

EBU MULTICAST 2014

BROADCASTING ON THE INTERNET

WEDNESDAY 24 SEPTEMBER – THE BUSINESS OF MULTICAST DAY

11:00-11:05 Welcome

SESSION 1: INTRODUCTION TO MULTICAST

11:05-12:00 **History of Multicast – What was the intention and what is the reality now?** TBC

12:00-13:00 **What is needed for multicasting in 2014?**

13:00-14:00 *Seated lunch*

SESSION 2: THINGS TO THINK ABOUT

14:00-14:30 **Application layer specifics** TBC

14:30-15:00 **Arrangements between content provider and service provider** TBC

15:00-15:30 **CDN interactions** TBC

15:30-16:00 *Coffee & networking*

SESSION 3: BUSINESS MODEL

16:00-16:20 **Content provider perspective** TBC

16.20-16:40 **Service provider perspective** TBC

16:40-17:00 **Technology provider perspective** TBC

17:00-17:30 **Wrap-up discussion**

17.30 *End Day 1*

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THURSDAY 25 SEPTEMBER – IMPLEMENTATION MASH-UP DAY

09:00-09:015	Welcome and round-up of Day 1	TBC
SESSION 1: PROGRAMMING ASPECTS		
09:15-11:00	A programmer's guide: What is needed for implementation?	TBC
11:00-11:15	<i>Coffee & networking</i>	
11:15-13:00	Coding time <i>Start coding with (your) player and available example code and testbed.</i>	
13:00-14:00	<i>Working lunch</i>	
SESSION 2: PROGRAMMING ASPECTS CONT'D		
14:00-15:00	Coding time cont'd <i>Continue coding, mashing up your own code with examples using the testbed.</i>	
15:00-16:00	Presentation of results of hands-on implementation hack-day	
16:00	<i>End Day 2</i>	