

FORECAST'14

SHAPING FUTURE BROADCASTING

WEDNESDAY 5 NOVEMBER

08.30	Registration		
OPENING SESSION			
09.00-09.05	Welcome	Simon Fell	Technology & Innovation Director, EBU
09.05-09.10	Introduction to FORECAST'14	David Hemingway	Chairman Strategic Programme on Spectrum, BBC
09.10-09.30	KEYNOTE: Questioning the future of DTT	André Prah	Head of Programme Distribution, RTL
SESSION 1: HOW WILL THE UHF BAND (470-790 MHz) BE USED IN THE NEXT DECADE?			
09.30-10.00	ITU preparations for WRC-15	[TBC]	
10.00-10.30	According to CEPT	Jaime Afonso	CEPT TG6 Chair, Anacom
10.30-11.00	Tea, coffee, demos & networking		
11.00-11.30	EC High Level Group outcomes	Andreas Geiss	Acting Head of Unit at DG CONNECT - Spectrum Policy
11.30-12.00	What do EU Member States think?	[TBC]	
12.00-12.30	EBU contributions to the process	Roland Beutler	Programme Distribution Strategy, SWR
12.30-14.00	Networking buffet lunch		
SESSION 2: A ROADMAP FOR TV BROADCASTING			
14.00-14.30	DVB work on the terrestrial standard	Vincent Grivet	Group Head of Broadcast Development, TDF
14.30-15.00	UHDTV blueprint	David Wood	EBU
15.00-15.30	When can we expect an harmonised release of 700 MHz? And how?	Peter Couch	Head of Strategic Planning, Arqiva
15.30-16.00	Tea, coffee, demos & networking		
16.00-16.20	CASE STUDY: DTT will last until 2030 and beyond	[TBC]	
16.20-16.40	CASE STUDY: Use of the UHF band in Switzerland	Alexander Kholod	Ofcom, Switzerland
PANEL DISCUSSION			
16.40-17.30	Can an harmonized roadmap for DTT exist?		
17.30-19.00	Drinks, snacks & networking		

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SHAPING A BROADCAST FUTURE

THURSDAY 6 NOVEMBER

SESSION 3: WHEN BROADCAST MEETS BROADBAND

09.00-09.30	A realistic picture of net-neutrality on broadband networks	Bram Tullemans	Senior Project Manager, EBU
09.30-10.00	Opportunities & challenges for broadcast-broadband convergence	David Lewin	Partner at Plum Consulting
10.00-10.30	Hello 5G! What would requirements for broadcasters be?	Jochen Mezger	General Manager Program Distribution, IRT
10.30-11.00	<i>Tea, coffee, demos & networking</i>		
11.00-11.20	HbbTV roadmap	[TBC]	
11.20-11.40	Cross platform authentication	Sébastien Noir	Web Developer, RTS
11.40-12.00	Second screen applications	Matt Hammond	Research Engineer, BBC

DISCUSSION SESSION 3

12.00-12.30	How has traditional linear media consumption changed (since second screen, internet etc.) and what is the impact for the future of broadcasting?
12.30-14.00	<i>Seated lunch</i>

SESSION 4: THE LATEST ON RADIO

14.00-14.20	What's the latest news for hybrid radio?	Mathias Coinchon	Senior Project Manager, EBU
14.20-14.40	A strategy for digital radio switchover	[TBC]	
14.40-15.00	Future uses of Band II	[TBC]	
15.00-15.30	<i>Tea, coffee, demos & networking</i>		

DISCUSSION SESSION 4

15.30-16.15	A roadmap for Band II, how to get there?
16.15-16.30	Seminar wrap-up

INFORMATION & REGISTRATION: TECH.EBU.CH/FORECAST14