

Virtual Platform Guide

The StreamTV Show

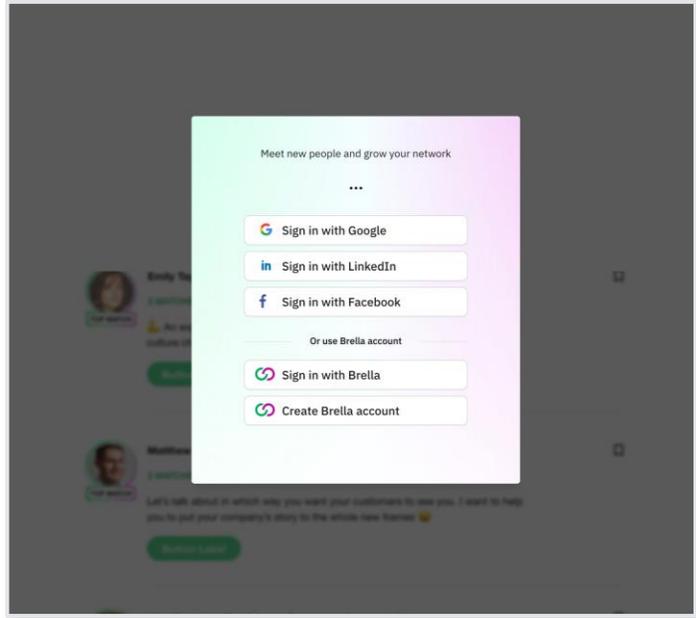
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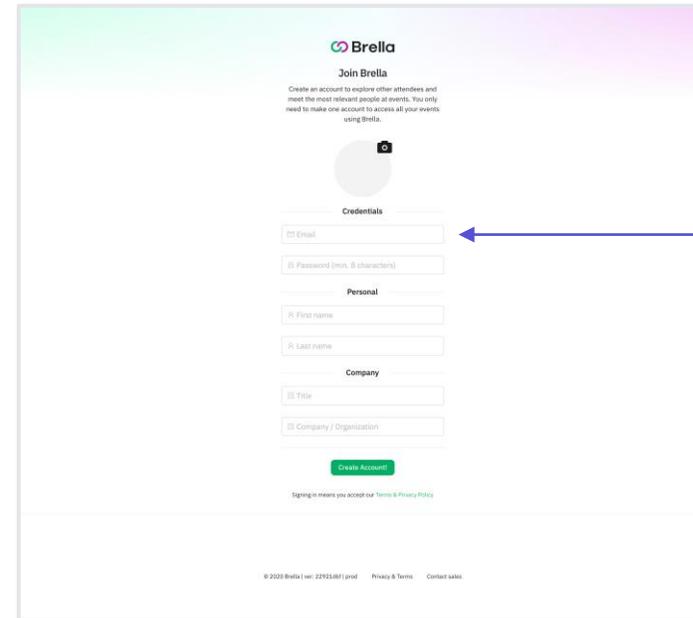
Set up your Profile



Set up your Profile



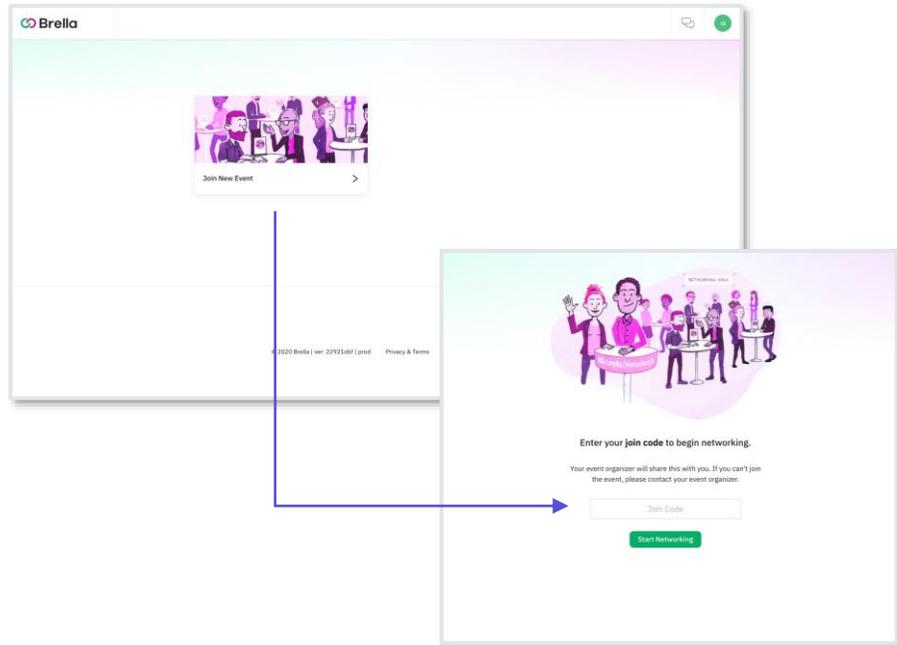
1. Use your unique join link or visit <https://next.brella.io/join/sts411> Then 'Create Brella account' or sign in with a social media account or existing Brella account. We suggest using Google Chrome on your desktop.



