



# **Welcome to the Hybrid age!**

## *Strategies, Challenges and Opportunities in Hybrid Broadcast Broadband*

Version 1.1

### **Wednesday, 1<sup>st</sup> December 2010**

#### **Session 1: HBB around Europe Chairman: Peter MacAvock (EBU)**

HBB services and systems around Europe are diverse. Participants will get a picture of what's happening in this strategically important area around Europe. The session will also explore the opportunities for a common approach.

13:00-13:30	Keynote – HBB vision	Andreas Weiss (ARD)
13:30-13:50	France	Bernard Fontaine (FT) - Webex
13:50-14:10	Germany	Klaus Merkel (IRT)
14:10-14:30	Italy	Gino Alberico (RAI)
14:30-14:50	Spain	Francisco Asensi (RTVE) – Webex
14:50-15:10	Coffee Break	

#### **Session 2: What's to resolve in the Hybrid space Chairman: Gino Alberico (RAI)**

What are the challenges and opportunities of hybrid broadcasting? The session looks at why there is so much hype in 'HBB' - and some of the real implications of this technology.

15:10-15:40	Keynote: YouView HBB service in UK and coverage of technical infrastructures for HBB	Anthony Rose (CCO, YouView) - Webex
15:40-16:00	Hybrid Radio – Challenges and Opportunities	George Wright (BBC)
16:00-16:20	Technical Challenges of mixing broadcast and broadband delivered content in a consumer electronics environment	Peter MacAvock (EBU)
16:20-16:40	Legal: overview on legal issues associated with hybrid/connected TV (content regulation, copyright, access to platforms, funding, service integrity, relations with industry)	Michael Wagner and Heijo Ruijsenaars (EBU Legal)
16:40-17:00	Marketing: How to stage a successful market launch – tools, requirements, alliances, cost	Christian Zimmer (Managing Director of Isobar Germany)

17:00-17:10 Round-up of Day 1  
17:10 End of day 1

## ***Thursday, 2<sup>st</sup> December 2010***

### **Session 3: When the Tyres meet the Road - launching HBB**

**Andreas Weiss (ARD)**

The speakers from the first day will summarise the discussions and analyse the "ingredients for successful HBB". EBU General Assembly participants will then debate the plans, visions and possibilities.

The aim of the session is to identify conclusions on whether EBU members join a common HBB initiative, and what might be the elements of this initiative.

09:30-09:45	Summary of previous day	Peter MacAvock (EBU)
09:45-10:15	Roundtable – ingredients for success (incorporating previous "HBB Launch: Challenge, opportunity & cost" from first day)	Moderator: Andreas Weiss with Speakers of Session 1
10:15-10:45	Coffee Break	
10:45-11:45	Interactive debate: your plans, visions and possibilities. Should EBU Members join a common HBB launch initiatives?	Moderators: Andreas Weiss (ARD) and Peter MacAvock (EBU)
11:45-12:00	Summary, outlook and next steps	Peter MacAvock (EBU)
12:00	End	