Hollywood, CA)

- An online global film destination for film fans, filmmakers and industry professionals. The network features include editorials, news, reviews, a searchable directory and 15,000 short and feature movies.
- Axiom Ventures, Baroda Ventures, Eastman Kodak, Leo Hindery, Marc Nathanson, Sony Pictures Entertainment, Vulcan Ventures, Yahoo!

Level 13 Entertainment (North Hollywood, CA)

- A multichannel Internet animation network geared toward the 18-28-year-old audience.
- Level 13 is a fully funded subsidiary of Film Roman.



Stakeholders Examples in California

MediaTrip.com (Los Angeles, CA)

An online entertainment studio that creates a network of content and community Web sites that provides its users with a multifaceted entertainment experience.

Adam Duritz, Revolution Studios, Arnold Rifkin

Streaming formats: Allibra, Flash, RealPlayer, Windows Media Player

Threshold Entertainment (Santa Monica, CA)

- An online entertainment network for guys ages 12 to 35. Channels include movies, music, series, sports, chats, interviews and interactive entertainment.

Voxy.com (Venice, CA)

- An interactive online network for teen girls.

- Imperial Capital of Beverly Hills; numerous individuals including Jane Anderson, Pam Eells, Katie Ford, Mimi Friedman, Nely Galan, Michael Gelman, Billie Jean King, Sally Lapiduss, Francine Lefrak, Carol Leifer, Caroline Rhea, Connie Tavel

Be Here Corp (Los Angeles, CA)

- Provider of single-camera panoramic navigable imaging for broadcast and interactive television, Internet video, security and monitoring, still photography.

- Eastman Kodak, Philips Electronics, Enterprise Partners, Intel Capital, Snider Capital, Wasserstein Adelson Ventures



Stakeholders Examples in California

Digital Lava (Marina del Rey, CA)

- Provider of digital publishing services and enabling software technology to Fortune 1000 companies that create on-demand interactive presentations, training and communications. The solutions provide end users with a fully integrated and interactive experience on their computer desktops delivered via the Internet, intranet, extranet, DVD, CD-ROM or any combination.
- Digital Lava is a publicly traded company.

EncodeThis! (Hollywood, CA)

- A digital media infrastructure company that specializes in encoding, digital source storage, file and database management, database integration, watermarking, indexing, and distribution.

eSynch Corp (Tustin, CA)

- eSynch provides video delivery tools, streaming media services, and software utilities.
- Publicly traded

POPcast Communications Corp (Los Angeles, CA)

- Provider of video solutions for broadband service providers, telcos, Web portals, e-businesses, cable operators and mobile providers.
- Intel Capital, Telesystem Ltd.

Radical Communication (Marina del Rey, CA)

A software solutions provider whose flagship product, RadicalMail, offers streaming audio and video, secure transactional capabilities and forwarding without requiring plug-ins, executable files or lengthy downloads.

FB: East West Venture Group, Lehman Brothers Venture Capital Group,
Pioneer Internet Fund LLC



Stakeholders Examples in California

WebRadio.com (Woodland Hills, CA)

- In April 1999, Emblaze Systems launched WebRadio.com, which provides solutions for live streaming audio and video to radio stations throughout North America. In addition to offering radio station webcasts, WebRadio.com is a full-service streaming solution provider offering live and on-demand audio and video encoding.

- Emblaze Systems

Brilliant Digital Entertainment (Woodland Hills, CA)

- Publicly traded

FMiTV Networks (Burbank, CA)

- Producer and syndicator of original video, audio and print entertainment content. iSuperstations include KIISFMi.com, XTRAi.com, WBLSi.com and Vidnet Broadband Entertainment.

House of Blues Digital (Hollywood, CA)

- The digital media department for House of Blues is dedicated to the production, capture, promotion and digital distribution of live music content taking place at HOB and other select venues worldwide.

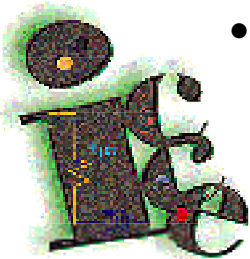
- Chase Capital



Key Issues

Stakeholders will differ as which concerns are relevant or have priority

- Matching applications to “best” broadcast, multicast, or unicast facility
- Efficient use of limited bandwidth on backbone and access plant
- Predictive planning of capacity
- “Fair” allocation of bandwidth/capacity between users
- Managing QoS as a function of traffic and/or grade of service
- Maintaining security of content
- Managing rights and entitlements
- Metering and billing
- Support of multiple standards (e.g: Allibra, Flash, QuickTime, RealPlayer, Windows Media Player, H.323, MP3, Java defined)
- Implications for home network
- Repurposing and adaptation of content for alternative devices
- Other?



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