

BROADTHINKING 2014

WHERE BROADCAST MEETS BROADBAND

WEDNESDAY 26 MARCH – DAY 1

08.30	Registration		
09.00-09.05	Welcome to BroadThinking 2014	Simon Fell	EBU
09.05-09.30	Introduction <i>Plus demo pitches</i>	Bram Tullemans	EBU
SESSION 1: USER INTERFACES			
09.30-10.00	Future technologies for interfaces <i>What techniques should be used</i>	Dale Herigstad	SeeSpace
10.00-10.30	Web technologies for Interactive TV <i>Using HTML5 and the browser</i>	Frode Hernes	Opera
10.30-11.00	Access services in online delivery <i>Update on EBU-TT-D and related work</i>	Frans de Jong	EBU
11.00-11.30	<i>Tea, coffee & demos</i>		
SESSION 2: PERSONALIZATION			
11.30-12.00	Personalizing hybrid media devices <i>A new protocol for cross-platform authentication</i>	Sean O'Halpin	BBC
12.00-12.30	Turning audience data into actionable insights <i>Deriving business value out of fragmented data</i>	Akihiro Tsuchiya	Streamhub
12.30-13.00	Personalization that makes a difference <i>How to combine the algorithmic building blocks</i>	Adolf Proidl	XroadMedia
13.00-14.00	<i>Buffet lunch & demos</i>		
SESSION 3: CONNECTED SCREENS			
14.00-14.30	Broadcaster view on connected screens <i>The RTVE experience</i>	Ignacio Gomez	RTVE
14.30-15.00	Device synchronization using DVB <i>A key enabler for second screens</i>	Kevin Murray	Cisco
15.00-15.30	CE vendor's view on connected devices <i>The ecosystem from a manufacturer's perspective</i>	Mark Londero	SONY
15.30-16.00	<i>Tea, coffee & demos</i>		
SESSION 4: QUALITY COUNTS			
16.00-16.30	'Over The Top' Radio <i>Using adaptive bitrate for audio only</i>	Dirk Griffioen	Unified Streaming
16.30-17.00	Impact of HEVC on the distribution chain <i>Will it just be used for 4k?</i>	David Price	Ericsson
DISCUSSION			
17.00-17.30	Round-up and discussion on the topics of the day Moderator: Egon Verharen (NPO)		

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THURSDAY 27 MARCH – DAY 2

09.00-09.30	Introducing the Reference Test Engine <i>EBU efforts in the cloud domain and reference testing</i>	Bram Tullemans	EBU
SESSION 5: USING THE CLOUD IN A PUBLICATION WORKFLOW			
09.30-10.00	Using a hybrid setup for encoding to distribution <i>First results of an optimised BBC workflow</i>	Marina Kalkanis and Henry Webster	BBC
10.00-10.30	Advantages of SDN and OpenFlow <i>Future cloud technologies of interest to broadcasters</i>	Marc-Elian Bégin	SixSq
10.30-11.00	<i>Tea, coffee & demos</i>		
SESSION 6: DELIVERY TRENDS			
11.00-11.30	A broadcaster's perspective <i>Taking matters into your own hands with HTTP streaming</i>	Egon Verharen	NPO
11.30-12.00	New Media Distribution Technologies for CDNs <i>Upgrades to meet bandwidth demand</i>	Will Law	Akamai
12.00-12.30	Network measurements for load balancing <i>Optimizing data flows using different online delivery models</i>	Julien Coulon	Cedexis
12.30-14.00	<i>Seated lunch</i>		
SESSION 7: CONTENT PROTECTION			
14.00-14.30	Implementing content protection in HTML5 <i>Using adaptive streaming, Encrypted Media Extensions and Media Source Extensions</i>	Stefan Arbanowski	Fraunhofer FOKUS
14.30-15.00	Setup your encoding chain for content protection <i>Using common encryption and EME</i>	Ian Trow	Harmonic
15.00-15.30	<i>Tea, coffee & demos</i>		
SESSION 8: ESSENTIAL UPDATES			
15.30-16.00	HbbTV 2.0 is all about... <i>HTML5, 2nd screen synchronization but what else and when?</i>	Jon Piesing	TP Vision
16.00-16.30	Updates on DASH standards <i>Addressing the Distribution of Broadcasters' Content</i>	Thomas Stockhammer	Qualcomm
16.30-17.00	3GPP User Services <i>E-MBMS ready for TV distribution!?</i>	Gilles Teniou	Orange Labs
DISCUSSION			
17.00-17.30	Round-up and discussion on the topics of the day Moderator: Gino Alberico (RAI)		

DEMONSTRATIONS

Qualcomm, Digital TV-labs, Ericsson, Cisco, Fraunhofer FOKUS [and more...](#)