

Where Broadcast and Broadband Converge



8TH ANNUAL

ip&tv world forum

20th - 22nd March 2012 Olympia, London

Delivering Multiscreen & Multiplatform Services to Create a Compelling Connected Entertainment Experience

Learn from the Innovators in Connected Entertainment

MEDIA LEADERSHIP SUMMIT

Hosted by 

CHAIR BY:

EMMA LLOYD
Director, Emerging Products
Sky

-  **SHAWN LAYDEN**
Chief Operating Officer
Sony Network Entertainment
-  **ANDREW FISHER**
CEO
Shazam
-  **TONY WANG**
General Manager, UK
Twitter
-  **JESSE REDNISS**
Vice President, Digital Strategy & Development
NBC Universal, USA Network
-  **MATTHEW LITTLEFORD**
General Manager, Global BBC iPlayer
BBC Worldwide
-  **KRISTIN FRANKS**
GM Digital
MTV

The Foremost Telcos for TV Delivery

-  **GERRY O'SULLIVAN**
Vice President of Global TV and Entertainment,
Deutsche Telekom
-  **DR CHENG MIN CHEN**
Managing Director, Multimedia,
Chunghwa Telecom, Taiwan

And the World's Leading Solution Providers

-  **GILES WILSON**
Head of Technology, Solution Area TV,
Ericsson
-  **TED HSIUNG**
Chief Marketing Officer,
Digital Home Product Group,
Huawei
-  **DERRICK FROST**
Senior Vice President of
Global IP Video Solutions,
Alcatel - Lucent
-  **DR. KEN MORSE**
CTO Service Provider
Video Technology Group,
Cisco

And over 250 Connected Entertainment Ecosystem Speakers

-  **LUCY BRADSHAW**
VP Production,
Electronic Arts, USA
-  **FLORIS COBELENS**
Global Head of Digital,
Heineken
-  **CHRISTIAN PURSER**
Head of Digital Strategy,
M&C Saatchi
-  **MATTIAS KROEMER**
Head of Marketing, Video & Connected Home,
Vodafone
-  **CHRISTOPHER LAW**
Managing Director, International TV,
Digital Distribution
Warner Bros
-  **NICOLAS BRY**
Senior Vice President,
Orange Vallee
-  **TOM ESLINGER**
Worldwide Creative Director,
Saatchi & Saatchi
-  **RAYAAD MINTY**
Head of Social Media,
Al Jazeera
-  **CALEB WEINSTEIN**
SVP,
Discovery Communications
-  **ADAM CAHAN**
CEO,
Intonow at Yahoo!
-  **DIANA TYNESKI**
VP Broadcast Operations,
HBO International
-  **JONG RYEOL SUH**
EVP, Corporate Media Business,
Korea Telecom
-  **JOE AMBEAULT**
VP Product Management, Media & Entertainment,
Verizon
-  **ANTHONY ROSE**
Founder & CEO,
Zeebox
-  **ED COUCHMAN**
Commercial Controller, Future & Digital Media Advertising,
Channel 4
-  **PETER CASSIDY**
VP Participation Media,
Freemantle

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The World's Leading Event On Connected Entertainment

IP delivered entertainment is now Ubiquitous and Pervasive

The inevitable rise of IP delivered TV continues. OTT is not only a mainstream delivery medium, it is now so pervasive and compelling that all service providers, whether fresh to TV or with entrenched managed TV infrastructure investments, are seeking to harness over the top to enhance their on-demand offerings. Multiscreen and On-the-Go TV are now must-have services, with broadcasters competing on the level of integration and personalisation that their service offers. The arrival of traditional TV manufacturers as OTT service providers through their "Smart TV" products has further enriched the choices available to consumers. And Cablecos are also now implementing IP, seeking a killer combination of their interactivity and addressability with their high bandwidth infrastructure.

Varied Platforms, Varied Challenges: Converged Solutions

IP&TV World Forum is unique in uniting the varied players in the broadcast landscape to advance the opportunities presented by IP delivery. The event brings together broadcasters from a wide variety of platform backgrounds – smart TV, OTT, cable, satellite, terrestrial, & telco – to network, compare experiences and brainstorm solutions. The conference is incredibly rich in service provider case studies: not only did 180 different service providers present in 2011, but the conference attendance was over 50% service provider companies, providing a uniquely high value networking experience.

Meet the World Under One Roof

IP&TV World Forum is not only service provider rich, it is a uniquely global networking opportunity. No other event offers the opportunity to meet such a diverse range of service providers. The event is truly global, bringing together executives from 91 countries from all six populated continents. IP&TV World Forum is unquestionably one of the world's top three Broadcast events, but the number one event worldwide in terms of international service provider networking opportunities.



Expanded for 2012

The 2011 event was a huge success, and demand for exhibition space was so great that by the close of the 2011 show, 85% of floor space has already been taken 2012. As a consequence, the 2012 event will for the first time also use adjacent additional event space in Olympia 2. This both allows us much greater exhibition floor area, and an enhanced conference experience, with the conference stream located in a special new "Conference Quiet Zone" in Olympia 2.

The Awards

A highlight of the event is the IP&TV industry awards celebrating excellence in the global IP & Connected TV industry. These are presented at a prestigious Gala networking dinner on the second evening of the event. The award winners are chosen by an esteemed judging panel of the key thought leaders and innovators in the industry, with the panel being drawn from the leading service providers in the sector. For 2012 the Awards will be held at the London Film Museum in County Hall on the South Bank, and feature a flight on the London Eye for all participants.

250 media ecosystem speakers
50% service provider attendance
91 countries participating

IP&TV World Forum : Programme at a Glance

Content Business:
IP Opportunities

Multiscreen
Entertainment

Managing the
New User Experience

Network and
Architectures for TV

Tuesday 20th March 2012

CONTENT BUSINESS OPPORTUNITIES IN THE CONNECTED ENVIRONMENT

- Content Owners as Brands
- Content Creation for Connected Entertainment
- New Payment, MicroPayment & billing Models

COMPANION SCREEN TV

- Dual Screen Approaches to Programming
- Integrating Apps within the Living room Screen for an Enriched Experience
- Bringing the Multiscreen Experience to the User

ZTE中兴

SOCIAL TV & THE NEW UI: CONTENT DISCOVERY IN THE CONNECTED TV ENVIRONMENT

- Improving the UI to Meet All Needs
- Content Discovery Through Social Recommendation
- Evolving Interactivity

OPTIMISING NETWORKS FOR HYBRID, CABLE & OTT

- Managing Video Proliferation through DSL Enhancement
- New Encoding Regimes for Enhanced Quality of Service
- Platforms and Frameworks for the Deployment of IP Multimedia

BROADCAST INTERNATIONAL

Wednesday 21st March 2012

ADVERTISING & SPONSORSHIP FOR OTT & IPTV

- New Advertising Models Enabled by OTT & IPTV
- Increasing Consumer Interactivity to Extend Advertising Revenues
- Innovations in IPTV Based Advertising Strategies

TV ON THE MOVE: TAKING THE TABLET

- The New Era of True On-The Move with TV with Tablets and Mobile Devices
- Achieving Seamless Universal Availability of TV on the Go
- Tablet TV Out of the Home: Deployment Case Studies

harmonic

CUSTOMER SATISFACTION MANAGEMENT

- Managing Customer Relationships Successfully
- Archive Service Reliability & Robustness
- Responding to Consumer Preferences Quickly & Accurately

Agama TECHNOLOGIES

CONTENT DELIVERY NETWORKS

- Broadcast & Telco Approaches to CDN
- CDN in the Cloud & Taking on New Frontiers
- New Trends & Strategies in the CDN Ecosystem

IP&TV Industry Awards
 Gala Dinner Evening at London Film Museum
 Including ride on the London Eye

Thursday 22nd March 2012

DIGITAL ASSET MANAGEMENT & IP WORKFLOW

- Evolving Workflow in a 24 Hour Multichannel Environment
- Keeping Hold of Your Assets in Multiplatform Environment
- Overcoming Technical & Strategic Challenges in the Digitalisation of Content

OTT & HYBRID BROADCAST

- Emerging & Converging Technology Standards for Digital TV
- Network Planning & Service Deployment
- DVB-T2 Trial Results and Implications

DIGITAL HOME

- Redefining the Connected Home
- Monetising New Video and Non-Video Services
- Privacy & Personalisation to Offer Tailored Digital Home Services

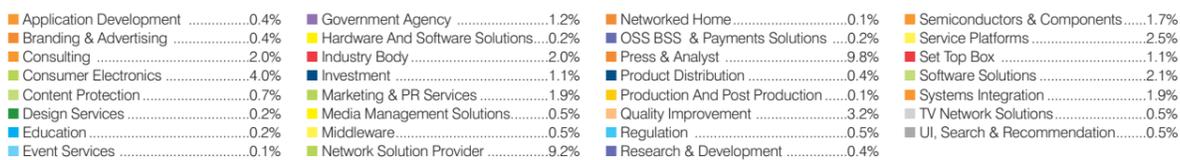
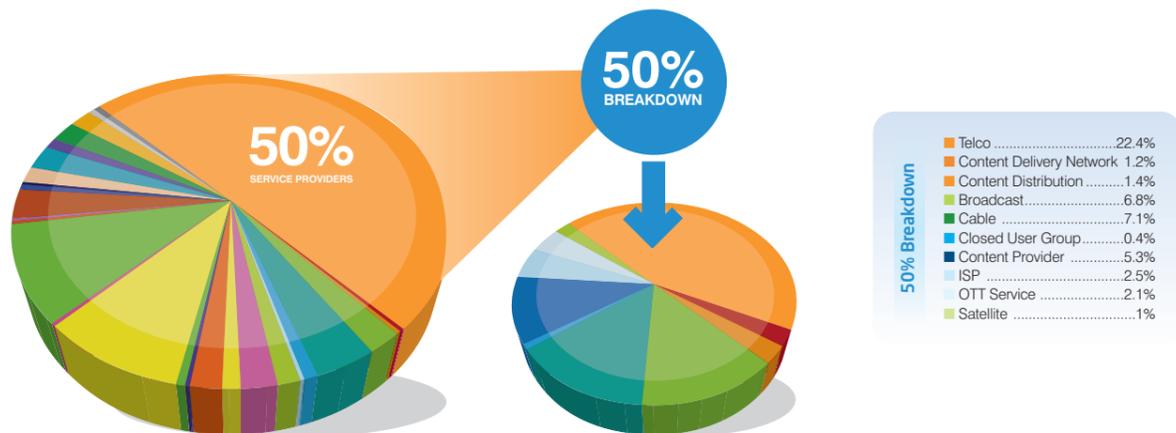
Qualcomm Atheros

CLOUD TV & CONSUMER CLOUD SERVICES

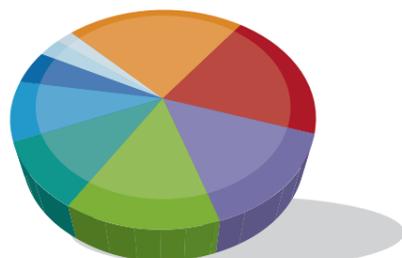
- Cloud TV: Benefits & Challenges
- Cloud Services & Multimedia Storage
- Migrating Service to the Cloud

Close

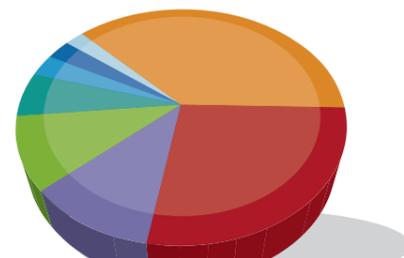
Exceptionally High Level of Service Provider Attendance



Senior Level Networking



Attendees from Across the Globe



Source: Attendance figures from IP&TV World Forum 2011



MEDIA LEADERSHIP SUMMIT

LONDON OLYMPIA | 21ST MARCH 2012

Hosted by



Summit Chair:

Emma Lloyd, Director of Emerging Products, Sky

Future Connected Entertainment

The Media Leadership Summit is a unique, private invitation-only gathering of senior-level executives to discuss the key opportunities and challenges presented by the convergence of broadband and broadcast, including the delivery of multiscreen TV services. The event presents an exceptional opportunity for Executives to debate some of today's most critical issues in today's TV industry with their International peers.