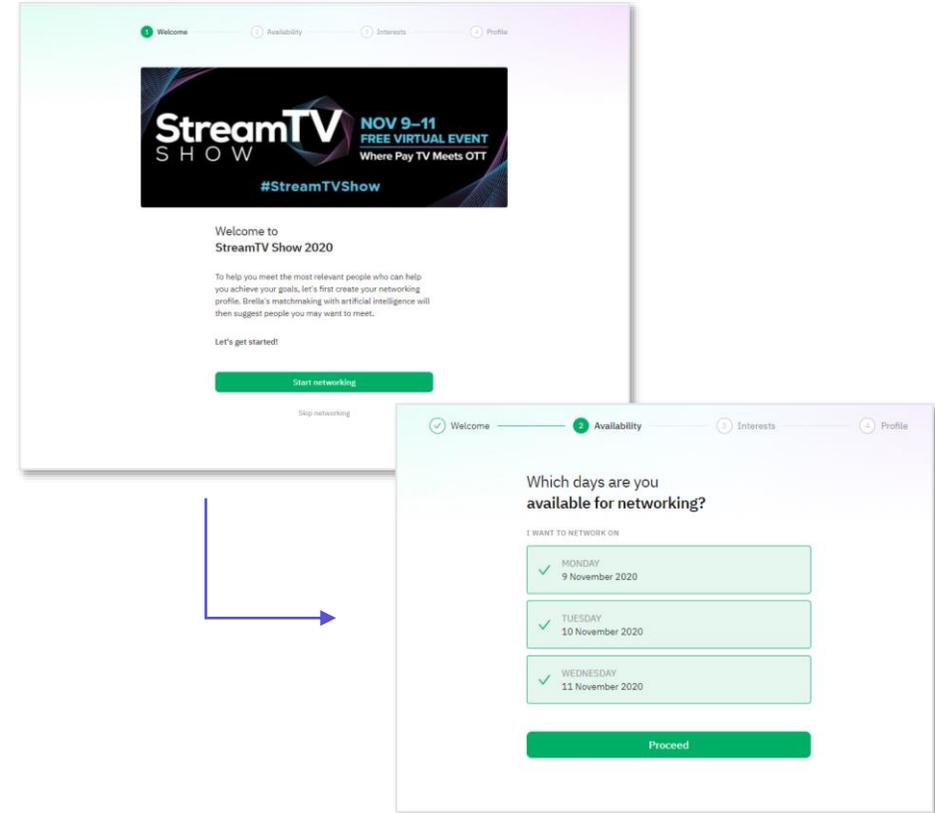
Please note that if you choose to sign in with an established account, ensure the email address you use for this account, matches the email address you used to register for the event.

2. Upload your photo and input your details including the email address you used to register for the event and select 'Create Account.'

