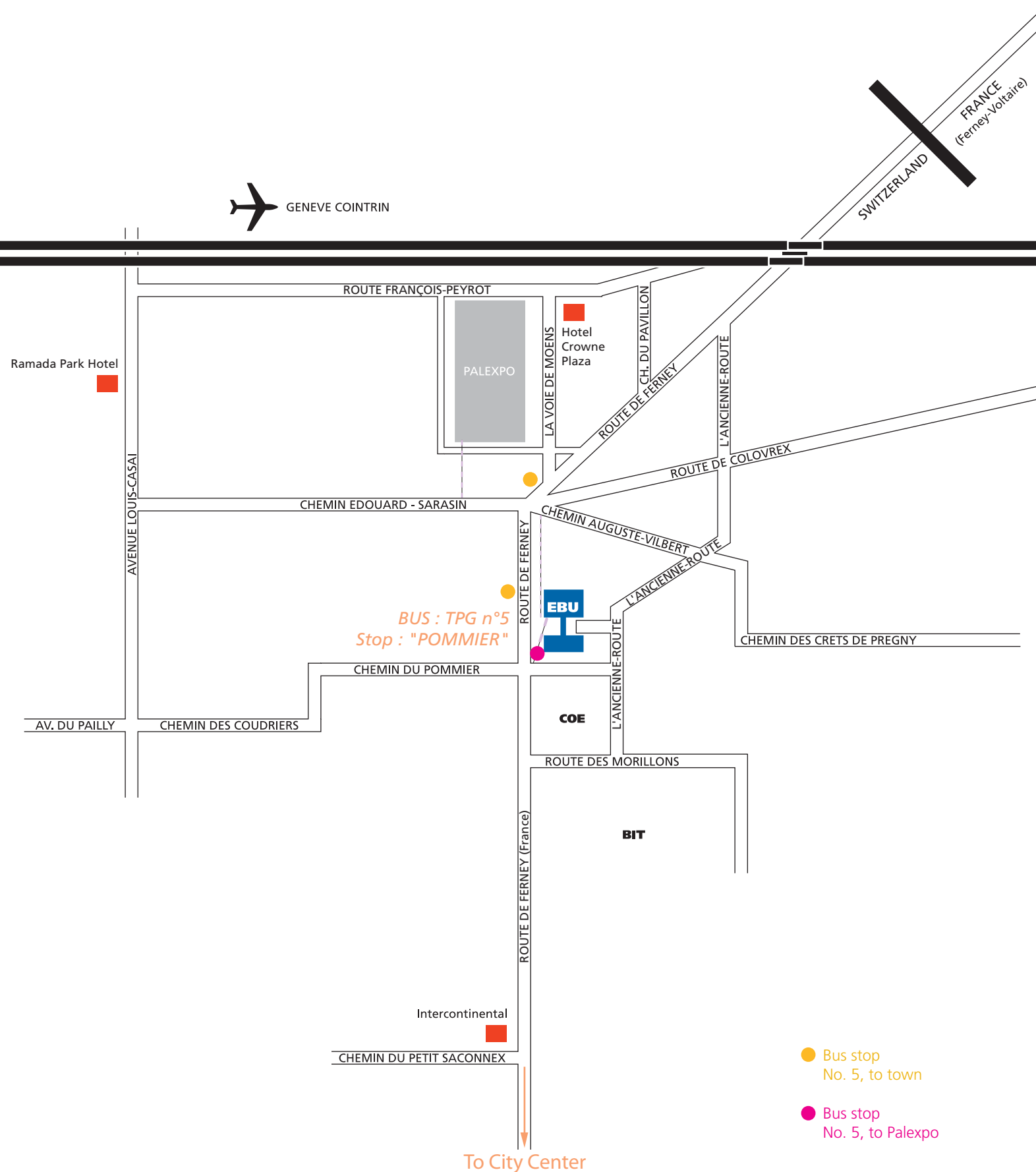


# How can EBU Members survive Broadband & Mobiles?



The New Media Forum 2006 / Geneva, 22–23 June

Organized by the Digital Strategy Group II

VENUE:  
**European Broadcasting Union**  
 L'Ancienne-Route 17A  
 Case postale 45  
 CH-1218 Grand-Saconnex  
 Switzerland