Informa's Leadership Summits are highly valued by participants for their uniquely frank and open discussion. The Summits are held to Chatham House rules, without the participation of press, so that participants feel at ease being open with their peers. Each Summit is hosted by one of the world's leading service providers, with CxOs of Deutsche Telecom, BT and Telefonica having hosted recent events.

For the first Leadership Summit to focus on Media, we are proud to announce that Sky, one of the world's most innovative entertainment brands, are leading with the Summit, with Director of Emerging Products, Emma Lloyd taking the Chair.

The Summit programme will address the deliverer of the future Converged & Connected Entertainment Experience, both on & off platform, and the evolution of content business to take advantage of this convergence. Emma will be joined by a roster of expert speakers drawn from Sky's network and partners.

Full programme to be announced: For details see www.iptv-forum.com

Attendance is Executive only, and only by invitation.

To enquire regarding invitations please contact
Stephen.scott@informa.com



TV App Hub 2012

Introducing a major, free to attend, two day developer orientated focus of the IP&TV World Forum which will assess the monetisation opportunities presented by the convergence of television and apps.

This is building on the success of last year's event inaugural TV App Hub and the strong reputation and partnerships the IP&TV World Forum has built in the European developer community over the past 12 months.

The event presents an opportunity for our commercial partners to position themselves as the thought leaders in the TV App explosion!

Key subjects debated

- Does TV provide another route to market for independent app developers?
- Are the future of TV apps the dual screen?
- How can developers overcome increased fragmentation?
- What are the key developer tools needed to provide the best SDK?
- What will be the impact of the onset of HTML5?

Confirmed Speakers confirmed include some of the major innovators in the European app space including



Kevin McDonagh,
Director,
Novoda



Bruno Pereira,
CEO,
TV App Agency



Anthony Rose,
Founder & CTO,
Zeebox

Thibaut Rouffineau, VP Developer Alliances, Wireless Industry Partnership

Bill Scott, Chief Operating and Commercial Officer, Easel TV

Elizabeth Varley, Founder, TechHub

Kenton Price, Co Founder, Little Fluffy Toys

Evan Krauss, EVP Advertising, Shazam

Andy Hood, Digital Creative Director, AKQA

The agenda is in the process of being shaped, based on in depth research done with the London Developer community, and feedback from developer meet ups

20 March 2012



Chaired by Thibaut Rouffineau,
VP Developer Alliances,
Wireless Industry Partnership

- 09:00 - 12:00 Developer Workshops
- 12:00 - 14:00 Break Out Sessions and Networking
- 14:00 - 16:30 Developer Case Studies and Panel Discussions
- 16:30 - 18:30 Beer and Pizza Reception

21 March 2012



Chaired by Richard Kastelein,
Publisher and Co Founder,
www.appmarket.tv

- 09:00 - 12:00 Developer Workshops
- 12:00 - 14:00 Break Out Sessions and Networking
- 14:00 - 17:00 Developer Case Studies and Panel Discussions

NEW

EXECUTIVE BRIEFINGS

Tuesday 20th March 2012

12:00 Broadcast & Broadband Convergence Scenarios

In the briefing session, Informa Telecoms & Media analysts, Rob Gallagher, Principal Broadband Analyst, and Giles Cottle, Principal Analyst, OTT, will present a variety of business model scenarios for the play out of the convergence of the broadcast & broadband markets. Examining OTT, Telco and CDN perspectives, the session will assess the future of the broadband services market. Participants will take away a white paper summarising the views discussed in the session.

informa
telecoms & media

invitation only

12:00 Rights & Data Wars: Video Transformation is Getting Social but Will End in Murder

In this briefing session, Ovum analysts, Adrian Drury, Broadcast Technology Practice Leader and Michael Philpott, Consumer Media & Telecoms Practice Leader, will be presenting highlights from Ovum's supply and demand-side research into the evolution of the premium video services market, and presenting a strategy framework for network operators, rights owners and NEPs looking to manage and exploit the triple threat of social disruption, cloud TV, and value chain dis-intermediation.

OVUM

invitation only

Thursday 22nd March 2012

15:00 Network Solutions to IPTV Growth

The Broadband Forum will focus on the latest DSL, PON and hybrid DSL/PON network solutions, and explore the management scope of TR-069/181/135 work. Finally we will provide a preview to the Broadband Forum's upcoming white paper "IPTV Everywhere" which provides use cases and best practices for addressing challenging IPTV delivery situations.

broadband
forum

invitation only

15:00 The Case for Open Standards and Mass Market IPTV of the Future

President of the Open IPTV Forum, Dr Nilo Mitra and forum members (which include Orange, Telecom Italia, Sony, Toshiba) will present the case for why the IPTV industry needs to continue to co-operate in the creation of standard specifications for IPTV, and why these specifications need to be open and free to use. A free to attend session for all conference attendees, this is your opportunity to find out why these industry leading organisations are investing such significant time and effort in the development of Open Specifications and a Certification process for IPTV. It is also your opportunity to question these IPTV industry leaders about why they personally feel the OIPF is essential to the creation of a truly global mass market for IPTV services and devices.

OIPF
OPEN IPTV FORUM

Open To All

08:15 ANALYST BREAKFAST BRIEFING & DISTRIBUTION OF THE IP&TV DAILY NEWS

Meet the Industry's leading analysts, and network with likeminded peers in an informal and relaxed atmosphere. These informal learning and networking opportunities are a popular feature of the IP&TV World Forum, allowing you to pose the questions pertinent to your business to the industry's foremost experts. Each Analyst will host a roundtable of up to 10 people discussing a key theme as listed below. Roundtables will be available on the first come, first served basis - arrive early to join your favourite discussion topic. A buffet continental breakfast will be served.

New Windows of Opportunity for IP-Video-on-Demand

James McDonald, Research Analyst, Viewing and Programming, **Informa Telecoms & Media**

Connecting Experiences across Multiple Screens

Dr William Cooper, Founder and Chief Executive, **Informitv**

OTT Business Models: Monetization of internet Video

Stuart Sikes, President, **Parks Associates**

KEYNOTES - New Engagement Opportunities with the Companion Screen

09:00 Chairman's Opening Remarks

Jason Jenkins, Editor, **CNET UK**

09:05 Using Social TV to Build the MTV Brand at a Global Level



Kirsten Franks, GM Digital, **MTV**
Kirsten heads up the global digital strategy for MTV Music Group. In leading this strategy she is respected as one of the world's biggest innovators in broadcasting. Key recent highlights include making MTV the fastest growing brand on Facebook with over 72M likes and recently surpassing 2.5 million followers on Twitter. Both MTV and VH1 rank as the most popular brands on Foursquare. She also led the team responsible for making the 2011 MTV Awards the most tweeted event ever. She will be presenting on the Digital future of the TV looking at the social convergence of youth TV.

09:25 Keynote Case Study: Twitter and TV



Tony Wang, General Manager, UK, **Twitter**
Tony is General Manager of Twitter's UK team, effectively managing their European operations and expansion from London. Twitter is the world's largest microblogging service with over 300 million active users. It is the tool by which Social TV and Social recommendation is being driven. Broadcasters are increasingly using a programme hashtag as another form of brand promotion for their shows. Tony's keynote will be discussing Twitter's growing relationship with television.

09:55 Optimizing the Companion Experience



Derrick Frost, Senior Vice President of Global IP Video Solutions, **Alcatel-Lucent**
Derrick Frost is the Senior Vice President of Global IP Video Solutions for Alcatel-Lucent. Prior to joining Alcatel-Lucent, Derrick was the Founder & CEO of Invision.TV, an online video and IPTV services provider. Derrick spent over 11 years in

the cable industry, most recently serving as Senior Vice President of Operations and Engineering at Time Warner Cable. In this role, Derrick led the corporate organization that was responsible for building and operating the technology platform required to deliver the Road Runner Internet and Digital Phone services to Time Warner Cable customers nationwide.

10:55 Discussion Session

10:15 Partnering with Content Providers, To Change The Advertising Paradigm



Andrew Fisher, CEO, **Shazam**
Andrew is behind the major growth of Shazam. Under his leadership it has become one of the major app success stories, becoming one of the top 5 downloaded apps ever. He is now championing Shazam as the Social TV app of choice for multinational audiences. Creating 'Shazamable' advertising which utilizes the 150 million regular unique users Shazam has. He will be presenting a case study of recent successes of where Shazam has partnered with multinational broadcasters and brands to make the TV experience more interactive for the consumer.

10:35 Is OTT a real threat to Telco IPTV service?



Ted Hsiung, Chief Marketing Officer, Digital Home Product Group, **Huawei**
Ted is a senior executive with excellent ability to deliver key financial results contributing to business success for over 35 years. Before joining Huawei as Chief Marketing Officer, Digital Home Product Line, Ted held various senior positions with PCCW and Cable & Wireless HKT for over 16 years. His last position was Head of Business Development in International Projects of PCCW, responsible for new business development of PCCW operation expertise and solutions e.g. IPTV and telecom license projects for markets in China, South East Asia and Middle East.

11:05 Networking Refreshment Break and Exhibition Visit

Content Business: IP Opportunities

Multiscreen Entertainment

Managing the New User Experience

Network and Architectures for TV

CONTENT BUSINESS OPPORTUNITIES IN THE CONNECTED ENVIRONMENT

Chair: **Bethany Gorfine**, President & CEO, **Federal Hill Communications**

12:00 Speed Networking & Chairman's Introduction

Session One: Content Owners as Brands

12:10 Using New Services for Increased Creativity

Content Provider
• How to prosper in the new TV ecosystem?
• Assessing the benefits for A-la carte TV packages
• The implications from offering content online vs pay TV services for content owners
Caleb Weinstein, SVP, General Manager Distribution EMEA, **Discovery Communications**, UK

12:30 Monetising Content with the Assistance of IP Networks

Operator
• The importance of content bouquets for customer appeal
• What can be done to increase the consumer service uptake?
• The latest efforts at Magyar Telecom to achieve service excellence
• IP networks to offer extensive creative freedom
Naranbat Nasanbat, CEO, **Univision**, Mongolia

12:50 Programmes Becoming Intertextual Brand

Ad Agency
• The leadership of studio brands in content appeal
• Protecting your brand by offering premium content
• Expanding on portfolio of partners to extend content reach
• Future strategies for premium content offered via Internet
Ahmad Abu Zannad, Strategic Planning Director, **Leo Burnett**, Saudi Arabia

13:10 The Benefits for Producing New and Exciting Long Content for Immersive Experience

Panel discussion
• How will content creation help multimodal programme watching through interactivity?
• Creating immersive worlds to drive extended exposure to favourite programmes
• Advertising as an important part of the new content production
• Social media used for content recommendation
Badih Fattouh, Group Director of Content, **MBC Group**, UAE
Dominik Rausch, CEO, **United Motion Media**, USA
Michael Bayler, Managing Director, **Bayler and Associates**, UK

COMPANION SCREEN TV



Chair: **Nick Thomas**, Principal Analyst, **Informa Telecoms and Media**

12:00 Speed Networking & Chairman's Introduction

Session One: Dual Screen Approaches to programming

12:10 Leadership Insight: A Look Back and Forward at Multi-Screen

What features of multi-screen are attractive to users
Business models to monetize from multi-screen offering
Does multi-screen increase loyalty and reduce churns
Can we foresee the future of IPTV and Multi-Screen

Dr Lee Weijun, VP USA, **ZTE Corporation**

12:30 Utilising the Power of Dual Screen as a Tool for Consumer Engagement; X Factor Case Study

Broadcaster
• Changing the way the consumer engages with the programme
• Adapting to real time responses of consumers on other devices
• Integrating social media networks into long term strategy
• Targeting the modern consumer through a transmedia marketing strategy
Arno Otto, MD Digital, **RTL Networks**, Netherlands

12:50 Understanding the Role of the Comcast in Dual Screen Development

Operator
• Positioning Comcast as more than a cable operator to the modern consumer
• Partnering with the major broadcasters to drive innovation in the multi-screen home
• Giving the consumer greater freedom in how they choose to consume content via Comcast services
• Producing hybrid content for the companion screen
Terry Denson, VP Content Strategy & Applications, **Verizon USA**