Set up your Profile

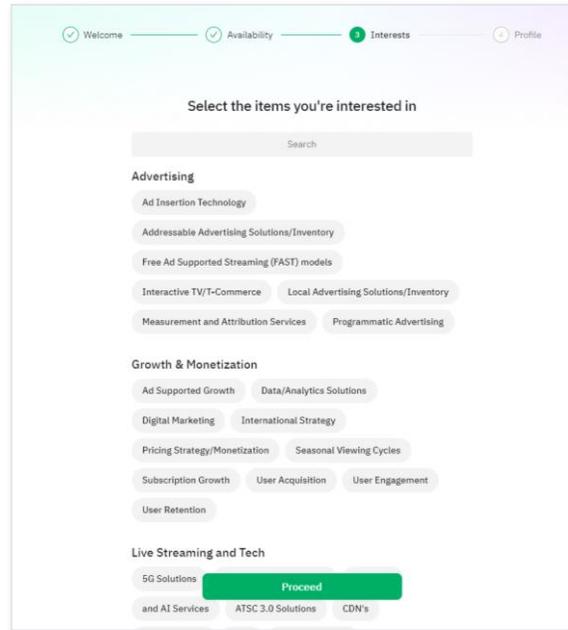


3. If required, input your unique join code.
Select 'Start Networking.'

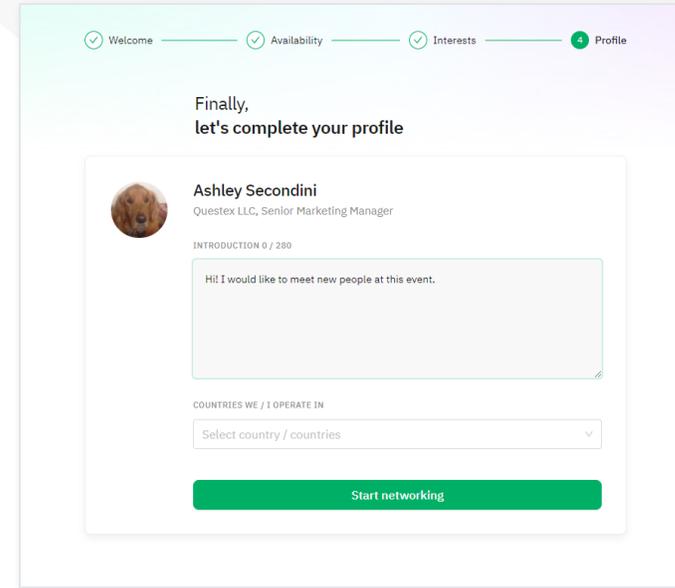


4. Select your availability for networking: November 9, November 10, and/or November 11.

Set up your Profile



5. Take your time to select your interests to enable the platform's intelligent algorithms to suggest relevant connections to help you grow your network.



We recommend you go to your account settings to **enhance your profile** and **opt in to receive notifications**.

6. Complete your profile by adding a brief bio. Other attendees can search for keywords in your intro, so use this showcase who you are and what you are looking to achieve.

