



LEARNING FROM FAILURE

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INTRODUCTIONS

- Who we are
- Why we are here
- No names - we're all friends



“The **price of success** must be paid in full, in advance.” — Brian Tracy

T.R.U.S.T

Test > Retest > Understand > Stop > Test



KEY CATEGORIES

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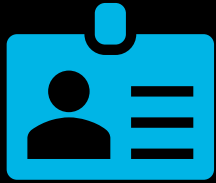
API's

DELIVERY

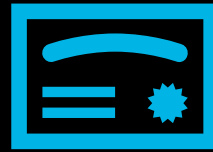
DEVICES

DATA

API's



**Authentication
(Auth-N)**



**Authorization
(Auth-Z)**



**Content Protection
(DRM/Encryption)**

DELIVERY/STREAMING

CORE FEATURES

- CDN's
- Encoders
- Packagers

ADVANCED FEATURES

- DAI
- Visual - HDR/Vision
- Audio - Alt Lang/Surround/Atmos
- Synchronized data or screens

DEVICES



GPU

Memory

Processing

Bitrate

Stream Spec

**Adv
Features**

DATA



Analytics



Delays



Standardization



THE FUTURE



The price of success is **hard work, dedication** to the job at hand, and the **determination** that **whether we win or lose**, we have applied the best of ourselves to the task at hand.