13:10 Case Study: Companion Screen TV for ChungHwa

Speaker to be announced, **Chunghwa**, Taiwan
Ove Anebygd, Head of IPTV & Connected Home, Solution Area TV, **Ericsson**

SOCIAL TV & THE NEW UI: CONTENT DISCOVERY IN THE CONNECTED TV ENVIRONMENT

Chair: **Sebastian Becker**, CEO, **The Brain Behind**

12:00 Speed Networking & Chairman's Introduction

Session One: Improving the UI to Meet All Needs

12:10 Orange Social TV, Taking TV Beyond the Television Screen

Operator
When TV meets Web, the evolution of TV viewing
Social TV, the new watercooler: facts and figures, and opportunities
Blended TV, Orange Social TV engine: philosophy, service design, and use cases
Outlook, and key success factors to design a Social TV app
Nicolas Bry, Senior Vice President, **Orange Vallée**

12:30 User Interface Design for Multiscreen TV

Operator
• Maximising results through effective business model management
• Optimising technology to provide optimal content discovery and recommendation
• Flexible Rights Management issues
Noureddine Hamdane, EVP Strategy and Communication, **Viaccess**
Sefy Arieli, VP Sales and Marketing, **Orca**

12:50 Establishing a United UI Appearance Across All Devices

Cableco
• Advocating a unified user interface and operator-branded UI across multiple screens
• Providing high-end subscribers with access to a broad range of services including VOD, catch-up TV, widgets, DVR functionality and recommendations
Nuno Sanches, Director, Television Products, **ZON Portugal**

13:10 Transforming the UI for the Future

Panel discussion
• Incorporating tablets and second screens and how this will change the UI and EPG moving forward
• Calling for extension and centralisation of metadata, removing silos associated with different services and delivery types
• Utilising the UI to increase brand loyalty, prevent churn and keep customers long-term
Itzhak Elyakim, VP Engineering & CTO, **YES**, Israel
Geert Kelchtermans, Manager, TV, **Belgacom**
James Strickland, Director of Product and Technology Development, **Freesat**
Thomas Dvorak, Chief Marketing Officer, **APRICO**

OPTIMISING NETWORKS FOR HYBRID, CABLE & OTT



Chair: **Brett Sappington**, Research Director, **Parks Associates**, USA

12:00 Speed Networking & Chairman's Introduction

Session One: Managing Video Proliferation through DSL Acceleration

12:10 Leadership Insight: Developing a comprehensive strategy to deliver compelling IP based content, services, and high definition video

Operator
Steve Jones, Senior VP/GM, CodecSys Division, **Broadcast International**

12:30 DSL Access Capacity Enhancement to Maximise Video Throughput

Operator
Kevin Foster, Head of Access Platform Design Centre of Excellence, **BT (UK)**, Chairman of DSL Working Group, **NICC (UK)**, President, **Broadband Forum**

12:50 Accelerating a Mass Market for IPTV through Open IPTV Forum Specifications

Standards
Dr Nilo Mitra, President, **Open IPTV Forum**

13:10 Can sufficient Quality of Service for IPTV be achieved over DSL?

Panel discussion
• Operators degrading the picture quality of their content in order to transport the video correctly across the DSL line
• Access capacity enhancement to maximise video throughput
• Increased bandwidth consumption caused by feedback mechanisms in intelligent streaming technologies
• STB technology that can render SD streams in quality approaching that of HD
• STB affordability issues for low-bandwidth DSL networks in developing markets
• The need for DSL operators to deliver more flexible and differentiated IPTV services, rather than trying to replicate incumbent cable/DTH operators' business models
Simon Jones, Chief IPTV Architect, **BT**, UK
Nguyen Nguyet Phuong, Project Director, **VASC Software and Media Company**, Vietnam
Daniel Vondrák, Marketing Manager - Content Services, **Telefonica O2**, Czech Republic





13:30 Networking Lunch & Exhibition Break

Session Two: Interactivity and Multi Modal Programme Watching within Content Creation

15:00 Accommodating Interactivity as Part of the Service Appeal

Content Provider

- How to optimise distribution across different platforms?
- The appeal of mobile TV and OTT offerings for the content producer

Jai Maroo, CEO, **Shemaroo Entertainment**, India

15:20 The Challenges and Business Decisions involved in Acquiring, Licensing and Launching Worldwide Content in the TV Everywhere Environment

Panel discussion

- Looking at how studios, channels and OTT platforms analyse the rights territories
- Recognising the early release windows for increased revenues through VoD
- Launch plans for new branded channels and challenges of existing ones

Led by: Bethany Gorfine, President & CEO, **Federal Hill Communications**
A variety of major channels and studios soon to be announced as panellists

15:40 Gaming and Gamification of Content to Become Part of the Big Screen Experience: Interactivity to Offer Deeper Immersive Experience

APPS

- Increasing returns through versatile services
- Adding value to user subscription through unique products
- Creating your business case based on the market feedback
- The importance of the market knowledge to help attract higher viewer base

Nick Brown, CEO, **Boss Level**, UK

16:00 Offering Live Interaction with Events as New and Interactive Experience

Panel discussion

- Opportunities for talent contestants, sports, reality TV and game shows
- Taking voting, polling, and quizzes to the next level
- Twitter feed aggregation and live rating in real time

Mike Johns, CEO, **Digital Mind State**, USA
Peter Cassidy, Vice President, **Participation Media**, **Fremantlemedia**, UK
Thomas Curwen, CEO, **Kii Marketing**, UK

16:30 Networking Break & Exhibition Visit

Session Three: New Payment, Micropayment and Billing Models for an OTT Multiplatform World

Session Chair: Edward Boddington, Chairman **AIME** and CEO, **Harvest Media**, UK

17:10 Introducing TV Micropayment Systems to Monetise Online Services

Operator

- Overcoming advertising revenue dips via micropayment offering
- Monetising Online content through a range of pay systems
- The importance of getting the consumer proposition right for successful launch

Aleksandr Yesayan, Deputy Director, **Ucom**, Armenia

17:30 Facebook Credits as a Payment System - Virtual Currency to Monetise Content

APPS

- Leveraging unique social channels and word of mouth to deliver benefits
- Benefiting from higher conversion rates and average spend per user
- Achieving enhanced user experience through safe and easy payments
- Expanding global reach by rolling out in new countries

Julien Codorniou, Head of International Business Development, **Facebook**, France

17:50 Leveraging Interactive Services To Increase Revenue

Panel discussion

How can Service Providers Leverage Interactive Services on Their Platforms? How to use Gaming to Upsell new Services? How to Integrate Ads and Connect with Audiences through this New Medium?

Nick Brown, CEO, **Boss Level**, UK
Julien Codorniou, Head of International Business Development, **Facebook**, France
Metin Salt, General Manager, **IPTV Association in Turkey**, Turkey

18:20 Close of Session

13:30 Encouraging the Convergence Between Entertainment Devices

Panel discussion

- Assessing strategies to encourage the consumer to interact with the viewing experience
- Analysing whether broadcasters should be planning for a dual screen viewer demographic
- Anticipating the growth on convergent strategies
- Exploring the potential future advertising revenues device interaction brings

Riyad Minty, Head of Social Media, **Al Jazeera Television**, Qatar
Glen Killane, Managing Director, **Television, RTE**, Republic of Ireland
Arno Otto, Managing Director, **Digital, RTL**, Netherlands
Joe Conboy, Director of Product Management iTV, **Cox Communications**

14:00 Networking Lunch & Exhibition Visit

Session Three: Integrating Apps with the Living Room Screen for an Enriched Experience

15:00 Taking an app to the next level, through multiple engagements

APPS

- Understanding how Shazam are creating a paradigm shift in the way viewers engage
- Exploring the commercial opportunities of a transmedia app
- Giving the consumer the incentive to use the app through digital sweeteners

David Jones, EVP Marketing, **Shazam**, UK

15:20 Understanding how apps change the viewer relationship with content

Broadcaster

- Assessing the role of Sky news app as a game changer in the industry
- Understanding the power of the app to drive viewing figures
- Taking advantage of the dual screen focus of our applications

David Gibbs, Director of Mobile Applications and Services, **BSkyB**, UK

15:40 Can dual screen apps strengthen consumer engagement without alienating the core demographic?

Panel discussion

- Understanding the possibility of integrating the companion screen into the programme
- How can you embrace the dual screen in established programmes?
- Creating synergies between devices for a real time user experience

Cameron Clayton, VP Mobile and International, **The Weather Channel**, USA
Ian Chin, COO, **BesTV**, China
Richard Hicks, Head of Mobile Devices, **ITV PLC**, UK
Ruth Clarke, VP EMEA, **Shine**, UK

16:10 Networking Break & Exhibition Visit

Session Three: Bringing the Multiscreen Experience to the User

17:10 Using the companion screen as part of an overall global intertextual campaign

OTT

- Embracing disruptive technologies in order to evolve brand perception
- Encouraging the use of the companion screen to interact digitally with sporting events

Bernhard Haffenscher, Head of Business Development, **Red Bull Media House**, Austria

17:30 Brand building through a targeted dual screen app

Brands

- Explaining the innovative approach of the Heineken Star player app
- Delivering an interactive consumer experience that adds to the sporting experience
- Targeting a specific demographic in order to build brand awareness
- Converging gaming and the viewing experience

Floris Cobelen, Global Head of Digital, **Heineken**, Netherlands
Andy Hood, Executive Creative Development Director, **AKQA**, UK

17:50 Who owns the user experience in a multi-screen world?

Panel discussion

- Assessing how broadcasters need to evolve, with the changing nature of the home and the consumer
- Can the second screen engage more than disrupt?
- Will the impact of the second screen impact on programming strategies for popular entertainment?

Richard Kastelein, CEO, **Agora Media**, Canada
Edward Uzell, Proposition Services and Development Manager, **Sony**, UK
Nuno Sanchez, Television Products Director, **Zon TV Cabo**, Portugal
Paul Cook, Chief Digital Officer, **OMD**, UK

18:20 Close of Session

14:10 Networking Lunch & Exhibition Visit

Session Three: Content Discovery Through Social Recommendation

15:00 Content Discovery Through A Social TV Application on TV Sets

Broadcaster

- Italia 2's Social TV application, driving content discovery for viewers
- Increasing the personal element by enabling audiences to comment on shows
- Shifting from the wisdom of crowds to the wisdom of friends - making the people brand ambassadors for content

Angelo Pettazzi, Head of DTT Content Factory, **Mediaset**, Italy

15:20 Guiding Extending UI for Social Communication on TV

Mitja Golja, Product Development and Management Director, **Innmail**

15:40 Guiding Viewers to New Content Through Social Recommendation and Rich Media Advertising

APPS

- Why relying on social channels as a means for discovering content - whether it's on a PC, mobile device, or TV - is rapidly on the rise
- Utilising IntoNow's technology to check-in to what a consumer is watching, engage in conversations, and find related content

Adam Cahan, CEO, **Intonow at Yahoo!**, USA

16:00 Social TV and User-Generated Recommendation

Panel discussion

- What do viewers at home expect and how can service providers accommodate their needs most effectively?
- Encouraging user-generated content and reviews
- Reducing churn through ensuring better discovery, better viewing and better quality of experience for viewers

Malte Cherdrin, COO, **Moviepilot**
Hanna Lindqvist, Product Manager, Value Added TV Services, **Boxer**, Sweden

16:30 Networking Refreshment Break & Exhibition Visit

Session Three: Evolving Interactivity

17:10 Reinventing the EPG for a Fuller TV Experience

APPS

- Creating an EPG which reorders itself depending on what others are watching
- Enabling instant analytics as people move from channel to channel
- Integrating with Facebook and Twitter into the new EPG for a more social viewing experience

Anthony Rose, Co-Founder and CTO, **Zeebox**

17:30 Embracing Interactivity for the Future

Operator

- Highlighting interactive programming such as PCCW's mass market quiz viewer participation games
- The challenge of synchronizing content and apps across all devices
- Incorporating a number of changes to PCCW's EPG to make content discovery easier, including panels involving recommendations
- Call for dynamic customer profiling to understand and serve consumers better

