



# **STREAMING** SUMMIT

*by Dan Rayburn*

**The Business and Technology  
of SVOD, AVOD and FAST**

**NAB | SHOW**  
NEW YORK

**OCTOBER 24-25, 2023**  
JAVITS CENTER | NEW YORK, NY



The two-day Streaming Summit returns to the Javits Center, October 24-25 as part of NAB Show New York. Some of the content that will be covered across 25+ session slots will include:

- Defining The User Experience for Live Sports Streaming
- Packaging and Distribution Strategies for Subscriber Engagement
- Challenges and Best Practices for Delivering Video at Scale
- The Business of Sports Streaming: Monetization Opportunities and Challenges
- FAST, AVOD and SVOD: OTT Business Models for Every Consumer
- Challenges and Opportunities in Measuring Video Advertising
- Scaling Cloud Based Workflows for Quality and Price
- Cord Cutting, Linear TV and the New Streaming TV Bundle

Session formats will be fireside chats (2 speakers), best practices technical presentations and case studies (1-2 speakers), and round-table sessions (4-5 speakers). Call for speakers [details here](#).



## PLATINUM | \$12,000

- Guaranteed speaking spot on a round-table panel (topic and format to be agreed upon) OR a 30-minute case-study presentation with customer (no product demos allowed, must be approved by Dan Rayburn)
- Dedicated, real-time social media coverage of your speaking spot across Dan Rayburn's social platforms. Pre/post-show promotion of two (2) pieces of editorial content chosen by the sponsor across Dan Rayburn's social platforms
- Platinum-level sponsor recognition included within Streaming Summit marketing promotions (email, social, web, etc.) deployed by Dan Rayburn and NAB
- Data from all attendees scanned at the **Streaming Summit and Streaming Summit Mixer** (NAB will share within 7 business days following the close of the event)
- Opportunity to place one retractable banner in each session room, 2 total (banners provided by sponsor)
- Four (4) Streaming Summit conference registrations for clients or staff; includes Exhibits Pass access to NAB Show New York (Sponsor must register online with the codes assigned by NAB)

## **GOLD | \$10,000**

- Guaranteed speaking spot on a round-table panel (topic and format to be agreed upon)
- Gold-level sponsor recognition included within Streaming Summit marketing promotions (email, social, web, etc.) deployed by Dan Rayburn and NAB
- Data from all attendees scanned at the Streaming Summit (Additional scans from the Streaming Mixer requires Platinum sponsorship)
- Opportunity to place one retractable banner in each session room, 2 total (banners provided by sponsor)
- Two (2) Streaming Summit conference registrations for clients or staff; includes Exhibits Pass access to NAB Show New York (Sponsor must register online with the codes assigned by NAB)

## **STREAMING MIXER | \$3,000**

Tuesday, October 24

- Data from all attendees scanned at the Streaming Mixer (NAB will share within 7 business days following the close of the event)
- Logo placement on signage at the Mixer entrance and within bar signage
- Sponsor recognition included within Streaming Summit Mixer marketing promotions (email, social, web, etc.) deployed by Dan Rayburn and NAB
- Verbal acknowledgment by the Conference Chairman during the Streaming Summit promoting the mixer. Pre/post-show promotion of (1) piece of editorial content chosen by the sponsor across Dan Rayburn's social platforms
- Opportunity to place two retractable banners at the Mixer (banners provided by sponsor)
- Opportunity to provide branded promotional items during the Mixer (item must be pre-approved by NAB and supplied by sponsor)