EBU
OPERATING EUROVISION AND EURORADIO

BROADTHINKING

TUESDAY 27 MARCH 2018 (MODERATOR: IGNACIO GOMEZ, RTVE)

SESSION 1: KEYNOTE

09:00 – 09:15	**Welcome to BroadThinking 2018**	Bram Tullemans (EBU)
09:15 – 09:30	**Demonstration pitches**	
09:30 – 10:00	**Challenges for online distribution**	Jan Devos (VRT)
10:00 – 10:30	*Tea, coffee & demos*	

SESSION 2: STREAMING

10:30 – 11:00	**Testing AV1 with HEVC and JEM**	Hans Hoffmann (EBU)
11:00 – 11:30	**AV1: The new open Codec in action**	Christian Feldmann (BitMovin)
11:30 – 12:00	**CMAF for combined delivery of MPEG-DASH for HbbTV and HLS for iOS, Android and HTML5**	Martin Schmalohr (IRT)
12:00 – 12:30	**Interoperability Efforts for Internet TV Services**	Thomas Stockhammer (Qualcomm)
12:30 – 14:00	*Networking lunch & demos*	

SESSION 3: AUDIENCE TRENDS

14:00 – 14:30	**Audience trends in media consumption**	David Fernandez Quijada (EBU)
14:30 – 15:00	**The changing role of the TV**	Paul Szucs (Sony)
15:00 – 15:30	*Tea, coffee & demos*	

SESSION 4: NEW AUDIENCE ENGAGEMENTS

15:30 – 16:00	**Applicable Machine Learning for Media companies**	Patrick Arnecke (SRF)
16:00 – 16:30	**Targeted advertising in practice**	Henry Rivero (Clypd)
16:30 – 17:00	**In-stream localised content ingest**	David Holroyd (M2A)
17:00 – 17:30	**PEACH: Personalisation by Broadcasters for Broadcasters**	Sébastien Noir (EBU)

SOCIAL EVENT

19:00 –	**Beer and Bites @ The Crowned Eagle, 3 Rue de Fribourg in Geneva**	

WEDNESDAY 28 MARCH 2018 (MODERATOR: BRAM TULLEMANS, EBU)

SESSION 5: MEDIA PLAYERS

09:00 – 09:30	**Quality of Experience and Viewer Experience Best Practices**	Maarten Tielemans (TheoPlayer)
09:30 – 10:00	**Standardisation of statistics from Media Players**	Will Law (Akamai)
10:00 – 10:30	**DVB and HbbTV on hybrid services**	Peter MacAvock (DVB)
10:30 – 11:00	*Tea, coffee & demos*	

SESSION 6: CONTENT DELIVERY NETWORKS

11:00 – 11:30	**CDN role in 5G world**	Wilfried Dudink (CenturyLink)
11:30 – 12:00	**Findings from the EBU Multi-CDN project**	Hemini Mehta (EBU) & Ioannis Vougiouklakis (ERT)
12:00 – 12:30	**Practical use cases for WebRTC**	Shachar Zohar (Peer5)
12:30 – 14:00	*Seated lunch*	

SESSION 7: ON THE HORIZON

14:00 – 14:30	**GDPR: Introduction to Privacy by Design**	Lukasz Olejnik (Independent security and privacy researcher and consultant)
14:30 – 15:00	**Inspector Chamber: Interactive storytelling using Amazon Alexa's Artificial Intelligence**	George Wright (BBC)
15:00 – 15:30	*Tea, coffee & demos*	
15:30 – 16:00	**Virtual reality: Standardisation efforts and viable use cases**	Gilles Teniou (Orange Labs)
16:00 – 16:30	**Using high quality user generated content in broadcast services**	Ioannis Markopoulos (Forthnet)
16:30 – 17:00	**Rethinking Reliable Multicast Encapsulation Protocols**	Francesco De Angelis (5G-Xcast)
17:00 – 17:10	**Wrap-up**	

DEMONSTRATIONS

1 Flow Multi CDN	Michael Ritchie (Eurovision)
2. AV1 livestream	Stefan Lederer (Bitmovin)
3. In stream ad insertion workflow	David Holroyd (M2A)
4. COGNITUS: using UGC in high quality services	Rajitha Weerakkody (BBC R&D)
5. PEACH	Sébastien Noir (EBU)