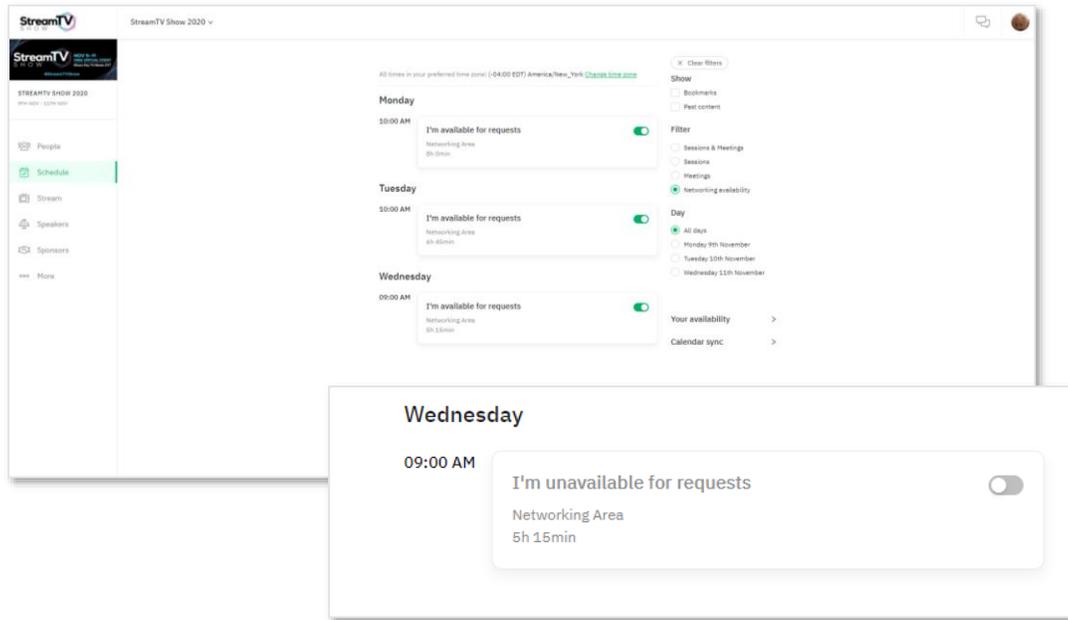
Learn



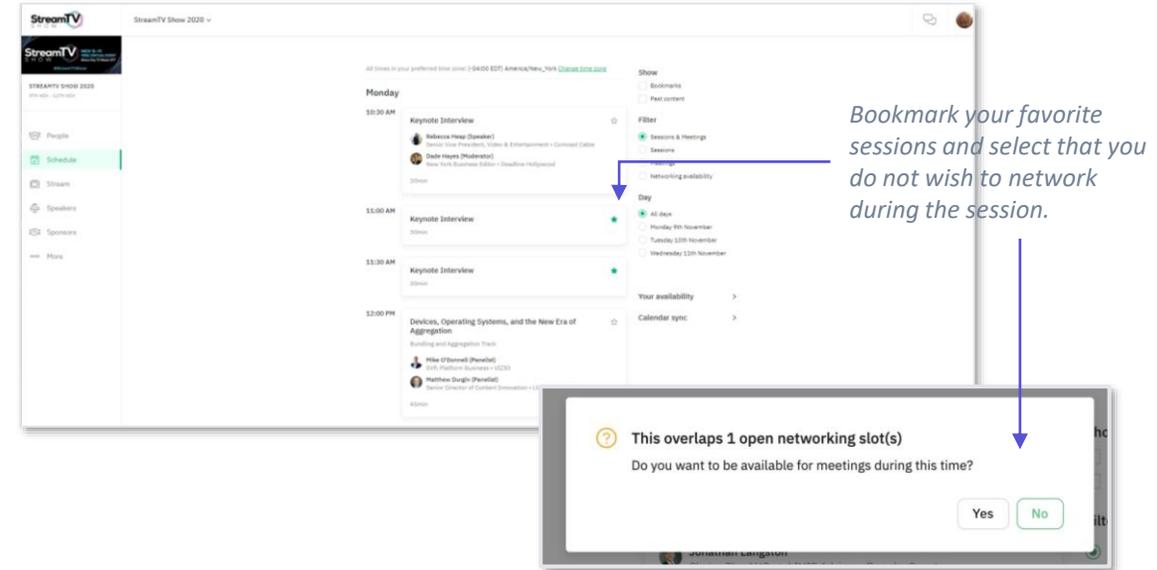
Network



Set Up Your Meetings

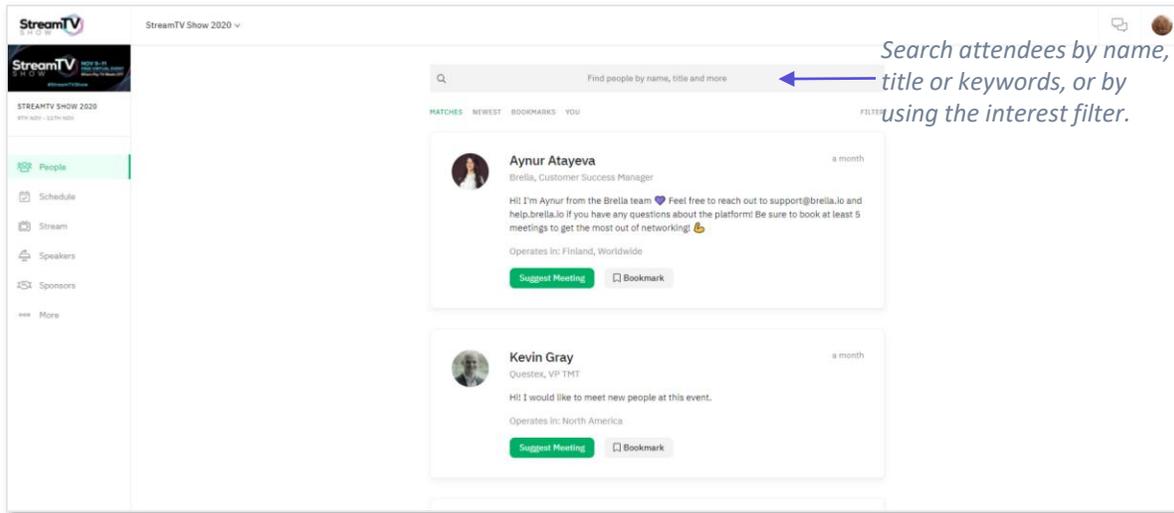


1. We recommend you **set your own availability for meetings** via the 'Schedule' tab under 'Filter' and 'Networking Availability.'

