

Managing Video Content – Workshop Summary
Wednesday, March 12
1:30pm- 4:30pm

(Registration required for this workshop)

Presenters:

Jaime Montes- Video Content Manager, SureWest

Sean Riley- Vice President, Fox

The *Managing Video Content* workshop will include the following discussion topics:

1. A Content Provider will speak to the Telco's from their perspective:
 - What to expect when approaching content providers for retransmission rights
 - What will be expected of the Telco's from the content providers in terms of security, network quality, etc.
 - What is happening with packaging?
 - What are the content provider's thoughts about IPTV?
 - What do the content providers think about TV over the internet?
 - Advertising models
 - What does the future look like in terms of content delivery?

2. Discussion from the Provider's Perspective, including topics such as:
 - Negotiating agreements
 - Building relationships with content providers
 - What sort of support can be expected from providers
 - Developing video packages