



EBU BroadThinking Seminar

Geneva, EBU Headquarters, 29-30 March 2011

Day 1: Tuesday, 29 March 2011

Session 1: Broadband Landscape

How much television and radio can Broadband deliver?

10:00 – 10:30	Can we tame the stallion? - International governance problems for Internet	David Wood (EBU)
10:30 – 11:00	Evolution of broadband infrastructures in Europe	Darko Ratkaj (EBU)
11:00 – 11:30	New Generation Content Distribution networks	Yannick Lelouédec (Orange)
11:30 – 12:00	IP Multicasting breakthrough: Automatic Multicast	Thomas Kernen (Cisco)
12:00 – 12:30	Octoshape's CloudMass and Open-Web Multicast: The unique Approach to Large Scale, Cost-optimized, HD Internet Streaming	Stephen Alstrup (Octoshape)
12:30-13:00	DISCUSSION	Gino Alberico (RAI)

13:00 - 14:30 LUNCH

Session 2: What are to-morrow's web tools?

14:30 – 15:00	H.264/AVC and VP8 performance analysis for consumer videoconference applications	Daniele Alfonso, Fabrizio Rovati (STMElectronics)
15:00 – 15:30	Qt4TV	Sagar Gordhan (Nokia Siemens Networks)
15:30 – 16:00	Silverlight	Xavier Pouyat (Microsoft)

16:00 – 16:30 COFFEE/TEA

16:30 – 17:00	Adobe AIR	Steve Allison (Adobe)
17:00 – 17:30	Adaptive and SVC Streaming	Niels Laukens (VRT)
17:30 – 18:00	DISCUSSION	Franc Kozamernik (EBU)

18:00 – 20:00 COCKTAIL

Day 2: Wednesday, 30 March 2011

Session 3: What can Internet Television offer?

09:00 – 09:45	Keynote: Connected Thinking	William Cooper (Informitv)
09:45 – 10:15	The ARD and ZDF Mediathek: German approaches	André Berthold (ARD) Jochen Schmidt (ZDF)
10:15 – 10:45	Dutch public TV online service	Egon Verharen (NPO)
10:45 – 11:30 COFFEE		
11.30-12:00	Philips NetTV	Robert Cloudt (Philips Consumer Lifestyle – BG TV)
12:00-12:30	Television and Tablets – How Tablets will impact the Television User Experience and how this translates to Broadcast Automation and Master Control Systems	Maarten Verwaest (Limecraft)
	DISCUSSION	Peter MacAvock (EBU)
13:00 - 14:30 LUNCH		
Session 4: What can broadcast-centric internet deliver?		
14:30 – 15:00	GEM 1.3: The new OTT profile for Hybrid broadcast systems	Michael Lagally (Oracle)
15:00 – 15:30	HbbTV standardisation and rolling out in Europe	Peter MacAvock (EBU)
15:30 – 16:00	Broadcast/broadband tight coupling for a new personalized experience	Guillaume Bichot (Technicolor)
16:00 – 16:30	MediaSquare/MediaCRM	Robbie De Sutter (VRT)
16:30 – 17:00	DISCUSSION AND CONCLUSION	David Wood (EBU)