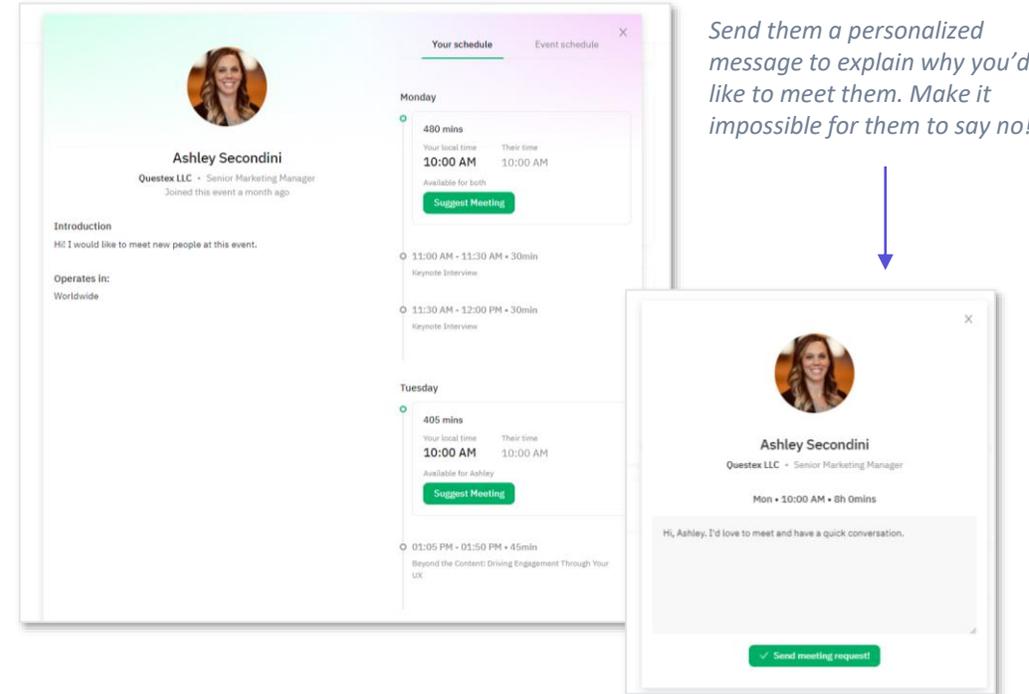


2. Please make yourself unavailable for meetings if there are any sessions you wish to watch or take part in.

Set Up Your Meetings



3. In the 'People' tab you will see your most relevant connections based on your interests.

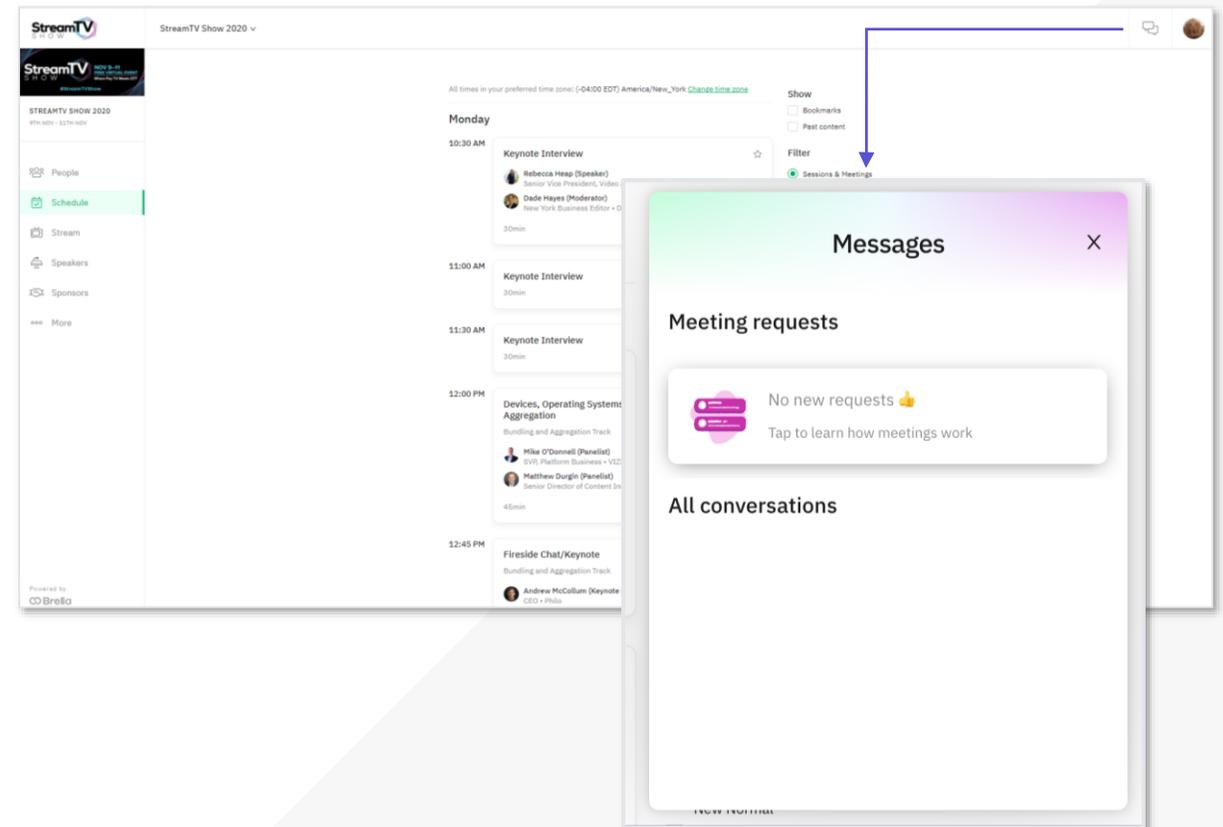


Send them a personalized message to explain why you'd like to meet them. Make it impossible for them to say no!

4. Once you have found people you would like to network with, you can 'suggest meeting' to view that person's availability and suggest a meeting at an appropriate time to suit you both.

Set Up Your Meetings

5. If another attendee wants to meet with you, you will receive an email and in-platform notification asking you to accept, reschedule or decline the meeting. Please do not leave any meeting requests as 'pending.' By accepting or declining you allow others to either plan their agenda or book a new meeting.
6. Once a meeting is accepted, you will be able to chat with that person and your meeting will be added to your schedule under 'Sessions & Meetings' and in your chat box (top right corner).
7. You can also sync Brella to your calendar. Further details of how to do this can be found [here](#).

