

# EBU MULTICAST 2014

## BROADCASTING ON THE INTERNET

### WEDNESDAY 24 SEPTEMBER – THE BUSINESS OF MULTICAST DAY

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10:30-11:00	Registration		
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11:00-11:05	<b>Welcome</b>		
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SESSION 1: INTRODUCTION TO MULTICAST

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11:05-12:00	<b>History of Multicast – What was the intention and what is the reality now?</b>	Greg Shepherd	Cisco
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12:00-13:00	<b>What is needed for multicasting in 2014?</b>	Toerless Eckert	Cisco
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13:00-14:00	<i>Seated lunch</i>		
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SESSION 2: THINGS TO THINK ABOUT

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14:00-14:30	<b>Application layer specifics</b>	Theis Rauhe	Octoshape
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14:30-15:00	<b>Business insight and use-cases</b>	Balazs Godor	Deutsche Telekom
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15:00-15:30	<b>CDN interactions</b>	Bill Wishon	Akamai
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15:30-16:00	<i>Coffee &amp; networking</i>		
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SESSION 3: BUSINESS MODEL

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16:00-16:20	<b>Content provider perspective</b>	Janne Holopainen Luis Suárez Ortiz Bram Tullemans	YLE RTVE EBU
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16.20-16:40	<b>Service provider perspective</b>	Simon Jones	British Telecom
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16:40-17:00	<b>Technology provider perspective</b>	Thomas Kernen	Cisco
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17:00-18:00	<b>Separate session Multicast Discussion</b>	Everybody	
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17.30	<i>End Day 1</i>		
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### THURSDAY 25 SEPTEMBER – IMPLEMENTATION MASH-UP DAY

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09:00-09:015	<b>Welcome and round-up of Day 1</b>	Bram Tullemans	EBU
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SESSION 1: PROGRAMMING ASPECTS

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09:15-11:00	<b>A programmer's guide: What is needed for implementation?</b>	Dunpai Wu	Cisco
		Toerless Eckert	Cisco
		Christophe Massiot	uPipe

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11:00-11:15	<i>Coffee &amp; networking</i>		
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11:15-13:00	<b>Coding time</b>	Dunpai Wu	Cisco
	<i>Start coding with (your) player and available example code and testbed.</i>	Toerless Eckert	Cisco
		Christophe Massiot	uPipe

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13:00-14:00	<i>Working lunch</i>		
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SESSION 2: PROGRAMMING ASPECTS CONT'D

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14:00-15:00	<b>Coding time cont'd</b>		
	<i>Continue coding, mashing up your own code with examples using the testbed.</i>		

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15:00-16:00	<b>Presentation of results of hands-on implementation hack-day</b>		
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16:00	<i>End Day 2</i>		
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