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SV206

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# House Keeping



- ❑ The two presentations will be recorded and posted on the Alliance website.
- ❑ All questions for the presentation will be handled through Slido ([www.slido.com](https://www.slido.com)). The event code is #E703. A direct link to the app is also in the Zoom chat.
- ❑ We will be socializing after trivia in Gather. The URL is in the Zoom chat. You need to use the Chrome browser for this.



# Schedule



- ❑ Housekeeping and other stuff (Jason Thibeault)
- ❑ "Across All Screens" (Dan Sparacio)
- ❑ "Audio/Video Detection and Usage Challenges" (Zach Cava)
- ❑ Trivia
- ❑ Social happy hour



# About the Streaming Video Alliance



## Member Companies

There are currently over 80 participating companies and associated brands.



## Publications

The Alliance has published many documents since its inception. These publications address Open Caching, Privacy and Protection, Advertising, Quality of Experience, Geo, Virtual Reality, and more.



## Technical Groups

There are currently 10 technical groups addressing several streaming video topics such as Advertising, Networking and Transport, Security, Open Caching, Privacy, VR, Live Streaming, and more.



## Growth

Over the past three years, the Alliance has a CAGR of over 70%



## Meetings

The Alliance holds three, two-day, face-to-face meetings each year: two in North America, and one generally in Europe. Technical groups meet by phone bi-weekly.

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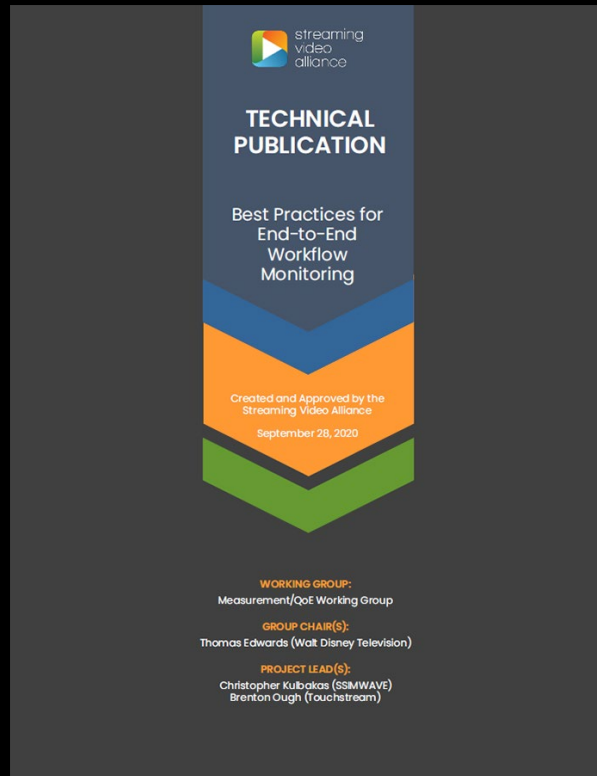


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# A New Publication!



## Best Practices for End-to-End Workflow Monitoring

As the video streaming industry continues to mature, QoE expectations continue to rise in importance both as a value proposition to the consumer as well as a differentiator between competing video streaming services. Yet, consistent, systematic, standardized, objectively measured, and business-rules-driven QoE assurance continues to be an elusive goal. This document outlines factors that impact consumer QoE, sheds light on some of the underlying challenges to diagnosing QoE impact and provides a set of best practices for end-to-end QoE monitoring in video streaming workflows.





# Our Mission



## Education

We help educate the industry about the technical challenges through whitepapers, e-books, tech briefs, blogs, conferences, and more.



## Collaboration

Through our working groups and face-to-face meetings, we bring together video ecosystem companies to work together.



## Definition

Via best practices, guidelines, specs, functional requirements, and more, our groups collaborate to define solutions to the technical challenges.

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# Current Members





# Working Groups



The **Advertising Working Group** focuses on technical issues associated with ad insertion, ad QoE, and more.



The **Edge Storage Sub-Group** (part of Open Caching) focuses on use cases related to caching video content in the home.



The **Geo Sub-Group** (part of Networking and Transport) focuses on how user location data is best used in streaming video.



The **Live Streaming Working Group** develops guidelines and best practices that address quality, latency, & scalability.



The **Measurement/QoE Working Group** looks at data capture, playback and delivery analytics, and quality of experience.



The **Metadata Working Group** defines solutions related to the metadata associated with streaming video.



The **Networking and Transport Working Group** addresses delivery and architecture challenges in streaming at scale.



The **Open Caching Working Group** develops specifications to define functionality of the Open Caching Network.



The **Players and Playback Study Group** is exploring the player landscape and identifying the technical challenges to address.



The **Privacy and Protection Working Group** explores challenges related to ensuring streaming security and user privacy.



The **VR/360-Degree Video Study Group** looks at the current market, how VR will change streaming, and technical challenges.



What's next? New groups are created to address critical streaming workflow segments or technology areas.

# "Content Acquisition Challenges"



## Eric Black (SVP US Operations & Video – Peacock)

In this role, he is responsible for end-to-end operations, overseeing video, operations, application development and delivery. Previously, Black served as SVP and Chief Technology Officer of NBC Sports Group Digital from 2019–2015. He managed all IP-delivered platforms for NBC Sports Digital, including its numerous websites, applications and connected devices. He also oversaw NBC Sports' Playmaker Media, a separate business which provides end-to-end video support service for companies in need of best-in-class live streaming and VOD solutions. Black joined NBCUniversal as a webmaster for NBC New York's website, wnbc.com, in June 2000. In 2010, as Director of Digital Operations for NBC Sports, he managed the first-ever live stream of Super Bowl XLVI. He was promoted to Vice President, Technology, for NBC Sports and NBC Olympics in 2012. Black has been recognized with seven Emmy awards, the Olympic Golden Rings for the Games of the XXXI Olympiad on NBC, and the Edward R. Murrow Award for 9/11 coverage in 2004. In addition, he was honored with the 2013–2014 technology and engineering Emmy Award for Pioneering Delivery of Pay TV Linear Video to Consumer Owned and Managed Devices Over an IP Connection.



# "Distribution in a COVID-19 World"



## Eric Klein (Director, Content Distribution)

Eric Klein is Director of Content Distribution (Delivery Infrastructure) at Disney Streaming Services focusing on video content delivery and optimization technology. Eric is also an avid member of the Streaming Video Alliance, acting as Co-Chair of the Open Caching Working Group. Eric graduated summa cum laude from New York University with a bachelor degree in Film Studies.

Following university, Eric focused on early streaming video initiatives with Synaptic Digital, a public relations and marketing company working with brands such as Adidas and General Motors on their video delivery initiative. Eric has taken roles in product management, product marketing and project management, focusing on video platform development, live event streaming, social media integration and online video market analysis. He previously worked at Limelight Networks as a Solutions Engineer.





# It's Time for Trivia!



[www.kahoot.it](http://www.kahoot.it)

# Thanks For Joining this STREAMup!



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## Grab a Libation and Head over to Gather