



Meeting Notice



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Topic: OTT concerns and challenges. Is it changing our world?

Date: Tuesday, March 24, 2015

Time: 7:00PM – Presentations (*Pizza & Pop Dinner provided at 6:30pm*)
Meeting Registration - <https://smpdetoronto-mar2015.eventbrite.ca>

Location: CBC – Conference Centre - Meeting Room 1B315 (arrive at East security station)
250 Front Street West, Toronto, On

Google Map link: <http://goo.gl/lohiFQ>

Arranged By: Sylvia Fantin and Tony Meerakker

Sponsor: Aspera

OTT (Over-The-Top) services are becoming the norm in the way we see entertainment services entering the home. Tonight we will hear from two industry leaders and be presented with their viewpoints on OTT.

Speakers for the evening will be:

Michel Proulx, Television Industry Expert and Advisor, Digital Crusader

Topic - Online Video Distribution and The Potential Digitalization of TV Advertising

There is no questioning the growing importance of professional Online Video Distribution, known officially as OVD and informally as OTT for Over the Top. Players like Netflix have captured international attention with subscriber rates that now eclipse those of the largest conventional video distributors. Michel's presentation will focus on the notion of a change in advertising model and discuss how conventional broadcasters and distributors could adapt and themselves evolve towards a digital advertising model and protect themselves from OVD / OTT players.

Detailed Outline of the Presentation

1. Overview of the Television Eco System in flux
2. Capabilities Offered by OVD / Digital Distribution
3. Major examples of Ecosystem Disruptions
4. Specific Focus on Advertising in Conventional and OVD/OTT
5. How Broadcasters and BDUs could re-align to "digitize" their advertising model

Michelle Munson, CEO and co-founder Aspera

Topic - Key Technology Considerations and Emerging Capabilities in File Based Workflows for OTT and IPTV

To satisfy the consumer appetite for high quality and constantly "new" content in OTT and IPTV services, providers face an enormous technology challenge to ingest, prepare, and distribute large volumes of video content (several terabytes or more per week). File based workflows end-to-end provide an opportunity to take advantage of low cost IP networks for ingest and distribution in place of dedicated satellite, FTP, or tape transfers, as well as "scale out" transcoding and QC pipelines (such as "cloud based" compute and storage platforms). The most successful companies are taking deep advantage of these technologies to deliver highly engaging services to rapidly growing audiences, with cost efficiency. Michelle's talk will focus on the key technology considerations and latest capabilities in these areas, and example applications among leading OTT and Telco providers.

The SMPTE Board of Managers will meet – Meeting Room 1A210 (Conference meeting room area) - 5:00 PM

***Pizza & Pop Dinner is provided at 6:30pm, there is no break between presentations
Public Parking in the area***

View past meetings on the Toronto SMPTE YouTube channel - <http://goo.gl/8L0gk7>