Paul Berriman, CTO, **PCCW**, Hong Kong

17:50 Making the EPG Work Long-Term

Panel discussion

- The Need for Traditional EPG Grid to Catch Up with the Fast-Moving UI Revolution
- Why EPGs are starting to use enhanced, rich TV metadata, with high resolution photos and what effect this is having
- Making content discovery more effective for viewers at a personal level
- Making the EPG a valuable proposition for advertisers as it becomes more responsive, interactive and personalised

Panellists: Gerhard Faltner, Head of Multimedia & Home Solutions Development, **A1 Telekom Austria**
Jim Helman, CTO, **Moviepilot**
Stefano Flaminia, Multimedia & IPTV R&D Manager, **Fastweb**, Italy

18:20 Close of Session

14:00 Networking Lunch & Exhibition Visit

Session Two: New Encoding Regimes for Enhanced Quality of Service

15:00 Adaptive streaming as one of the key contributors to a stable service delivered over an open network

Operator

- Arnet Play - allowing Telecom Argentina to offer entertainment content to its more than 1.5 million broadband subscribers
- Issues for OTT TV provided by a telco, from customer experience to sales channels
- Technology challenges on every level
- Investing in tactical QoS to ensure delivery of OTT adaptive streaming through network gateways
- The need for flexible, high-quality encoding for live HLS Smooth Streaming and other adaptive bitrate technologies

Stefano Core, Chief Operating Office for Fixed and Broadband Business Unit, **Telecom Argentina**

15:20 Enhancing Video Quality - Video Quality Optimisation for Multi-Screen, Multi-Resolution Applications

Are Olafsen, Director of Sales, UK and Nordics, **Thomson Video Networks**

15:40 Enhancing OTT video quality - the role of adaptive streaming in video traffic optimisation

Panel discussion

- Investigating how HTTP adaptive bitrate streaming content can be delivered directly to internet-connected televisions
- Delivering increasing volumes of OTT content to consumers on a variety of devices - suitability of adaptive streaming technology for mobile video delivery (3G, 4G, WiFi)
- Ensuring that solutions to dynamically adapt video are themselves flexible enough to adapt rapidly to changes in the market

Volker Dietzel, Head of TV & Portal Development, **Swisscom Switzerland**
Martin Conan, OTT Strategy MENA, **Orange**, France
Simon Orme, Director Content Services, **BT**, UK
Frank Rippl, Technology Europe - TV, **Deutsche Telekom**, Germany

16:30 Networking Refreshment Break & Exhibition Visit

Session Three: Platforms and Frameworks for Deployment of IP Multimedia Services

17:20 SDP and OTT - New business models and opportunities for operators

Operator

- Moving away from IT and Network domains, towards a third domain
- Analysing the OTT providers' delivery and how this can be leveraged by operators
- How different SDPs interact between each other

Matthias Kroemer, Head of Marketing, Video & Connected Home, **Vodafone Group**, UK

17:30 Operators leveraging IMS to deliver IPTV services: integrated service providers

Operator

- Examining architecture and protocols for IPTV applications
- Inter-destination media synchronisation as an IMS-based IPTV enabler
- WIMS 2.0 - converging telecom and Web 2.0 technologies to generate a new breed of innovative, appealing and user-centric applications

Luis Angel Galindo Sánchez, Founder and Head Executive of WIMS 2.0 Initiative, **Telefónica Móviles**, Spain

17:50 Strategies for implementing IMS and SDPs in IPTV networks

Panel discussion

- Standardised interfaces and architectures provided by IMS and SDP can accelerate IPTV development and deployment with minimum impact on operations and network resources
- Decreasing duplicative functions (billing, digital rights management and asset management) while exploiting the inherent advantages of a standardised IP infrastructure in the core
- Enabling the development of applications that integrate IPTV, voice and mobile services so each of them adds to the value of the other, such as:
- Business models for the deployment of multimedia applications over broadband IP networks

Manuel Vexler, Chief Marketing Officer, **NGN and IMS Forum**, USA
Mark Burchfield, Managing Director, **CableCom Networking**, UK
Ioannis Antoniadis, IPTV Technical Director, **Romtelecom**, Romania

18:20 Close of Session



08:15 ANALYST BREAKFAST BRIEFING & DISTRIBUTION OF THE IP&TV DAILY NEWS

Meet the Industry's leading analysts, and network with likeminded peers in an informal and relaxed atmosphere. These informal learning and networking opportunities are a popular feature of the IP&TV World Forum, allowing you to pose the questions pertinent to your business to the industry's foremost experts. Each Analyst will host a roundtable of up to 10 people discussing a key theme as listed below. Roundtables will be available on the first come, first served basis - arrive early to join your favourite discussion topic. A buffet continental breakfast will be served.

OTT for TV Operators: Real-world Case Studies

Ted Hall, Senior Analyst, TV Platform Operators, **Informa Telecoms & Media**

Consumer App-itude: Preferences for TV Apps and Social Platforms

Colin Dixon, Senior Partner, Advisory, **The Diffusion Group**

The Business of TV Everywhere: Revenue Models for Multi-screen

Ben Reneker, Senior Analyst, **SNL Kagan**

KEYNOTES - Telco Transforming to MediaCos

09:00 Chairman's Opening Remarks

09:05 **Gerry O'Sullivan**, Vice President of Global TV and Entertainment, **Deutsche Telekom**
O'Sullivan is in charge of Deutsche Telekom's growing existing IPTV business both in Germany, Europe's largest TV market, and beyond as well as its online video, music, games and gaming businesses. Deutsche Telekom has launched IPTV services, some in partnerships, in more than ten countries, selling more than 1.6mn subscriptions to its IPTV service 'T-Home Entertain' by the end of 2010. Prior to joining DT, O'Sullivan was with British Sky Broadcasting as their Director of Strategic Product Development. Here he was responsible for the innovation and delivery of Sky's products and services on the DSAT and Online platforms. This included the launch of Sky+ HD and for pioneering 3DTV in the UK until he left last year after a decade at the company.

09:45 **Dr Giles Wilson**, Head of Technology, Ericsson, Solution Area TV, **Ericsson**
Giles Wilson oversees the company's strategy and vision for integrated digital video technology for the creation, management and delivery of HD, IP, on-demand and interactive television. Previously Dr. Wilson was Senior VP of Technology at TANDBERG Television. Prior to that role in the company, Dr Wilson held the position of Chief Architect, leading the development of solutions based on advanced video compression technologies. He joined TANDBERG Television in 1995 when it was the Advanced Products Division of NTL.

10:25 Discussion Session

09:25 **Dr Ching-Min Cheng**, Managing Director, Multimedia Department, Northern Taiwan Business Group, **Chunghwa Telecommunication**

Dr Cheng has many years of experiences in the field of developing interactive video services. For past 7 years, with IP emerging as a ubiquitous protocol for broadband multimedia applications, Dr Cheng has been involved in the rollout of IPTV service, named MOD in Taiwan, including LiveTV, VOD, TV-Commerce, HDTV, and more.

10:05 **Dr. Ken Morse**, CTO Service Provider Video Technology Group, **Cisco**
Dr. Ken Morse brings more than 28 years of software development experience - including the launch of four companies - to his current role as Chief Technical Officer for Cisco's Service Provider Video Technology Group. In this position, Dr. Morse works closely with customers, partners, and the vendor community to ensure that Cisco maintains its leadership position in digital video solutions by driving the architecture and direction of digital video delivery platforms. Prior to assuming his current position, Dr. Morse served as the Vice President of Client Architecture for Cisco's Service Provider Video Technology Group (formerly Scientific Atlanta). Previously, he was co-founder and CTO of PowerTV, Inc., where he brought the first IP-based digital interactive television system to the mass market, providing the software platform and services for over 45 million digital interactive set-tops worldwide today.

10:35 Networking Refreshment Break and Exhibition Visit

Content Business: IP Opportunities

Multiscreen Entertainment

Managing the New User Experience

Network and Architectures for TV

ADVERTISING & SPONSORSHIP FOR IPTV AND OTT

Chair: **Shahid Khan**, Managing Partner, **Mag**

11:30 Speed Networking & Chairman's Opening Remarks

Session One: New Advertising Models Enabled by OTT & IPTV

11:40 Evolving Advertising Strategies in a Post Linear TV Eco-system

- Overcoming the challenges of an increasingly fragmented audience
- Adapting to real time responses of consumers on other devices
- Improving the brand experience for the consumer
- Optimising the customer experience in an OTT environment

Paul Wright, Chief Digital Officer, **OMD Group**, UK

12:00 Adding Interactivity to the Traditional Advertising Experience

- Providing a click through function to the consumer
- Changing the way campaigns are run to adapt to a transmedia market
- Assessing the commercial opportunity of in-programme insertion of a brand advertising
- Are brands understanding the potential new market presented to them?

Tom Eslinger, Worldwide Interactive Creative Director, **Saatchi&Saatchi**, USA

12:20 Does Increased Choice and Targeting Improve the Advertising Experience?

- Can TV advertising engage rather than disrupt?
- Will new technology allow a more targeted and direct consumer experience?
- Should TV advertising be at the centre of a 360 view of customer engagement?
- Putting IPTV advertising into context of an overall broadcast marketing strategy

Mark Creighton, COO, **Mindshare**, UK
Jon Block, Head of Innovation and Commercial Solutions, **ITV PLC**, UK
Christian Purser, Head of Digital Strategy, **M&C Saatchi**, UK

12:50 Networking Lunch & Exhibition Visit

The event was excellent!

Nguyen Nguyet Phuong, Project Director, **VASC** (a VNPT company)

TV ON THE MOVE: TAKING THE TABLET

Chair: **Giles Cottle**, Principal Analyst, **Informa Telecoms and Media**, UK

11:30 Speed Networking & Chairman's Opening Remarks

Session One: The New Era of True On-the-Move TV with Tablets & Mobile Devices

11:40 TV on your Tablet: Launching Apps on Android and iOS as a Way to Make an Impact on the Multi-Screen World

- Is there value for a pure OTT service to offer multi-screen beyond the PC and Television?
- PC vs. Television: looking at Netflix usage data breakdown between PC and TV
- Do customers really care about multi-screen offerings? Key features: the value of a single subscription, pause and play
- Defining the Tablet (is it a small PC or a big Smartphone? Does the distinction matter?)
- Development challenges: Difficulties securing content rights
- Development issues: 3rd party vs. native app development
- Cost/Benefit - given the utility of the service and the development challenges - is it worth developing an App?

Robert F. Delamar, Managing Director, **Totalmovie.com (TotalPlay)**, Mexico

12:00 Synergies Between Telco and Media Companies in the Function of OTT Services

- Case study: Telekom Srbija' multiplatform story
- Creating WEB and Mobile TV environment to leverage media relationships
- Giving end users content where, when and how they want to experience it

Natali Delic, Director of Department for Development of Residential Customers Services, **Telekom Srbija**

12:20 Achieving HD Multi-Media Content Delivery to Mobile Devices Simply and Affordably

- Learning how the latest advances in application-layer forward error correction (FEC) enable reliable VoD services and high QoE for streaming multimedia content over wireless networks
- Efficiently protecting against variable network packet loss by integrating RaptorQ FEC
- Using less network capacity and helping to solve problems like video artifacts and slow video startup

Michael Luby, VP of Technology, **Qualcomm**, USA

CUSTOMER SATISFACTION MANAGEMENT

Agama TECHNOLOGIES

Chair: **Tony Brown**, Senior Analyst, Broadband and Internet IC, **Informa Telecoms & Media**

11:30 Speed Networking & Chairman's Opening Remarks

Session One: Achieving Customer Satisfaction

11:40 Stream Sponsors Welcome and Leadership Insight

- Customer satisfaction and its relation to operational excellence, quality assurance and profitability
- Proven methods and best practices in quality assurance
- Recent developments for proactive customer management and churn reduction
- How will new and increasingly individual video services impact quality assurance methods?