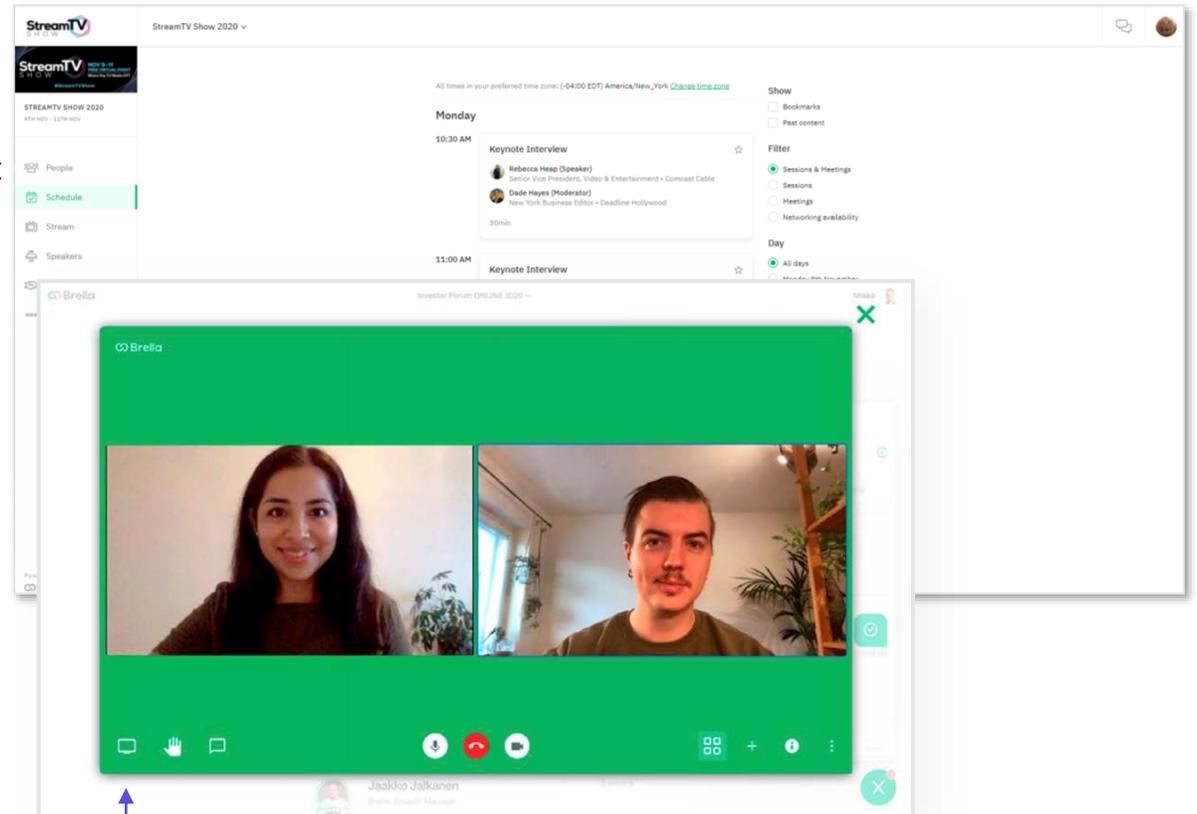


Video Meetings

Meetings will be held through the Brella video call. Meetings are 15 minutes in length, so make sure you arrive on time and ensure your microphone and video are enabled.

Visit the Schedule tab to view your meeting and select 'Video call' to start the meeting at the correct time.

All parties will receive a push notification 5 minutes before each meeting (ensure you enable notifications in your account settings before the event day).



To share your screen, click on the bottom left corner icon.

Be Inspired



Sponsors

Visit the 'Sponsors' tab to see how our sponsors can help you achieve your business objectives.

View company details, videos & documents, live chat with sponsor representatives, and even arrange 1:1 meetings to discuss how they can help you and your business.



The screenshot shows the 'StreamTV Show 2020' Sponsors page. The page is organized into two main categories: Silver and Gold. The Silver category includes sponsors like Metrological, Beachfront, Brightcove, Symphony MediaAI, Canoe Ventures, Limelight Networks, Fiat Left Interactive, and Covington. The Gold category includes Google Cloud and S&P Global Market Intelligence. A detailed card for Beachfront is highlighted in the foreground, showing the company logo, tagline, social media links, a video player, and a 'Company Details' section with descriptive text.

Beachfront
Enabling revenue automation and real-time buying across CTV, VOD and linear
Website Facebook LinkedIn Twitter

BEACHFRONT

Company Details

Beachfront is an independent video ad management platform for media and advertisers. At the convergence of digital video, linear broadcast and streaming TV, we are the trusted source for transparent buying and selling of premium video inventory across platforms.

Leading cable companies, broadcasters and streaming platforms partner with us to build custom video advertising solutions so they can optimize yield across all screens. Similarly, global ad buyers work with Beachfront to deploy premium video campaigns to maximize ROI.

In 2019, Beachfront launched the industry's first solution for real-time, programmatic monetization of premium set-top box VOD inventory. Earlier this year, Beachfront introduced Pod Bidding, a next-generation ad pod management and decisioning solution built on Prebid open source.

Speakers

Visit the 'Speakers' tab to learn about the speakers taking part in the event, read their bios, and chat with them live during their session on the 'Stream' tab.

The screenshot displays the StreamTV Show 2020 website interface. On the left, a navigation menu includes 'People', 'Schedule', 'Stream', 'Speakers' (highlighted), 'Sponsors', and 'More'. The main content area features a 'Find speakers' search bar and a list of speakers with their names and titles. A modal window is open, showing the profile for Michael Schwimmer, EVP and Group President at Slings TV. The profile includes a 'Keynote Interview' section with a 30-minute duration and a detailed biography.

