SEGMENTS:2024

EVENT SPONSORSHIP

About SEGMENTS

- One-day, public conference organized by the Streaming Video Technology Alliance;
- Operationally-focused "walk through the streaming workflow";
- Features presentations in such topic areas as Ingest, Delivery, Playback, and Analytics;
- Updates from SVTA working groups throughout the day. Attendees DO NOT have to be SVTA members to attend.

Conference Format

- 15-minute
- Focus on a problem, solution, and results
- 3-5 minutes of Q&A
- Recorded for access by attendees after the conference
- Presentations on topics throughout the streaming workflow

Audience Demographics

SEGMENTS is targeted at a technical audience that is interested in hearing about streaming video challenges and how they were solved. Past conference demographics are

- **Job functions**: Operations, software engineering, architecture, product management/development. Over 50% of attendees were in technical roles;
- **Technical competence**: Medium to high;
- **Roles**: Mid- to senior-level.

A One-Of-A Kind Streaming Video Conference

Where most streaming video conferences focus on the business aspects of streaming or, like Demuxed and Mile High video, deep technical, SEGMENTS focuses on operating a streaming service. Presentations are practical and solution-focused.

SEGMENTS ONLY

Cost: $5,000

- Logo displayed on SEGMENTS:2024 webpage
- Logo displayed in all event-related digital communications
- Logo included on physical signage at the event
- Logo included on event t-shirts
- Verbal and visual acknowledgement throughout the event
- Logo included in all event-related social campaigns
- A special "spotlight post" (via social and the event website) that allows the sponsor to talk about product or service

MHV SPONSOR

Cost: $4,500

If you are already sponsoring Mile High Video, the cost of also sponsoring SEGMENTS is reduced by $500. Get a 10% savings on SEGMENTS sponsorship and increase your reach for another day!

Why You Should Sponsor

- **Brand recognition**. The SVTA will heavily promote the SEGMENTS event. Sponsors will be continually acknowledged during the event.
- **Perpetual acknowledgement**. All past events, including sponsors, will be accessible from the SEGMENTS main conference website (https://segments.svta.org), as well as the main SVTA website, in perpetuity.
- **Industry commitment**. By sponsoring SEGMENTS, you are signalling to the industry that your company is an integral part of the streaming community. Your company isn't just a technology company or a network operator or an OTT platform. It's a crucial component of what makes the industry tick.
- **Reaching the right audience**. Whether you are a platform operator hoping to attract key talent or a vendor looking to improve awareness of your solution, sponsoring SEGMENTS puts your brand in front of the people you want.
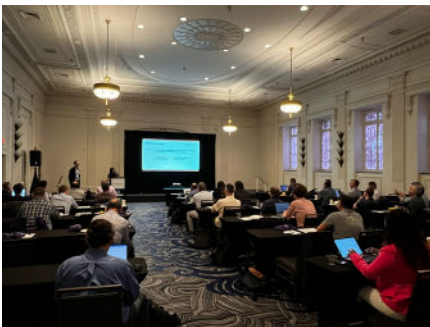
Past SEGMENTS Sponsors

broadpeak   COMCAST NBCUNIVERSAL   QWILT   VECIMA

February 14, 2024 @ Denver Marriott Tech Center

SEGMENTS:2024

EVENT SPONSORSHIP

One Location, Two Events!

mhv/2024
+
SEGMENTS:2024

Engaged Attendees

Compelling Presenters

Come Showcase Your Technology or Product!

SEGMENTS:2024 features a demo table area (combined with MHV) which allows sponsors to showcase technologies to the many technical attendees from the companies below. These tables will be in the same location as tables for Mile High Video, but extend through the SEGMENTS conference. For those already choosing to demo technologies at MHV, this is an extra day of attention on your technology or product.

Adobe · amazon web services · BITMOVIN · BRIGHTCOVE · broadpeak · CBC · Charter · COMCAST NBCUNIVERSAL · Compira Labs

CONVIVA · ESPN TECHNOLOGY · DOLBY · ENDEAVOR STREAMING · EZDRM · hulu · id3as · INFUSE VIDEO · interra systems

MediaKind · Netskrt · NTT DATA · plex · QWILT · sky · touchstream · verizon

DEMO TABLE @ SEGMENTS
Cost: $1,500

- Table and two chairs within the SEGMENTS and MHV demo area
- Included power: 120V Single Phase 10 AMP
- Included connectivity: 5Mbps WiFi
- Higher power and faster connectivity available for additional price

SPONSOR + TABLE
Cost: $6,000

Want to sponsor SEGMENTS and get a spot in the demo area? Pay for both and get a $500 discount off the normal price!

MHV SPONSOR?
Cost: $5,500

It's the best deal! If you are sponsoring MHV, get a $1,000 discount on SEGMENTS and a demo table!

What Attendees Say About SEGMENTS

" SEGMENTS was fantastic. The speakers had lots of interesting things to say and the entire day was scheduled very well (and kept on time). "

Chris Lemmons (Principal Engineer, Product Development) COMCAST NBCUNIVERSAL