Mikael Dahlgren, CEO, **Agama Technologies**

12:00 The impact of Quality Assurance on Customer Satisfaction and Business Success

- Systematic approaches to increase service quality and customer satisfaction
- Reducing costs to improve bottom line through control of service distribution

Jarle Johnsen, Head of Services Platform, **Altibox**, Norway

12:20 Overcoming IPTV Quality Challenges and Ensuring Satisfaction from First Customer

- Experience from Previous service launches
- The trade-off between time-to-market and quality from the first customer
- Systematic Approach to Quality Assurance to ensure the market reputation

Edvard Skorini Joensen, Technical Advisor, **Faroese Telecom**

12:40 How to Build Sustainable Loyalty

- Increasing customer stickiness by responding to challenges in a quick and cost efficient way
- How to move your customers from satisfied to loyal and from loyal to advocate

Mance Trendafilov, Product Management Director, **Makedonski Telekom**, Macedonia
Cliff Konsbruck, Head of Internet services, **P&T Luxembourg**
Baris Polat, Manager, **Turk Telekom**, Turkey

CONTENT DELIVERY NETWORKS

Chair: **Robert Gallagher**, Principal Analyst, **Informa Telecoms and Media**

11:30 Speed Networking & Chairman's Opening Remarks

Session One: Broadcast & Telco Approaches to CDNs

11:40 Building on the Successful Launch of a Domestic Content Delivery Network

- Understanding the opportunity brought by building own CDN system
- Leveraging the cloud in order to increase capacity
- Establishing the growing role of data centres in Telstra's CDN strategy
- Forming relationships with the region's major broadcasters

Dominique Delisle, Programme Director, Content Services and Transformation, **Orange-France Telecom**, France

12:00 Outlining the Role CDN Plays to LoveFilm's Distribution Strategy

- Working with our partners to enable the growth of new media revenues
- Assessing the role of new technologies in consistently delivering strong OTT content
- Analysing the continued convergence of key technologies
- Evolution of key partnerships to achieve long term success

Mark Hewis, Technical Architect, **LoveFilm**

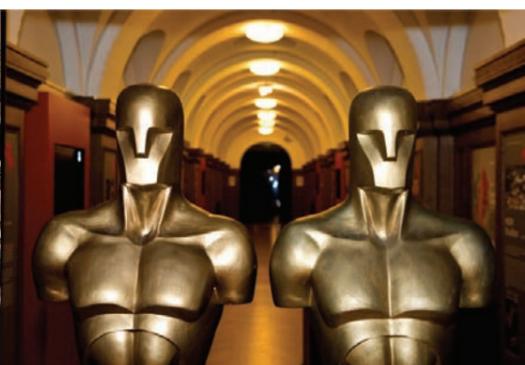
12:20 Content Challenges for CDN Approaches

Ted Laverty, Director of Business Development, **DTS**

12:40 Understanding the More Dominant Roles played by Broadcasters in the CDN Ecosystem

- How do broadcasters choose which network to work with?
- Is there a preference towards partnering with telcos rather than pure players?
- Understanding the increasing demand for strong QoS from the consumer
- Expectations of where the industry can go - broadcast CDNs?

Tim Wright, VP Technology, **Sony Pictures International**, UK
Maria Ingold, Head of Technology, **FilmFlex Movies**, UK
Diana Tryneski, VP Broadcast Operations, **HBO International**, USA





Session Two: Increasing Consumer Interactivity to Extend Advertising Revenues

14:30 Enabling a New Advertising Model through Shazam

APPS

- Innovating in creating a new method of brand promotion
- Working with multinational brands to create an interactive digital platform
- Taking telescopic advertising strategies to the next level
- Taking the consumer away from the traditional brand experience

Evan Krauss, EVP Advertising, **Shazam**, USA

14:50 Offering Advertising Packages Across Multiple Devices

Broadcaster

- Creating a cross platform offering to the consumer
- Utilizing the intertextual nature of Sky's content
- Allowing the consumer to access content via all screens
- Understanding the emerging relevance of a 4 screen advertising strategy

Tim Hussain, Head of Platform Development and Partnerships, **BskyB**, UK

15:10 Can IPTV and OTT Allow for a More Targeted and Profitable Advertising Strategy?

Panel discussion

- Are advertisers and broadcasters seeing an ROI in IPTV?
- Will advertising continue to get more targeted at specific demographics?
- Understanding whether brands will use ad insertion on IPTV programmes
- Should the advertisers be forming stronger relationships with the telcos?

Chris Falkner, VP Advanced Advertising Technology, **NBC Universal**
Jonathan Thompson, Director of Strategy, **Ofcom**
Rhys Jones, Head of Strategic Development, **FreeSat**, UK
Ed Couchman, Commercial Controller, Future and Digital Media Advertising, **Channel 4**, UK

15:40 Networking Break & Exhibition Visit

Session Three: Innovation in IPTV based Advertising Strategies

16:40 Using gamification to drive an IPTV based advertising campaign

Ad Agency

- Changing the way the consumer engages with a brand
- Analysing the increasing role of the companion screen for drill down content
- Utilising the impulsive nature of the modern consumer
- Case studies of new advertising strategies in the IPTV space

Ian Crocombe, Strategic Planning Director, **AKQA**, UK

17:00 Driving an IPTV Advertising Strategy Through Developing a Commercial and Interactive Platform

Operator

- Examining the success of Orange France-Telecom's ADSL based IPTV advertising
- Partnering with major brands to drive the success of the strategy
- Encouraging consumer engagement through introducing an interactive IPTV advertising strategy
- Analysing the role of our relationship with TF1 in driving consumer interaction

Luc Tran Thang, Vice President, Orange Advertising, **Orange-France Telecom**, France

17:20 Who will own the IPTV advertising revenues?

Panel discussion

- Can IPTV advertising provide a new revenue stream for the telcos
- How can broadcasters embrace a telescopic advertising strategy?
- How will brands embrace advertising via the set top box?
- Enhancing the effectiveness of an advertising strategy through providing choice

Gustavo Bernier, Head of Digital Operations, **AlmapBBDO**, Belgium
Gary Cole, Commercial Director O2 media, **Telefonica**, Spain
Arno Otto, Head of Digital, **RTL**, Netherlands

17:50 Close of Session

19:00 IP&TV Industry Awards Gala Dinner at the London Film Museum

12:20 Mobile TV Delivery and its Implications on the Ecosystem

Panel discussion

- Which Technologies will help Improve Speed, Quality and Price?
- What are Tablet and Smart Device manufacturers' advancements in this space? How to achieve "Video Everywhere" on connected devices?
- What is the impact of Ad-funded mobile TV companies on the ecosystem?

Avinash Mathur, Director TV Services, **Du**, UAE
Senior representative, **Ericsson**
Ian Mullins, CEO, **Yamgo**
Mark Hyland, General Manager of EMEA, **Quickplay**

12:50 Networking Lunch & Exhibition Visit

Session Two: Achieving Seamless Universal Availability of TV on the Go

14:30 Launching the TiVo iPad App for TV Outside of the Home- Integrating the TiVo Platform into Virgin Media Service

APPS

- Rewarding Consumers by Offering an Appealing Online and Mobile TV Service
- Boosting revenues by upselling with mobile TV services
- Offering content the customers need and want

Rob Walk, CEO, **EaselTV**, UK

14:50 Tailoring and Synchronising HbbTV with Multiple Second Screens

Standards

- Personalising the HBB experience for groups of users
- Tailoring and synchronising HbbTV with multiple second screens
- Evaluating requirements and results from first HBB-Next user trials

Dr. M. Oskar van Deventer, Senior Scientist Media Networking, **TNO**, Netherlands
Jeroen Vanattenhoven, HCI Researcher, **KU Leuven**, Belgium

15:10 Managing the Migration of Mobile Content to the Internet and Delivery of TV to Mobile Devices

Operator

- How to ensure access of content via mobile networks is secure and of good quality
- Seamlessly migrating mobile content to the internet
- Enabling future forward services with robust mobile network solutions

Ed Candy, CTO, **Three**

15:30 Utilising Compression Technologies for Multi-Screen Live Streaming, OTT and VOD

Panel discussion

- Using software based encoding for compression and network processing
- Looking at packaging and origination of CDNs
- Best practise cases for multi screen live streaming

Natali Delic, Director of Department for Development of Residential Customers Services, **Telekom Srbija**, Serbia
Senior representative, **Envivio**, USA
Dr. Randolph Nikutta, Leader New Media, Innovation Development, **Deutsche Telekom AG**, T-Labs

16:00 Networking Refreshment Break and Exhibition Visit

Session Three: Optimising Mobile and Wireless Networks to respond to Fast Tablet Uptake

Chair: Jeff Heynen, Directing Analyst, Broadband Access, **Infonetics**, USA

16:40 TV Everywhere Case Study: Belgian Market in Focus

Operator

- Offering TV everywhere solution available on tablets, smartphones & PC incl. WiFi & 3G

Geert Kelchtermans, Category line manager, **Belgacom**, Belgium

16:40 Case Study: Deployments of Tablets Across CEE

Panel discussion

- Forecasts on tablet take-ups in each of the countries in CEE region
- The impact of fast take-up on mobile network congestion
- Future proof action for robust networks

Mirek Smyk, General Manager, **MSCG**, Romania

17:20 How Social Networks Drive Mobile Broadband Growth and Uptake of Smart Devices

Operator

- Capitalising on the value of word of mouth
- Investing in infrastructure early on to future proof your service

Alejandro Daniel Salinas, Controller, Planning and Monitoring Service Quality, Quality of Service Management, **Telecom Argentina***

17:50 Close of Session

19:00 IP&TV Industry Awards Gala Dinner at the London Film Museum

13:10 Networking Lunch Break & Exhibition Visit

Session Two: Assuring the Individual TV Experience

14:30 Overcoming Customer Installation Challenges - Getting it Right First Time Round

Operator

- The impact of both technical and soft elements on customer satisfaction in first time installations
- Cost efficiency, processes & support systems
- The importance of the follow-on call!

Eoin Halpin, IPTV Technical Architect, **Eircom**, Ireland

14:50 IPTV Customer Retention - Don't Let The First 30 Days Be The Last!

Panel discussion

- A significant percentage of IPTV churn occurs within the first 30 days of service, due to customer dissatisfaction with installation and quality issues
- This is the nightmare scenario for an operator, as all the costs of acquiring and deploying a customer have been incurred, but no revenue is realized
- What proactive steps can an operator take to minimize early churn and ensure that new installs become long-term customers?

Huw Price-Stephens, Business Development - EMEA, Mariner, **Mariner**

15:10 Achieving Process Efficiency and Operational Excellence

Operator

- End-to-end TV service management and understanding of the customer experience
- Proactive and reactive service operations and customer support
- Supporting tools and processes in achieving customer satisfaction

Øystein Aasen, Section Leader TV & Streaming, **Telenor**

15:30 Taking Responsibility for the Connected Home

Panel discussion

- Delivering video over increasingly complex home networks
- Knowing where the responsibility begins and ends
- What are the subscribers' expectations?

Jamal Bnari, Platform Management, **Etisalat**, UAE
Irina Mihalascu Cazacu, Product Development Manager, **Romtelecom**, Romania
Cliff Konsbruck, Head of Internet services, **P&T Luxembourg**

16:00 Networking Refreshment Break and Exhibition Visit

Session Three: New Business Models and Future Outlooks

16:40 Ensuring Customer Satisfaction in OTT Video Delivery

Operator

- Subscribers' expectations and how to meet / manage them in OTT delivery
- Differences in Quality Assurance strategies between OTT and traditional services
- Responsibility chain and Service Level Agreements

Baris Polat, Manager, **Turk Telekom**, Turkey

17:00 Customer Satisfaction Management in a Wholesale Business Model

Operator

- Defining demands on your wholesale partner
- Technical support systems to support processes and create foundations for SLA follow-ups
- The wholesaler's role in end customer satisfaction

Ruedi Silvestri, OSS Architect, **Sunrise Communications**

17:30 Close of Session

19:00 IP&TV Industry Awards Gala Dinner at the London Film Museum

“We had a large number of quality leads. Also we had the advantage to meet so many major customers and prospects in one location”
Brian Kemp, Business Development Consultant, **Gravity Recommendations**

13:10 Networking Lunch and Exhibition Visit

Session Two: CDN in the Cloud and Taking On New Frontiers

14:30 Focusing on the US Market: CDN Challenges in USA

Cableco

- Understanding the challenges of rapidly increasing service demands
- Analysing the infrastructure challenges of covering of a large geographical space
- Expanding the network as the populous becomes more interconnected
- Utilising local services provided within different regions

Jacob Rosenberg, Operations Platform Architect, **Comcast**, USA

14:50 Evolving Towards a Media Delivery Network

Dr. Paul Stallard, Head of Systems Management, Solution Area TV, **Ericsson**

15:10 Evaluating the Role of the IP in the new CDN Eco-system

Cableco

- Outlining key cloud strategies telcos can bring to their CDNs
- Understanding the potential impact of Cloud TV on long term business models
- Can the cloud potentially replace CDN?
- Integrating the cloud into media delivery services nationwide

Jeff Finkelstein, Director Network Architecture, **Cox Communications**, USA

15:30 Assessing the Increasing Importance of Telco Frontiers

Panel discussion

- Establishing the importance of cross border telco relationships to the CDN global networks
- Understanding the difference possible federation structures - which have been succeeding?
- Assessing which different federation models have been implemented globally
- Are long term bilateral agreements between CDNs workable?