—*Vince Lombardi Jr.*

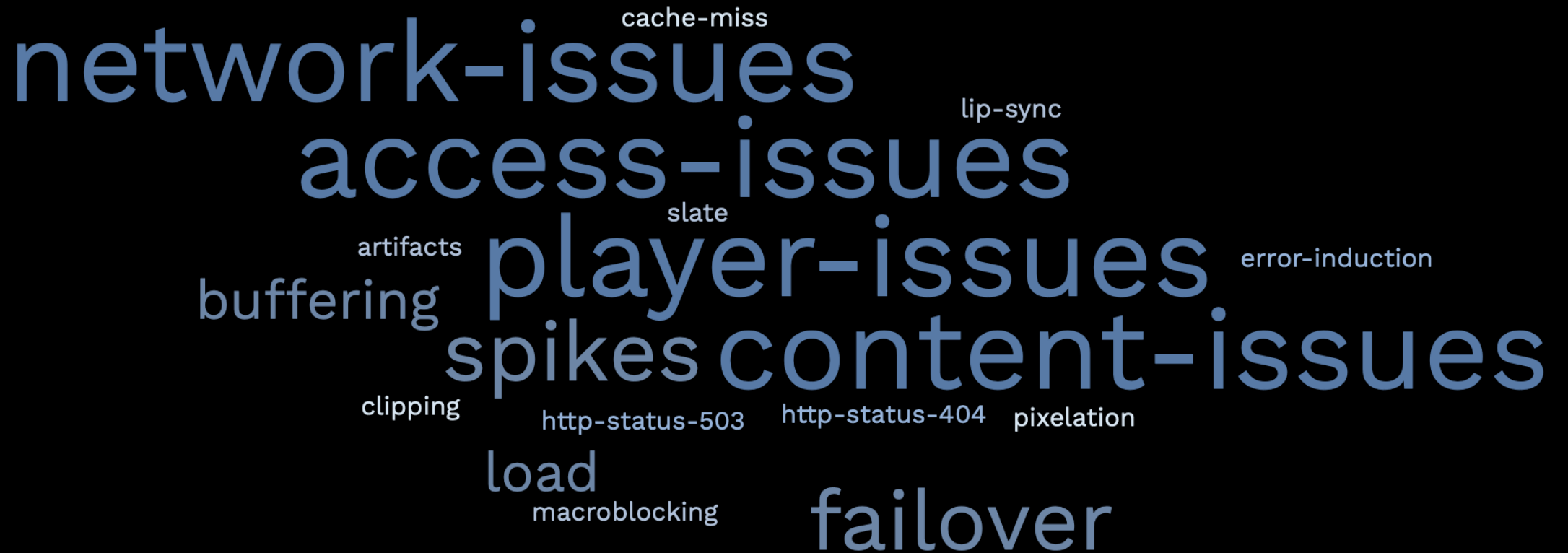
PREDICT

ANALYZE

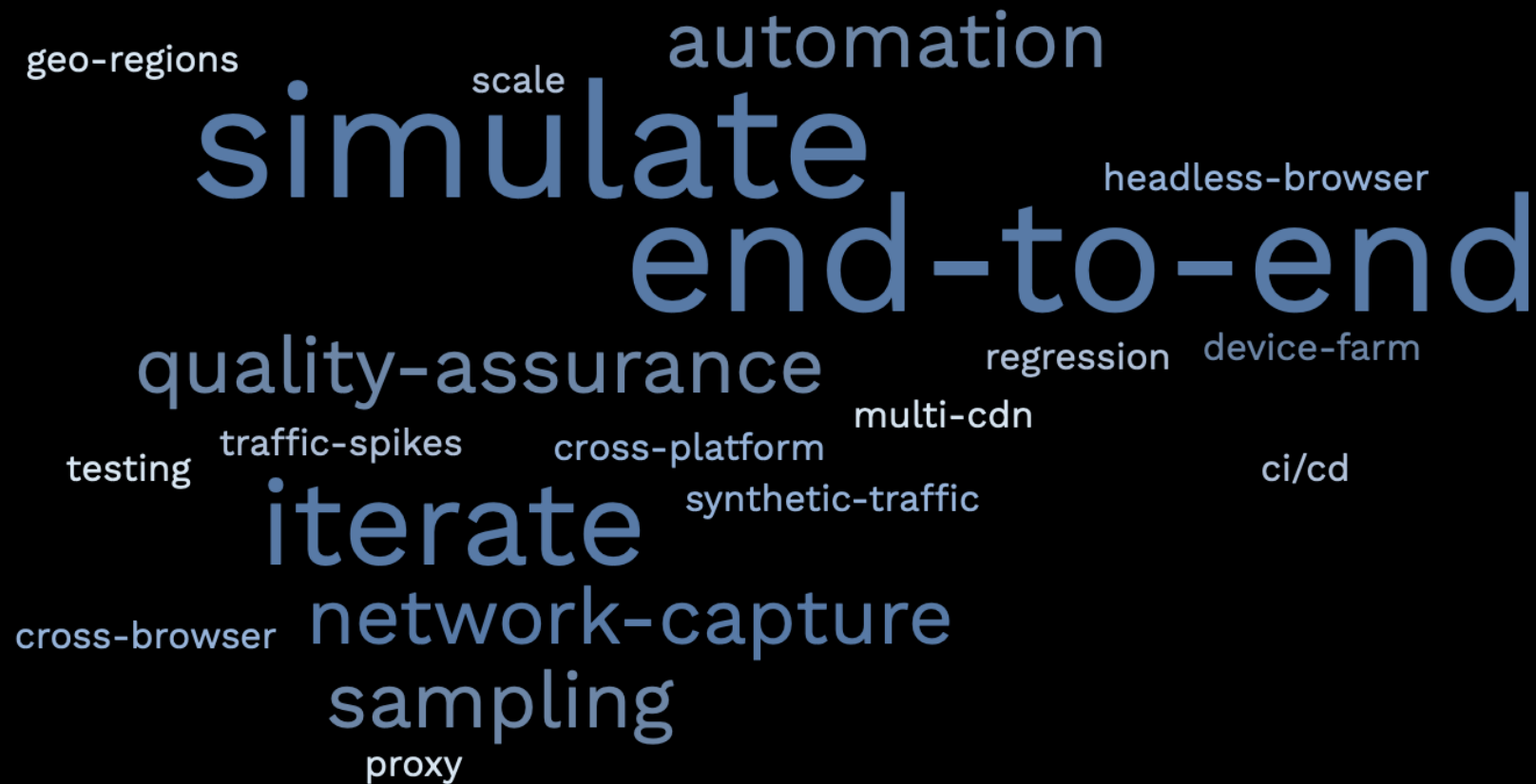
EXPERIMENT

STANDARDIZE

PREDICT - Where will it fail?



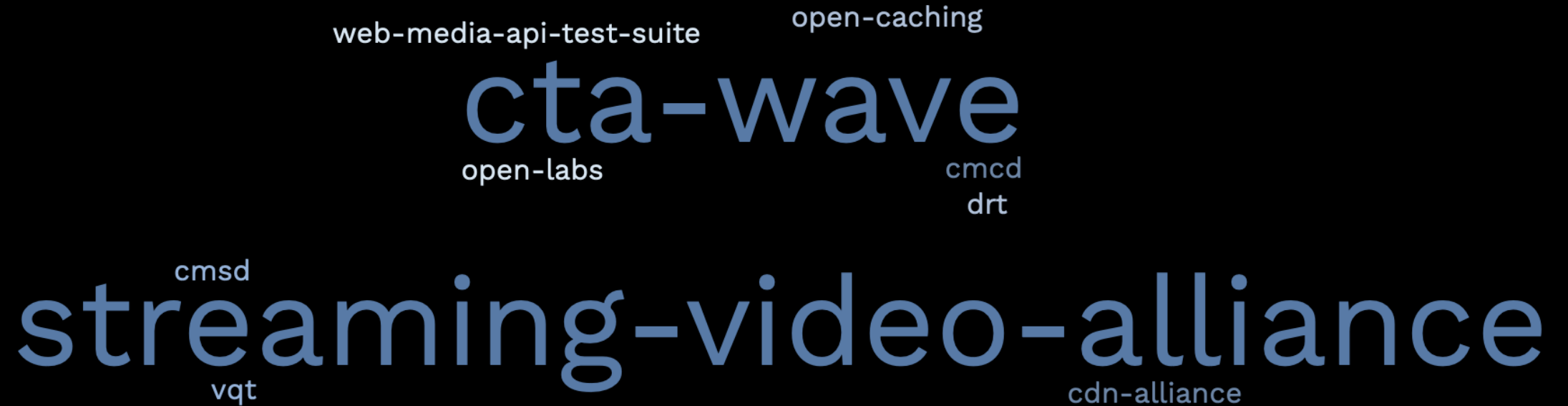
EXPERIMENT - Can we have some end-to-end QA automation?



ANALYZE - How can we determine what happened?



STANDARDIZE - How do we converge as a community?





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THOUGHT'S FROM THE INDUSTRY:

- **WHAT ELSE HAVE WE LEARNED?**
- **WHAT HAVEN'T WE LEARNED?**

THANK YOU!