# The NEW MEDIA FORUM 2006

## How can EBU Members survive Broadband and Mobiles?

### DAY 1 22 June

08.30–09.45

Registration

09.45–10.00

**Opening keynote: To converge or not to converge: that is the question for broadcasters**  
*Greg Lowe, YLE*

10.00–13.00

**Session 1 The positioning of EBU Members in the media landscape**  
Coordinators: *Andreas Weiss, ARD; Gilles Marchand, SRG SSR idée suisse/TSR; and Simone Emmelius, ZDF*  
Chair: *Gilles Marchand, SRG SSR idée suisse/TSR*

10.00–10.30

**Are viewers and listeners to be suffocated with choice?**  
*Philip Laven, EBU*

10.30–11.00

Coffee breaks

11.00–12.00

**Panel discussion**  
**Positioning in the media landscape: It's economics, stupid!**  
Panelists:  
*Jean-Réveillon, EBU*  
*Simone Emmelius, ZDF*  
*Verena Wiedemann, ARD*

12.00–12.30

**How will the concept of public service broadcasting evolve in the years ahead?**  
*David Wood, EBU*

12.45–14.00

Lunch

14.00–17.30

**Session 2 The battle for the 'foyer', telecoms, cable companies, and broadcasters**  
Coordinators: *Xavier Drumare, FT and Carlos Barrocas, RTP*  
Chair: *Xavier Drumare, FT*

**A global view of the battle for the foyer**  
*Lode Nachtergaele, VRT*

**How does IPTV work in practice?**  
*Guillaume Lacroix, Cegetel*

**How do you run both broadcasting and IPTV networks?**  
*Erik Nord, Telenor*

15.30–16.00

Coffee break

**The role of regulation in a converged environment**  
*Giovanni Santella, AGCOM*

**New horizons for broadcasters**  
*Peter Schmitz, Euronews*

**Conclusions**  
*Xavier Drumare and Carlos Barrocas*

19.30

**Dinner at "Auberge Port Gitana"**

### DAY 2 23 June

09.00–12.30

**Session 3 The battle for the 'handheld', radio broadcast, television broadcast, digital telephone, and WiMax**  
Chairs: *Sofus Midtgaard, DR and Michael Mullane, EBU*

**DAB and DMB – Multimedia to mobile devices**  
*Roger Johansson, Factum*

**What does the audience want?**  
*Sabine Ehlers, Swedish Government*

**What will be tomorrow's network, and what space will be available for handhelds?**  
*Cristina Bueti, ITU and Marco Obiso, ITU*

**Mobile TV in the UK and Europe**  
*Matthew Honey, Unique Interactive*

10.45–11.10

Coffee break

**How well did mobile services of the Winter Olympics work?**  
*Alberto Morello, RAI*

**Mobile Broadcast – FreeTV anytime, everywhere, on every device**  
*Helwin Lesch, BR*

**Discussion and conclusions**  
*Sofus Midtgaard, DR and Michael Mullane, EBU*

12.30–14.00

Lunch

14.00–16.30

**Session 4 Success by joint effort: Can public-private partnerships be made successful?**  
Coordinators: *Knud Ebbesen, DR and Michel Mol, NPB*  
Chair: *Knud Ebbesen, DR*

**News and video on handhelds**  
*Zvezdan Martić, RTVSLO*

**Bringing PSB archives to digital television on demand**  
*Michel Mol, NPB*

**Innovation in mobile services**  
*Sofus Midtgaard, DR*

15.15–15.30

Coffee break

**How to navigate the labyrinth of legal issues**  
*Michael Wagner, EBU*

**Discussion and conclusions**  
*Knud Ebbesen, DR and Michel Mol, NPB*

16.30–17.00

**Closing keynote: Broadcasters can win them all!**  
*John Ousby, BBC*