Thang Vi Duong, Chief NGN and CDN Architect, **Orange-France Telecom**, France
Carolyn Luey, Chief Technology Officer, **Telecom New Zealand**
Jong Ryeol Suh, EVP, Corp Media Business, **Korea Telecom**, South Korea

16:00 Networking Refreshment Break and Exhibition Visit

Session Three: New Trends and Strategies In The CDN Ecosystem

16:40 Understanding the BBCs approach to CDN and the Olympics

Content Provider

- Integrating a CDN strategy into an overall Olympic strategy
- Assessing the increased QoS needed during Olympic broadcasts
- Determining the increased bandwidth that will be needed
- Partnering with BT to provide a reliable live stream

Richard Cooper, Controller, Digital Distribution, **BBC**, UK

17:00 Is Gaming the Next Logical Area of Development for CDNs?

Panel discussion

- Analysing the new partnerships being made between gaming companies and pure players
- Should telcos be looking at the possible opportunity?
- Will the next 12 months see increased convergence between all players in the eco-system
- Does mobile CDN stand alongside mobile gaming?

Julian Jones, VP Business Development, **NaturalMotion Games**, UK
Sam Faraj, Head Content Delivery, **AT&T**, USA
Ingo Schneider, VP Mobile Internet, **Deutsche Telekom**, Germany
Lucy Bradshaw, VP Production, **Electronic Arts**, USA

17:40 Close of Session

19:00 IP&TV Industry Awards Gala Dinner at the London Film Museum

IP&TV Industry Awards 2012
www.iptvawards.com



08:15 ANALYST BREAKFAST BRIEFING & DISTRIBUTION OF THE IP&TV DAILY NEWS

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TV Settop Box Strategies: Current and Future Trends

 **Simon Molony**, Research Analyst, TV Technology, **Informa Telecoms & Media**

Multiscreen and Multi-Device Delivery: using IP to Expand Audience and Reach

 **Tom Morrod**, Analyst, **Screen Digest**

Home Network Solutions Compared: G.hn vs HomePlug vs MoCA vs Quantenna WiF

 **Peter White**, CEO, **Rethink Technology Research**

KEYNOTES - Making TV Social & Refining the Relationship between Audiences and Content

09:00 Chairman's Opening Remarks

09:05  **Taking Consumer Engagement To The Next Level Through Gamification**

Jesse Redniss, Vice President, Digital Strategy & Development, **NBC Universal**, USA Network
Jesse drives the strategy in the digital sphere for one of America's premier networks. He has been a champion of the concept of gamification in broadcast, producing a series of high quality games which promote and enhance the user experience and promote the show. These have been allowing users to experience and further engage with the key characters in USA Networks' premier shows. He will be discussing how he intends to take the user experience to the next level, in the digital sphere, during 2012.

09:25  **Taking iPlayer Global**

Matthew Littleford, General Manager, Global BBC iPlayer, **BBC Worldwide**
Matthew Littleford is General Manager of the pilot for the global BBC iPlayer. Littleford joined BBC Worldwide in April 2011 as Creative Director for the commercial and international video on demand service that has launched in 11 Western European countries and Australia in 2011. As General Manager, Littleford is responsible for editorial and day to day operation, marketing, promotion, product and technology. The global BBC iPlayer app launched in Western Europe in July 2011, delivering the award-winning programming upon which the BBC's history and heritage is built. The app is currently available in Austria, Belgium, France, Germany, Italy, Luxembourg, The Republic of Ireland, The Netherlands, Portugal, Spain and Switzerland and Australia.

09:45  **Delivering Compelling Consumer Services to Multiple Devices by Leveraging the Cloud**

Shawn Layden, Chief Operating Officer, **Sony Network Entertainment**
Shawn Layden is Executive Vice President and Chief Operating Officer, Sony Network Entertainment, responsible for strategic business development and management, and network retail operations. Sony Network Entertainment exists to drive vision, strategy and execution for network services across the entire Sony Group, with a goal of offering consumers compelling, connected entertainment experiences across a variety of Sony devices. Mr. Layden joined Sony Network Entertainment from Sony Computer Entertainment (SCE), where he most recently held the position of President, Sony Computer Entertainment Japan. His 14 year career at Sony Computer Entertainment included eight years at SCE's London Studio where he managed international software development. Mr. Layden joined Sony Corporation's corporate communications department in 1987 in Tokyo, Japan, and worked for several years as assistant to Sony founder and Chairman, Akio Morita.

10:05 **Discussion Session**

10:30 **Networking Refreshment Break and Exhibition Visit**

 **Content Business: IP Opportunities**

 **Multiscreen Entertainment**

 **Managing the New User Experience**

 **Network and Architectures for TV**

DIGITAL ASSET MANAGEMENT & IP WORKFLOW

Chair: Adrian Drury, Practice Leader & Senior Consultant: Media, Broadcast & Telecoms, **Ovum**

11:30 **Speed Networking & Chairman's Introduction**

Session One: Evolving Workflow in a 24 hour Multichannel Environment

11:40 **Delivering a 24 hour Centralised News Service**

Content Provider

- Processing the huge amount of footage received on a daily basis
- Optimising productivity of news delivery through implementing streamlined processes
- Overcoming key challenges in implementing new systems
- Customising content to make it suitable for broadcast

Robert Horner, President, **NBC News Channel**, USA

12:00 **Instigating an Innovative Cross-media Platform Strategy**

Content Provider

- Understanding the key technical challenges following MTV in an increasingly nascent market
- Implementing a new methodology into our broadcast methods
- Outsourcing key technology included in the workflow process
- Analyzing the central role of digital workflow systems to the broadcast process

Thomas Popma, Vice President Channel Development, **MTV Networks**, Netherlands

12:20 **Are we Witnessing the Death of Tape?**

Panel discussion

- Assessing the impact of Japanese disasters on tape based workflow
- Are digital workflows gradually taking over?
- Anticipating the growth of digital broadcast strategies
- Analysing the potential of digital archiving

Phillip Thomas, Head of TV, **Thomson Reuters**, UK
Steve Fish, VP Engineering, **Turner Broadcasting**, UK
David Roulson, Director, Broadcast Engineering, MTP&O Engineering, **Discovery Communications Europe**, UK

12:50 **Networking Lunch & Exhibition Visit**

DTT & HYBRID BROADCAST

Chair: Philip Laven, Chairman of the General Assembly and Steering Board, **DVB Project**, Switzerland

11:30 **Speed Networking & Chairman's Introduction**

Session One: Emerging and Converging Technology Standards for Digital Television

11:40 **The future of the DTT Platform in France**

Regulator

- Postponement of the DVB-T2 standard for launch of new DTT channels
- Timetable for new channels planned for the platform, and implications for DTT broadcasters
- Plans to commit to DVB-T2 in the future

Franck Lebeugle, Head of the Direction of Technologies, **CSA**, France

12:00 **Ensuring Diversification of Distribution Platforms in Line with New Technologies**

Broadcaster

- Reorganisation of TF1's audiovisual rights and films distribution strategy
- Europe's first social VOD service on Facebook
- TF1 Vision - France's most popular TV distribution platform
- Extending the whole TF1 film library to Apple's iTunes platform and Sony's connected PS3 games consoles

Sylvain Audigier, Director, Networks, Innovation and New Technologies, **TF1**, France

12:20 **M3 Project - Examining the Extent to which Next Generation Broadcasting Standards (3GPP E-MBMS and DVB-NGH) Could Merge**

Operator

- Studying the commonalities between 3GPP E-MBMS and future DVB-NGH standards not only at the physical layer, but also at higher layers (optimisation of the service convergence)
- How an E-MBMS frame could be embedded in a DVB-T2 Future Extension Frame, likely to carry Next Generation Handheld system

Christian Gallard, M3 Project Leader, **Orange**, France

DIGITAL HOME



Chair: Stuart Sikes, President, **Parks Associates**

11:30 **Speed Networking & Chairman's Introduction**

Session One: Redefining the Connected Home

11:40 **Leadership Insight: Evolution of Connected Home Technologies to Support the Digital Media Revolution**

Operator

- Advantages and trade-offs of dual-band Wi-Fi®, HomePlug® AV Powerline, and Ethernet as consumers create and consume media content on a multitude of connected devices
- How hybrid (Hy-Fi™) networks are changing the game by multiplying capacity and providing reliable bandwidth throughout the home
- The impact of the emerging IEEE 1905 standard, which promise to unify home net works that use multiple technologies

 **Dan Rabinovitsj**, Senior Vice President and General Manager, Networking Business Unit, **Qualcomm Atheros**

12:00 **The Telecom Operator Role in Taking Connected Homes to the Next Level**

Operator

- Vision for future connectivity in homes and cities
- Driving the appeal and maximizing diversity in services
- Finding the right solution in each home to make the service seamless

Joseph Ambeault, Director of Product Management, Media & Entertainment, **Verizon**, USA

12:20 **Offering Digital Pay-TV and Multimedia Services to the Connected home, through any Type of Network with Seamless User Experience**

Operator

- Seamlessly bringing broadband and broadcast and IP technology together on a single pay-TV platform
- Offering Pay TV, VoIP, gateways and femtocells to ensure subscribers can access all sorts of services on their terms, on their devices in the way they want
- Delivering great user experience as means to attract

Paul Bristow, Vice President of Strategy, **ADB**

CLOUD TV AND CONSUMER CLOUD SERVICES

Chair: Steve Hawley, Principal Analyst and Consultant, **tvstrategies**, USA

11:30 **Speed Networking & Chairman's Introduction**

Session One: Cloud TV: Benefits and Challenges

11:40 **Forging Ahead With Cloud TV in Asia**

Broadcaster

- Justifying the Cloud as being the most efficient technology in handling demand immediately at low-cost
- Highlighting the decision to digitize Star India's entire catalogue of programming for streaming via the Cloud
- Enabling users to access all of their favourite programmes - whether it's music, serials, movies, news, sports - on any computer with just a few clicks
- Expectations that an increasing number of mobile subscribers and the launch of new mobile tablets will help to increase subscribers, despite the country's low bandwidth

Sanjay Gupta, COO, **Star India**

12:00 **Evaluating the Growing Popularity of Cloud TV and other Cloud Services**

Cableco

- Advocating providing best possible access to entertainment and communications on the move
- Highlighting Comcast XFINITY's project to move content out of the box and into the Cloud
- Benefits of turning to the Cloud and assuring optimal quality and speed of delivery
- Anticipating the growth of cloud TV operations throughout the industry in future years

Barry Tishgart, VP Internet Services, **Comcast**

12:20 **Is The Cloud a Network Architectural Imperative in the Multiscreen World?**

Panel discussion

- Utilising Cloud TV to break down the barriers of geography and expand reach more easily
- Meeting the need to deploy more apps quickly to keep up with the competition
- Working with OTT players to achieve imaginative Cloud TV offerings
- Finding a way to support multiple screens and formats, in the home and on the move
- How bandwidth will affect take-up and timeframes for development
- What are the immediate challenges that service providers need to face?

