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## **New Conference Focuses on the Online Video Landscape and How to Choose a Video Platform**

*Content Owners and Video Publishers Large and Small Are Registering for the New Online Video Platform Summit to Learn from the Experts. The Online Video Platform Summit ([ovpsummit.com](http://ovpsummit.com)) is part of the annual Streaming Media West Conference & Expo ([streamingmedia.com/west](http://streamingmedia.com/west)), November 17-19 in San Jose.*

Medford, NJ ([PRWEB](http://PRWEB)) November 5, 2009 -- The Online Video Platform Summit ([ovpsummit.com](http://ovpsummit.com)) is a new conference from Streaming Media that speaks to a growing audience of content owners who have, or are planning to have, video and are confused by the online video landscape. Video is no longer just for traditional or web content companies. Everyone is using online video. HR professionals, local businesses, libraries, and event organizers all use online video effectively. The Online Video Platform Summit will provide answers to all common online video questions, such as which platform is best for a specific organization, which ad models yield the best returns, and publishing strategies.

Online Video Platform Summit co-chairs Eric Schumacher-Rasmussen and Larry Kless have assembled an all-star speaker lineup for this new event. The entire speaker roster is listed at <http://www.ovpsummit.com/2009/Program.aspx>. Every major video platform is also represented in the program; attendees will hear from the following companies and will be able to compare their offerings: Brightcove, DatPresenter, Delve Networks, Kaltura, Kyte, Multicast Media, Ooyala, Sorenson Media, VMix, AdapTV, Adobe, Akamai, Artivision Media, Digitalsmiths, Endavo, KickApps, Livestream, Longtail Video, Origin Digital, RAMP, Reality Digital, Twistage, voped, and YuMe.

"The Online Video Platform Summit will offer a unique opportunity for both media companies and organizations for whom video is not their core business--from publishers to large corporations to small-and medium-sized businesses of all kinds--to learn about how to take advantage of online video platforms in their day-to-day communications efforts," says Schumacher-Rasmussen, who is also the editor of Streaming Media magazine. "With so many online video platforms on the market right now, the Summit is the only event that lets attendees not only see the different offerings in action but also learn about everything from video search engine optimization to video publishing best practices."

As a complement to the Online Video Platform Summit, [streamingmedia.com](http://streamingmedia.com) has also published a unique list of online video platforms and comparisons of their offerings. It is available in PDF form at <http://www.streamingmedia.com/pdf/OnlineVideoPlatforms.pdf>

Registration and complete program information is available for both the Online Video Platform Summit and Streaming Media West. Keynoters and presenters may also be available for interview. Please contact [dwhite\(at\)infotoday.com](mailto:dwhite@infotoday.com) for more information or go to <http://tinyurl.com/StreamingPR> to register.