

# BROADTHINKING 2015

WHERE BROADCAST MEETS BROADBAND

**WEDNESDAY 18 MARCH**

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## SESSION 1: KEYNOTES

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09:00 – 09:05	<b>Welcome to BroadThinking 2015</b>	Simon Fell	EBU
09:05 – 09:30	<b>Introduction and demo pitches</b>	Bram Tullemans	EBU
09:30 – 10:00	<b>Current status of HbbTV in the market</b>	Peter Mac Avock	EBU
10:00 – 10:30	<b>Technologies in HbbTV 2.0</b>	Jon Piesing	TPVision
10:30 – 11:00	<i>Tea, coffee &amp; demos</i>		

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## SESSION 2: BROADCAST SIGNALLING & CERTIFICATION

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11:00 – 11:30	<b>Broadcast signalling in detail</b>	Klaus Merkel	IRT
11:30 – 12:00	<b>Enabling HbbTV in the absence of broadcast signalling</b>	Rob Koenen	TNO
12:00 – 12:30	<b>HbbTV certification in practice</b> On a country by country basis	Bob Campbell	Digital TV Labs
12:30 – 13:30	<i>Buffet lunch and demos</i>		

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## SESSION 3: USER INTERFACES & INTERACTION

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13:30 – 14:00	<b>Usability analysis of HbbTV</b>	Sven Pagel	Hochschule Mainz
14:30 – 15:00	<b>HbbTV SDK</b>	Frode Hernes	Opera
15:00 – 15:30	<b>Access services in HbbTV</b>	Beatrice Caruso	SwissTXT
14:00 – 14:30	<b>Companion screens and HbbTV 2.0</b>	Matt Hammond	BBC
14:30 – 15:00	<i>Tea, coffee &amp; demos</i>		

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## SESSION 4: APPLICATION SHOWCASES

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15:00 – 16:20	<b>First screen interaction</b>	Nico Patz	RBB
16:20 – 16:40	<b>New functionalities in Switzerland</b>	Martyn Spycher	SRG SSR
16:40 – 17:00	<b>Semi-automatic TV-enhancements</b>	TBC	TBC
17:00 – 17:20	<b>Integrating Twitter, PayPal, Live-TV, etc.</b>	Klaus Merkel	IRT
17:20 – 17:40	<b>TBC</b>	TBC	TBC

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### THURSDAY 19 MARCH

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#### SESSION 5: MPEG-DASH

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09:00 – 09:30	<b>Introduction of DVB DASH and the HbbTV test regime</b>	Jeff Goldberg	Cisco
09:30 – 10:00	<b>Interoperability and relation to the other DASH specifications</b>	Thomas Stockhammer	Qualcomm
10:00 – 10:30	<b>Market penetration of DASH and future developments</b>	Iraj Sodegar	Microsoft
10:30 – 11:00	<i>Tea, coffee &amp; demos</i>		

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#### SESSION 6: MIGRATION PATHS FOR INTERACTIVE TV

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11:00 – 11:30	<b>Coexistence of ITV systems as a step towards migration</b>	Cristian Keimel	IRT
11:30 – 12:00	<b>Italy: From MHP to HbbTV 2.0</b>	Gino Alberico	Rai
12:00 – 12:30	<b>UK: From MHEG to HbbTV 2.0</b>	TBC	GlobalITV TBC
12:30 – 14:00	<i>Seated lunch</i>		

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#### SESSION 7: SERVICES & DEPLOYMENT

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14:00 – 14:30	<b>Rolling out DRM services in Netherlands</b>	Ammar Hamilcar Tijani	PeoplesPlayground
14:30 – 15:00	<b>Of World Champions, Data Protection Officers and Application Developers</b>  The current situation of ARD's HbbTV services with the red button	Sabine Wahrmann	ARD
15:00 – 15:30	<b>Roll out of HbbTV services in Spain</b>	Ignacio Gomez	RTVE
15:30 – 16:00	<i>Tea, coffee &amp; demos</i>		

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#### SESSION 8: PROMOTION TACTICS

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16:00 – 16:30	<b>HbbTV it's more than just a specification</b>  <i>A CE manufacturers position</i>	Simon Waller	Samsung
16:30 – 17:00	<b>HttV how HbbTV promotes itself</b>  <i>Addressing the Distribution of Broadcasters' Content</i>	Regis St. Girons	HttV
17:00 – 17:30	<b>Wrap-up</b>	Bram Tullemans	EBU

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## DEMONSTRATIONS

<b>Title</b>	<b>Location</b>	<b>Presenters</b>
Country services one-to-one sessions	<i>Digital Living Room</i>	ARD (Germany), NPO (Netherlands), RTVE (Spain), SRG SSR (Switzerland)
Digital TV labs: HbTV conformance testing	<i>Foyer</i>	TBC
Companion screen synchronisation	<i>Foyer</i>	BBC
TBC	<i>Foyer</i>	TB
HbbTV platform services	<i>Foyer</i>	Peoplesplayground
TBC	<i>Foyer</i>	TBC
TBC	<i>Foyer</i>	TBC