Tim Hadley, Director of Communications, **Omnifone**, UK
Sachin Sathaye, Senior Manager, Service Provider Video Marketing, **Cisco**
Doug Davis, Director of Content Acquisitions, **Blinkbox**, UK

"We found this year's shift from IPTV to IP&TV to put the right mix of the industry together to discuss the large impact of both managed and unmanaged video content on operators. Overall, the event was the right venue for PeerApp to interact with the rest of the players in the CDN ecosystem" **Charlie Baker**, Director of Product Management, **PeerApp**





Session Two: Keeping Hold of Your Assets in a Multiplatform Arena

14:30 Assessing the Role of Digital Assets in a Convergent Media Environment

Content Provider

- Maintaining your digital assets in a transmedia arena
- Evaluating how best to handle digital metadata
- Overcoming key technical challenges of keeping a strong standard of metadata throughout the process
- Protecting content through tracking metadata to improve operability

Christopher Law, Managing Director International TV, Digital Distribution UK & Eire, **Warner Bros**, UK

14:50 Understanding the Increasing Role of Metadata in the News Environment

Broadcaster

- Analysing the role of metadata in removing the possibility of human error
- Creating an agile workflow system for 24 hour news
- Using metadata to clarify the reliability of the source
- Meeting the multiplatform demands of modern news distribution

Steve Bennedik, Head of Technology, **Sky News**

15:10 Panel Discussion: What is the Role of Content Archiving in Keeping Broadcast Revenues High?

Panel discussion

- Understanding the importance in having ownership to all programme rights
- Analysing whether broadcasters need to re-architect their broadcast systems
- Ensuring against data loss throughout the process
- Assessing to what extent process standardisation is needed?

Peter MacAvock, Programme Manager, **EBU**, Switzerland
Kevin Morris, Head of Technology, **Teachers TV**, UK
Ian Wagdin, Production Innovation Executive, **BBC**, UK

15:40 Networking Break & Exhibition Visit

Session Three: Overcoming Technical and Strategic Challenges in the Digitisation of Content

16:40 Sharing Media in a Multilingual, Multinational Ecoystem

Content Provider

- Using dynamic language mapping to broadcast the same content to different geographical regions
- Launching a channel through a completely integrated workflow system
- Creating a long term tapeless workflow solution
- Outsourcing key technology and working with key technology partners

Jeff Birch, Vice President Engineering, **CBS**, USA

17:00 Streamlining Processes and Reducing Costs in Distributing Content

Content Provider

- Enabling faster turnaround in the distribution of original content
- Assessing the reduction in the long term reliance on tape
- Understanding the change to a more IT based management systems
- Analysing who becomes the mediator of content in a streamlined workflow

Marina Kalkanis, Head of Programmes, **On Demand Team**, **BBC**

17:20 How Can Piracy and Digital Rights Challenges be Overcome?

Panel discussion

- How can content owners avoid criminalising the consumer?
- Who should deal with the piracy challenge; the distributor or the producer?
- Adapting your Digital Rights Management strategy to a non linear workflow environment
- Assessing the strong commercial drivers behind integrating a successful digital rights strategy

Iolo Jones, CEO, **TV Everywhere**, UK
Luan Thompson, Head of Digital Asset Management, **ITV Plc**, UK
Thomas Benski, Managing Director, **Pulse Films**, Germany
Steve Bennedik, Head of Technology, **Sky News**, UK

17:50 Close of Conference

A rich end to end value chain of vendors was represented

Carolyn Luey, Head of Fixed and Converged Products, **Telecom**, New Zealand

13:20 Cost Balancing the Pgrade to DVB-T2 and Addressing the Challenges of Supporting HD and 3D on DTT

Panel discussion

- Adoption of DVB-T2 lends scale to the market for T2 modulators, which is likely to depress the price of the hardware, and may independently increase the attractiveness of DVB-T2
- Launch of a DVB-T2 multiplex perpetuates the costly, laborious process associated with transmitter switch-out and digital switchover
- Frame Compatible formats for delivery of 3D-TV services over existing DVB-T broadcasting infrastructures
- Solutions to enable transmission of compressed HD, SD and 3D television over 1080p

Alix Pryde, Director, Distribution, **BBC**
David Couret, Director of Technical Solutions for Distribution, **France 24**
Jan-Peter Bengtsson, Business Developer, **Teracom**, Sweden

13:50 Networking Lunch & Exhibition Visit

Session Two: Network Planning and Service Deployment

14:50 UKTV - a Digital Television Success Story

Broadcaster

- The largest and most ambitious branding exercise in British broadcasting history
- Repositioning of channels on the DTT platform
- Move to offer VOD content to BSkyB customers
- Impending launch of HD services across several UKTV brands

Simon Brown, Executive Director of Research and Strategy, **UKTV**

15:10 DTT Rollout in Argentina

Broadcaster

- New digital channels on the DTT system, including HD and mobile TV versions
- Telefe is one of the channels with the highest rating ratings in Argentina
- Digital television coverage expected to reach 95% of the population by December 2012
- Update on the progress of the ISDB-T broadcast tests

Osvaldo Petrozzino, Digital Content Director, **Telefe Group**, Argentina

15:30 Combining DTT with On-Demand Content

Panel discussion

- Bringing a range of OTT video content and applications to the TV via a number of hybrid devices and physical platforms, from net-ready TVs to game consoles and Blu-ray players
- Developing content-related interactive applications that enrich the viewing experience
- The importance of content discovery technology in an increasingly crowded marketplace
- Offering interactive services like t-commerce, t-government and t-banking

Muirne Laffan, Managing Director, RTÉ Digital, **RTÉ**, Ireland
Lars Backlund, Chairman, Broadcast Networks Europe, **Luxembourg**
James Tatam, Digital Media Director, **Channel 5**, UK
Kate Dean, Head of Television, **BT Vision**, UK
Frederic Bonnard, VP Business Development & Communication, **SoftAtHome**

16:00 Networking Refreshment Break & Exhibition Visit

Session Three: DVB-T2 Trial Results and Implications

17:00 DVB-T2 Trial Results and Implications in Finland

Broad-caster

Tauno Äijälä, Board Member, **Bonnier Group**, Finland

17:20 DVB-T2 trial results and implications in South Africa

Broad-caster

Gelfand Kausiyo, General Manager, Broadcast Facilities, **South African Broadcasting Corporation**, South Africa

17:40 DVB-T2 in Africa

Panel discussion

- SADC decision to make DVB-T2 the terrestrial transmission standard for the region
- Rolling-out a full pan-African DVB-T2 network with a total bouquet of more than 50 different channels in various languages over 15 countries
- Building the world's largest and most innovative DVB-T2 network, featuring Multiple Physical Layer Pipes (MPLP), SFN and regional content delivery
- Offering content made in Africa for Africa

Gelfand Kausiyo, General Manager, Broadcast Facilities, **South African Broadcasting Corporation**, South Africa
Marc Schwinges, Vice Chair, **South African Screen Federation**, South Africa
Mayo Okunola, General Manager, **Gotv & DSTV Mobile**, Nigeria

18:10 Close of Conference

12:40 What is the Influence of Competing Standards on the Connected Home Development: How to Separate Fact from Fiction? Which Players will come Out as Winners?

Panel discussion

John D'Ambrosia, Chairman of the Board, **Ethernet Alliance**, USA
Amer Hassan, Director of the Board, **Wi-Fi Alliance**, USA
Additional speakers from other standards associations and alliances soon to be announced

13:10 Networking Lunch & Exhibition Visit

Session Two: Monetising New Video and Non-Video Services

14:30 Seizing the Business Opportunity and Introducing New Non-Video Services

Operator

Anthony Ng, Head of Application Development, **HKBN**, Hong Kong

14:50 Monetisation Opportunities through Media Players: Convergence of Set Top Boxes and Media Players to Open New Opportunities for Operators

Operator

- Media player (DMA)/STB hybrid devices: new end-user trend
- Existing media player users as ready-to-go customer base
- New ways to generate significant additional profit from comprehensive lines of end-user products
- Using retail channels to lower IPTV/VoD project expenses

Konstantin Dyshlevoy, Ph.D. CEO and Chairman, **HDI Dune Ltd.**

15:10 Non-Video Services Entering the Operator's Agenda in Eastern Europe

Operator

- Offering seamless remote management of the automated home to stay competitive
- Drawing on additional healthcare products to upsell to existing customers
- Energy management driving the customer uptake
- Initial results from customer uptake

Alexandr Yesayan, General Director, **Ucom**, Armenia

15:30 Enabling & Monetising New Non-Video Services: Home Automation, Energy Management & Healthcare

Panel discussion

Jukka Helin, CTO, **Qbitech Ltd** (former Director - TV, Content & Digital Home at TeliaSonera), Finland
Pilgrim Beart, Founder, **AlertMe**
Liliana Chacon, CTO, **Transtel Holding**, Colombia

16:00 Networking Refreshment Break & Exhibition Visit

Session Three: Privacy vs Personalisation to Offer Tailored Digital Home Services

16:40 Maximising OTT in the Pay-TV Market: the Challenges and the Opportunity

Panel discussion

- What kind of OTT services work in pay-TV
- Business models: how best to maximise new content and revenue streams
- Technical challenges and opportunities: how is the industry responding?
- OTT insights: what lessons can be learned from experience in current OTT deployments

Andrew Burke, CEO, **Amino Technologies**, UK

17:00 Skype's Role in Taking the Connected Home to the Next Level

APPS

- The impact of Skype ready TVs to increase the appeal of the product
- Making and receiving calls straight to your TV to provide a new dimension to the digital living room

Theo Short, Strategic Partner Manager, **Skype**, UK

17:20 Monetising Digital Home Services from Broadband and TV Operators' Perspective

Operator

- What are the current needs and trends for digital home?
- Addressing the network issues in IPTV, VoD, catchup TV, OTT, and companion screen services
- Quantifying the business models for DLNA enabled home networks and multi-room premium content sharing
- Case study: Broadband and TV operators' services for digital home in Finland

Jukka Helin, CTO (former Director - TV, Content & Digital Home at TeliaSonera) **Qbitech Ltd**, Finland

17:40 Close of Conference

12:50 Networking Lunch & Exhibition Visit

Session Two: Cloud Services and Multimedia Storage

14:30 The Growth and Expansion of the Cloud Storage Services

Operator

- Revenue from T-Systems' cloud products currently increasing by 49 percent a year
- The opportunity presented by security being top of mind for businesses considering cloud services
- Highlighting the need to protect German customers from government access to their data in other countries
- Calling for ubiquitous mobile broadband coverage to enable the adoption of cloud-based services
- Expectation that the main portion of revenue growth for T-Systems between 2009 and 2015 will come from delivering software and data storage via the Cloud

Thomas Aidan Curran, Senior Vice President of Technology and Innovation, **Deutsche Telekom**

14:50 Evaluating the Growth of Business and Consumer Cloud Services

Operator

- AT&T's findings in offering award-winning cloud services to businesses and consumers
- The importance of ensuring that the cloud has effective global reach and content security measures in place
- How inevitable is it that all service providers will come to rely on the cloud in future years?
- Expectations for the future development of cloud services and cloud tv across the globe

John Watson, AVP Product Development, **AT&T**

15:10 Promoting the Growth and Evolution of Consumer Cloud Services

Panel discussion

- What is the revenue opportunity presented by cloud technologies such as email, storage, VoIP, mobile apps, retail, social networking and gaming, and music?
- Anticipating consumer growth and patterns of take-up worldwide
- Comparing differing Cloud Services, eg. access via all devices versus limited access via proprietary devices - what are the advantages of both systems and how will they develop over time?

