

Destination Broadband Encompasses Exhibits, Panels, Theater

By John Merli
TV TECHNOLOGY



The rapidly growing menu of services and management tools fueled by broadband technology are on display across several modes this week at the Destination Broadband Pavilion, which attendees will find in the South Hall (Upper).

The pavilion itself will house 40 exhibitors (of nearly 60 companies showing their wares in the larger broadband sector).

The pavilion also boasts its own theater to spotlight several of the most promising enterprises and entrepreneurs helping shape this emerging technology.

The theater will host nearly two dozen dedicated sessions and is sponsored by Ambrado Inc. and Microsoft.

The NAB Show's greater access to all-things broadband comes less than a month after the FCC's March 15 release of its National Broadband Plan — aimed at eventually providing broadband access to every household in America.

Robert Bell, executive director of the World Teleport Association and Society of Satellite Professionals International (WTA/SSPI), said it was important to assemble the growing array of broadband tools in one concentrated NAB Show sector.

WTA/SSPI is coproducing the broadband theater's three days of presentations, along with VideoNuze, ITV Alliance, Mobile

Entertainment Forum, and New Media Minute producer/host Daisy Whitney.

"Right now the business of distributing video programming is in major flux, thanks to the spread of broadband," Bell said. "Online business models are still in their infancy, but broadband entertainment has already had a major impact on the distribution of traditional television, radio and film. There's a fast-moving wave of entrepreneurial companies coming after that 'video entertainment and information dollar,' and the pavilion will offer NAB Show attendees the chance to see that wave in action this week — and hear a lot of strategies — at the Destination Broadband Theater."

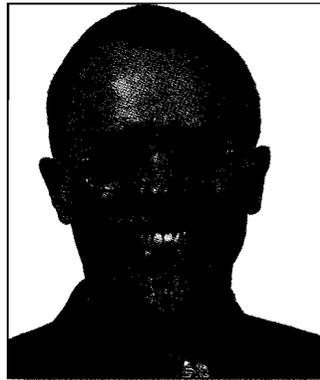
Allison Dollar, CEO of the ITV Alliance, is helping coordinate several broadband events.

"What's out there now is UGC and social networks being used as marketing and promotion instruments. We're in an intermediate stage on all this," said Dollar. "When navigation becomes truly seamless across platforms — and offers measureable

sales transactions — that's when behavior will begin to transform programming."

Broadband exhibits are situated among three themes: Broadband Innovations, Mobile Solutions, and Broadband Lifestyle for the home.

Pavilion exhibitors include: Brightcove, Backchannelmedia, Internap, Level-3



Robert Bell

Bell said his session "Distribution Wars: Streaming vs. Downloading," today, 10 a.m., will explore what he calls "a subtle, but fundamental transition" in the online video business. He said so-called "file-



Will Richmond

Communications, Triton Loyalty, MobiClip, Opera Software, and Akeena Networks.

sharing" was often piracy, and really where broadband video got its start. But by contrast, the "streaming" model (not downloading) now gives content providers greater control over their intellectual property.

Other broadband sessions today include a discussion of why "critical mass changes everything" 10:30 a.m.; followed an hour later by Kamy Merithew, Wegener marketing vice

president, examining whether broadband is a help or hindrance to traditional TV. At noon comes consideration of the myriad mobile video formats now in use, led by Greg Elli, vice president for business development at Ipera Technology.

A three-hour series of case studies sponsored by VideoNuze, beginning at 2 p.m., will be led by Will Richmond, president of Broadband Directions LLC, who contends that "broadband delivery is the most disruptive influence on the traditional video

delivery value chain."

"It's so important to all media companies because it gives consumers unprecedented control over their viewing choices and allows media companies to directly target their intended audiences," said Richmond. "For those interested in broadband delivery, the sessions in the Broadband Theater offer multiple perspectives and valuable lessons."

Pavilion Recreates Worship Service

By Randy J. Stine
RADIO WORLD

New technology education and training is the focus of the Technologies for Worship Pavilion, presented by Technologies for Worship Ministries

them," Cobus said.

Of particular interest to many ministries will be today's session, "Multi-Site Churches: Determining the Right Solution for Your Ministry," 9:30-10:15 a.m. Dan Stark, president of Stark Raving Solutions, teaches the session

worship experience through proper lighting, stage and sound and then extend it to your Web presence.

The pavilion offers another day full of educational opportunities on Tuesday. "Using Online Stock Resources in Your Media Ministry," 9:30-10:15 a.m., is being

EXHIBITOR HIGHLIGHT

NewTek Offers