



For immediate Release

Contacts:

Lynn Anderson

Skytide

650-292-1919

landerson@skytide.com

**Skytide Brings Together Streaming Media Experts for Free Panel Discussion on Advanced Analytics & Reporting at Streaming Media East**

*Panel Discussion at will Focus on How Advanced Analytics and Reporting Help Monetize Streaming Media Content*

**San Mateo, California (PRWeb), May 8, 2008** — Skytide, the leading provider of analytics and reporting for streaming media content, today announced that it has brought together industry leaders in the Streaming Media field for a free panel discussion at the Streaming Media East Conference. The panel, entitled *Raising the Bar: Benefits of Advanced Analytics and Reporting for Streaming Media*, follows up on a survey conducted by Streaming Media which revealed that companies engaged in delivering online video need more information that clearly details how content is used in order to monetize this content through sponsorships and advertising. The session will include real-life case studies and technologies that show how advanced analytics & reporting can be used to drive ROI for streaming content. Ample time will be provided to discuss the issues and share experiences among attendees and the panelists.

The panel features the following speakers:

**Moderator:**

- Eric Schumacher-Rasmussen, Editor, Streaming Media

**Panelists:**

- David Frigeri, VP and General Manager for CDN Services, Internap
- Eric Klinker, CTO, Bittorrent
- Robert Feldman, President, Total Webcasting
- Skytide, Joseph Rozenfeld, VP Strategy & Solutions, Skytide

“Monetizing streaming content is a critical issue facing organizations involved in delivering or producing online video, and analytics and reporting are the basis of this process.

—MORE—

Media Alert

Skytide has brought together a panel of experts that are able to tackle this important issue, offering real-life examples and solutions that will help drive a positive ROI,” stated Eric Schumacher-Rasmussen, Editor, Streaming Media.

The session will take place on Tuesday, May 20 at 12:30 – 1:20 pm at the Streaming Media East Conference held at the New York Hilton, 1335 Avenue of the Americas, New York, NY 10019. The session is free, but requires Exhibit Hall registration which can be obtained free of charge by contacting Skytide at [info@skytide.com](mailto:info@skytide.com), or by visiting [www.skytide.com/panel.htm](http://www.skytide.com/panel.htm).

**About Streaming Media East:**

Streaming Media East show is the number-one place to come see, learn, and discuss what is taking place with all forms of online video business models and technology. Content owners, viral video creators, online marketers, enterprise corporations, broadcast professionals, ad agencies, educators and others all come to Streaming Media East to see and hear the latest online video technology but, more importantly, to discuss the business models that are coming of age. For more information visit <http://www.streamingmedia.com/east/>

**About Skytide:**

Skytide is a leading provider of next-generation analytical solutions that provide an unprecedented view into what is driving business performance. Skytide's breakthrough technology allows users to perform advanced analytics on multiple streams of high volumes of data without the need for a data warehouse. Application areas for Skytide technology include media & entertainment, finance, technology, and other areas of business that generate significant volumes of mission-critical unstructured and semi-structured data. Skytide customers and partners include Akamai, Bittorrent, Internap, Grid Networks, Exploratorium, Total Webcasting, IBM, Microsoft, Sun and Sasol. For more information about Skytide, please visit [www.skytide.com](http://www.skytide.com).

# #