Regina Donato Lundgren, Vice President Head of IP Production, **TeliaSonera**
Sándor Borbás, Senior Product Manager, **Magyar Telekom**, Hungary
Joe Crawford, Executive Director, IT Solutions Product Management & Development, **Verizon**
Matt Wood, AWS Technology Evangelist for EMEA, **Amazon**, UK

15:40 Networking Break & Exhibition Visit

Session Three: Migrating Services to the Cloud

16:40 Launching a Network PVR in the Cloud

Operator

- Confidence in the Cloud in terms of reliability and performance and in freeing up the rest of the network
- Decision to offer new set-top boxes including a Pause Live TV functionality in the cloud without a local hard disk
- Enabling the customer to record programmes as they wish, storing content in the cloud for a maximum of one year

Speaker to be confirmed

17:00 Advantages of the Cloud for Gaming and Other TV Services

Gaming

- Introducing ESC, produced with SingTel - a Cloud-based game streaming portal where users would be able to play full fledged games from the Cloud
- The first service in Asia to deliver on-demand high-quality games directly to customers on TV and PC
- Flexibility offered by the Cloud and advantages in freeing up the main network for other uses
- Expectations for the future development of Cloud services in Asia

Guy De Beer, CEO, **PlayCast Media**

17:20 Achieving Best Possible Quality of Experience of Cloud-Based Services

Panel discussion

- Making the Cloud work for TV, gaming and other services as a long-term solution to growing content needs
- What are the best ways of mixing internal IT systems with shared infrastructure so that everyone benefits?
- Tackling DRM and content security issues
- When migrating TV content to The Cloud, what should be stored in The Cloud as opposed to being kept in the existing network?

Jan Van Ottele, Founder & CEO, **ZappoTV**
Clive Dickens, COO, **Absolute Radio**
Christopher Schouten, Senior Director of Solutions Marketing, **Irdeto**

17:50 Close of Conference



Exhibition Opening & Closing Time

Tuesday 20th March - 10:00am - 6:00pm
 Wednesday 21st March - 10:00am - 6:00pm
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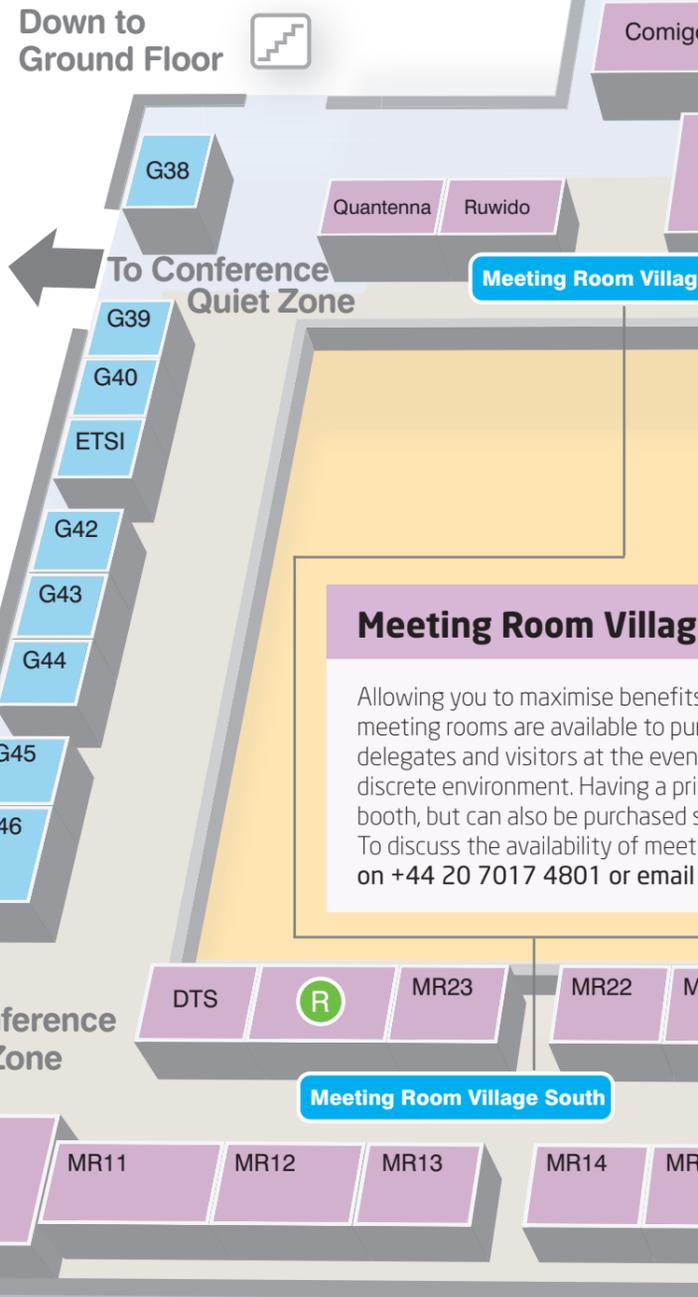
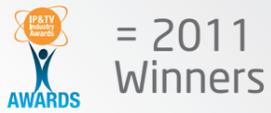
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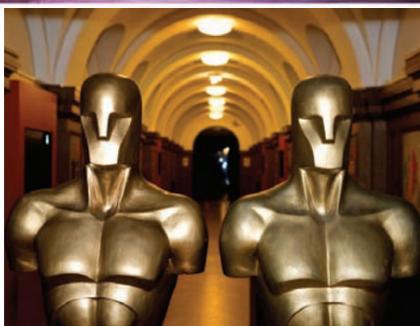
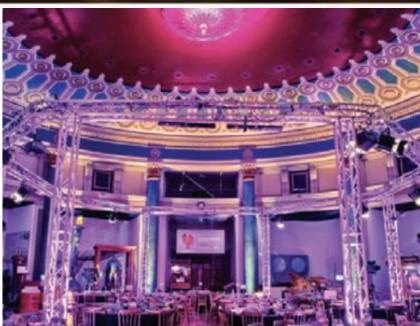
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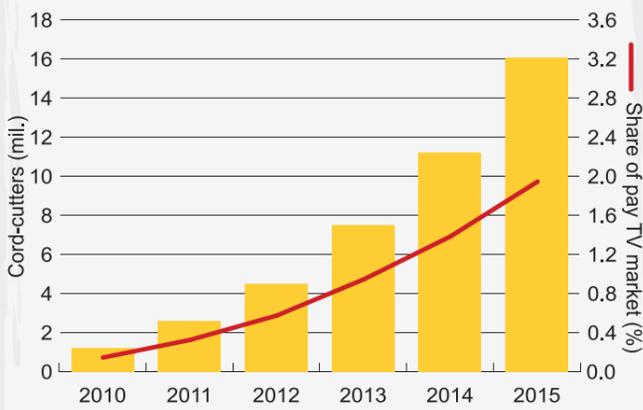
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Cord-cutting: not a myth, but exaggerated

Cord-cutting has gained headlines, but outside the US in particular, its impact to date has been very limited. And Informa forecasts that by 2015, only 16m households, or less than 2% of total pay TV households, will have cut the cord.

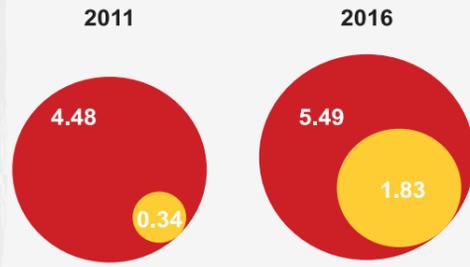
Global, cord-cutters, 2010-2015



When 2bn devices are a drop in the water

Global, in home connected device installed base, 2011 and 2016

● All devices (bil.) ● All connected devices (bil.)

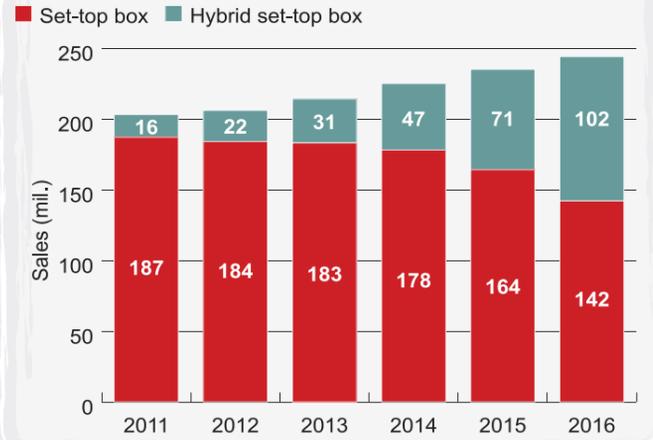


By 2016, there will be close to 2bn connected TV devices in homes globally. Yet the total number of in-home TV devices in 2016 will be almost 5.5bn, leaving 3.5bn devices – mainly older TVs and set-top boxes – which cannot connect to the open Internet.

Hybrid: Where IPTV & OTT meet

By 2016, 42% of all set-top boxes sold will be hybrid boxes capable of providing both broadcast and broadband content. These devices represent an important weapon for pay-TV operators seeking to negate the threat posed by new pay-OTT services from the likes of Google, Apple and Netflix.

Global, STB sales, 2011-2016



The inevitability of Pay TV revenues

By 2015, OTT VoD revenues (US\$11.9bn), including PC-based services will come close to Pay TV VoD revenues (US\$13.7bn), but neither will come close to dwarfing the US\$160bn Pay TV subscription market

■ Pay TV Subs
■ Pay TV VoD
■ OTT VoD

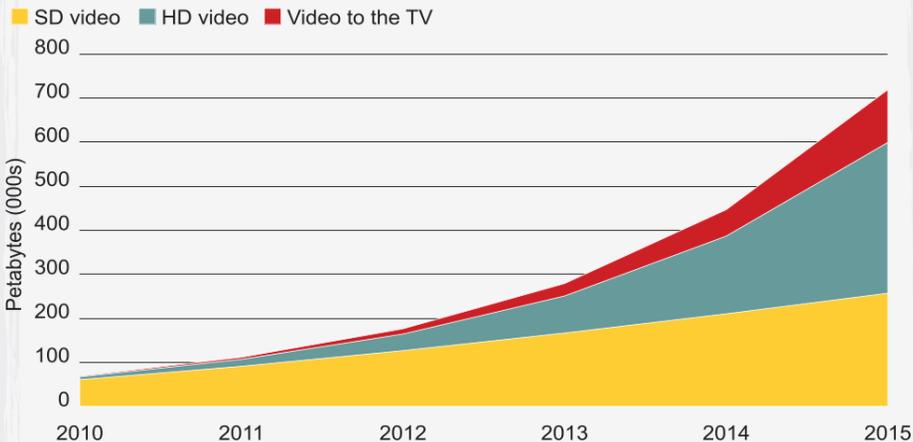


Global, in home connected device installed base, 2011 and 2016

Tablets and second screens boost video traffic

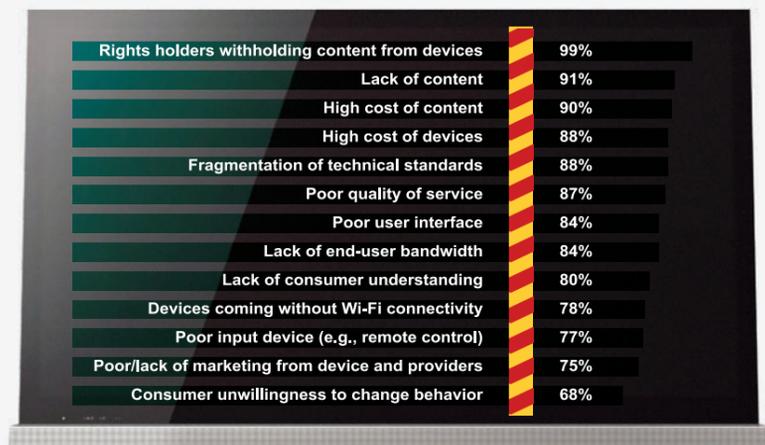
OTT video will account for over 50% of all Internet traffic by 2015. A still growing proportion of this will be delivered to the TV, but the persistence of the PC and the rise of other second screen devices, principally tablets, mean it will not dominate viewing.

Online video traffic by type, 2010-2015



OTT's Achilles heel: content, not technology

Respondents to an Informa industry survey were unanimous in the belief that factors regarding content issues, not technology, were the biggest issues holding back OTT viewing



Note: Chart shows percentage of respondents that answered "will slow growth a lot" or "will slow growth slightly" to the following question: To what extent will the following factors slow the growth of connected device sales and usage over the next 12-24 months?

Source: Informa Telecoms & Media

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