Speakers List:

- Matthew Durgin, LG Electronics • Senior Director of Content Innovation
- Roger Seiken, WOW! • Senior Vice President – Video Programming
- Ed Knudson, Canoe Ventures • Chief Revenue Officer
- Ashley Hovey, Roku • Director of AVOD Growth
- Michael Schwimmer, Slings TV • EVP and Group President
- Mike O'Donnell, VIZIO • SVP, Platform Business
- Chris Maccaro, Beachfront • CEO
- Philippe Guelton, Crackle Plus • President
- Greg Riker, Metrological • Senior Vice President of Sales, Americas

Michael Schwimmer Profile:

Keynote Interview

Michael Schwimmer (Keynote speaker)
EVP and Group President • Slings TV
30min

As Group President of SLING TV, Michael oversees all aspects of the SLING TV business, including strategy and performance. Prior to his role leading SLING TV, Michael served as Executive Vice President of International, Business Development and Strategy, with responsibility for the company's DISH TV and SLING TV multicultural and AVOD offerings.

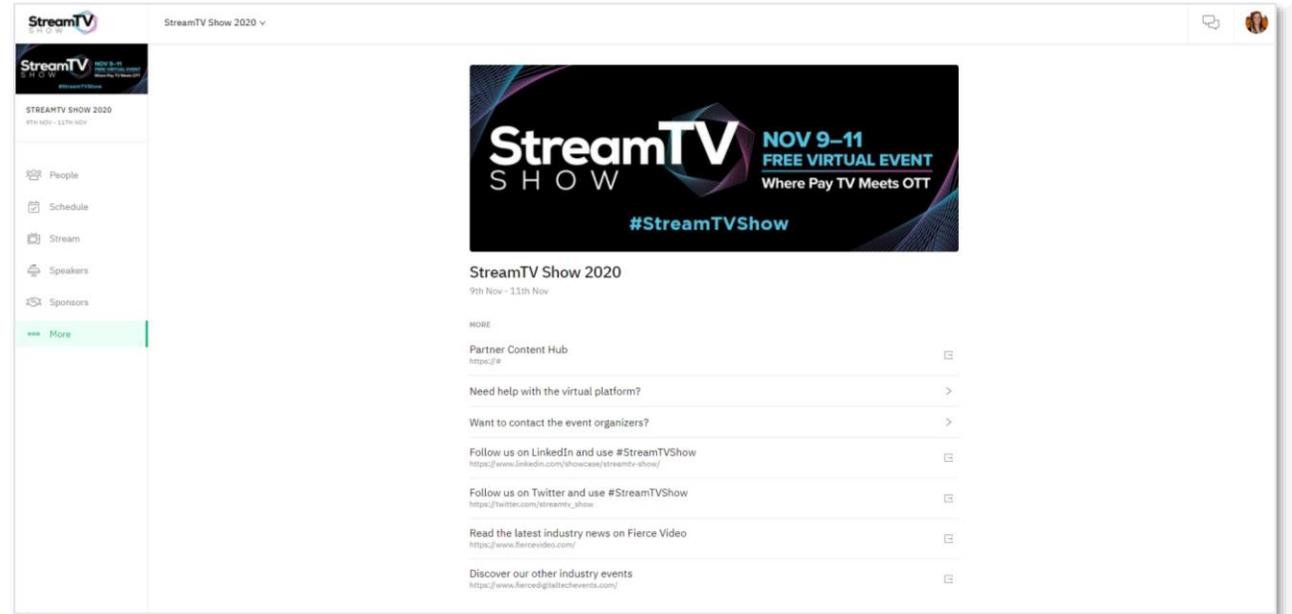
Previously, Michael was President and CEO of Fuse Media, leading the cross-platform entertainment media brand for multicultural youth that included Fuse and FM (Fuse Music) linear channels, video-on-demand (VOD) and over-the-top (OTT) apps.

Michael first joined DISH in 1996 as a member of its legal team, and he went on to lead DISH's Marketing, Programming and Media Sales organizations, playing a key role in launching the DISH International and DishLATINO brands. His responsibilities at DISH included pursuing international expansion opportunities for the company, particularly in Latin America. He left DISH in 2005 to lead S1TV – later rebranded NUVOTV – a premier English-language destination for Latino entertainment. Michael oversaw the 2014 acquisition of the Fuse Media enterprise from the Madison Square Garden Company.

Michael's work has been celebrated with several industry awards.

More

Click the 'More' tab to access our Partner Content Hub, follow us on social media, read the latest industry news on Fierce Video, and more!



Support

If you have any questions about Brella, please visit the help center at <https://help.brella.io/for-attendees-sponsors> or contact support@brella.io

Or contact Ashley Secondini with The StreamTV Show at asecondini@questex.com.