STREAMING SUMMIT AT NABSHOW®
Where *Content* Comes to Life

APRIL 7, 2025
WEST HALL CONFERENCE CENTER, ROOMS W106/107 & W108/109

TRACK A

9:00 am – 9:30 am
Welcome, Overview of Show: The Latest OTT Profitability, Subscriber and Viewership Metrics

9:30 am – 10:00 am
SkyShowtime Keynote Fireside Chat: Why Europe is the Next Frontier in Streaming

10:15 am – 11:15 am
Bundling and Distribution Strategies Across FAST, SVOD and AVOD Services

11:30 am – 12:30 pm
Technical Presentation: OTT at YouTube Scale

12:30 pm – 1:30 pm
Lunch Break

1:30 pm – 2:30 pm
Strategies for Architecting Scalable Cloud Video Stacks for FAST, Live and SVOD

2:45 pm – 3:45 pm
Super Bowl LIX Streaming Insights: How FOX Delivered Unprecedented Scale, Low Latency, and Exceptional Quality

4:00 pm – 4:30 pm
LG Ad Solutions Fireside Chat: Performance Storytelling in the CTV Era

4:30 pm – 5:00 pm
How ESL FACEIT GROUP Delivered a Historic Summer of Live Esports

5:00 pm – 6:30 pm
Streaming Summit Happy Hour
Third-floor terrace. No RSVPs are needed, and it is open to all NAB Show attendees.

Questions about the program?
Call or text Dan Rayburn: **917-523-4562**

TRACK B

10:15 am – 10:45 am
How Eutelsat and Sky Italia are Exploring Multicast Adaptive Bitrate Streaming for Large-Scale Content Distribution

10:45 am - 11:15 am
Deploying VPUs at the Edge for Improved Video Encoding, Density, and Efficiency

11:30 am – 12:00 pm
Case Study: How Revry Leverages Data Intelligence to Enhance Personalization and Boost Ad Revenue

12:00 pm – 12:30 pm
Unlocking the Power of Data: How Analytics and AI are Revolutionizing Streaming

12:30 pm – 1:30 pm
Lunch Break

1:30 pm - 2:00 pm
How Sinclair Migrated to an IP-Based Platform to Facilitate the Transition of their Station MCRs into the Cloud

2:00 pm – 2:30 pm
Data to Dollars: Maximizing Video Ad Revenue Through Real-Time Analytics and Cross-Platform Measurement

2:45 pm – 3:15 pm
How To Maximize Streaming Quality Through Embedded Caching

3:15 pm – 3:45 pm
From Big Leagues to Big Dreams: Scaling Premium Streaming for a New Audience

4:00 pm – 4:30 pm
Case Study, TikTok and CDN77: How to Optimize CMAF for Low-Latency Live Streaming

TRACK A

9:00 am - 9:30 am
Welcome: The Latest Sports Streaming News and Viewership Numbers

9:30 am - 10:00 am
Fireside Chat: The Future of CTV and The Trade Desk's Ventura Streaming TV OS

10:15 am – 11:15 am
Best Practices for Providing a Personalized Playback Experience

11:30 am – 12:30 pm
The Future of Live Sports Streaming: What Customers Want & What's Coming Next

12:30 pm – 1:30 pm
Lunch Break

1:30 pm – 2:30 pm
Current State of the CDN Market: Opportunities and Challenges Delivering Video at Scale

2:45 pm – 3:45 pm
Live Sports Streaming Workflows: Real-Time Use Cases and Latest Technology Deployments

4:00 pm – 5:00 pm
Dan Rayburn Special Presentation: Best Practices for Getting a Job and Advancing Your Career

TRACK B

10:15 am – 10:45 am
Building AI-Driven Media Apps: Accelerating Innovation & Reduce Time to Market

10:45 am – 11:15 am
Addressing OTT Streaming Challenges in Emerging Markets

11:30 am – 12:00 pm
The Ultimate Playbook: Inside FanDuel Sports Network's Winning Game Plan for Sports Streaming

12:00 pm – 12:30 pm
Global Stage, Direct-to-Screen: World of Wonder's Playbook for Fan-Powered Growth

12:30 pm – 1:30 pm
Lunch Break

1:30 pm – 2:00 pm
Shaping the Future of Television: Detailing the Forthcoming TV 3.0 Broadcast Launch in Brazil

2:00 pm – 2:30 pm
The Benefits of Delivering High-Quality Video With a Managed Private CDN Service

2:45 pm – 3:45 pm
Best Practices of Encoding H.264 and HEVC

4:00 pm – 5:00 pm
Final Session In Track A

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