

## BROADTHINKING 2015

WHERE BROADCAST MEETS BROADBAND

WEDNESDAY 18 MARCH

### SESSION 1: KEYNOTES

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>		

### SESSION 2: BROADCAST SIGNALLING & CERTIFICATION

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>		

### SESSION 3: USER INTERFACES & INTERACTION

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
15:30 – 16:00	<b>Companion screens and HbbTV 2.0</b>	Matt Hammond	BBC
16:00 – 16:30	<i>Tea, coffee &amp; demos</i>		

### SESSION 4: APPLICATION SHOWCASES

16:30 – 16:50	<b>Advanced User Interaction – Showcases from Germany and Spain</b>	Nico Patz	RBB
16:50 – 17:10	<b>HbbTV – full flexibility for editorial teams</b>	Martin Spycher	SRG SSR
17:10 – 17:30	<b>Linking the Web seamlessly with broadcast TV: issues and lessons learnt</b>	Lyndon Nixon	MODUL University Vienna
17:30 – 17:50	<b>Integrating Twitter, PayPal, Live-TV, etc.</b>	Klaus Merkel	IRT
17:50 – 18:10	<b>Czech Television application highlights</b>	Pavel Kohout	CT

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### THURSDAY 19 MARCH

#### SESSION 5: MPEG-DASH

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>		

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

11:00 – 11:30	<b>Coexistence of ITV systems as a step towards migration</b>	Christian Keimel	IRT
11:30 – 12:00	<b>Italy: From MHP to HbbTV 2.0</b>	Gino Alberico	Rai
12:00 – 13:30	<i>Seated lunch</i>		

#### SESSION 7: SERVICES & DEPLOYMENT

13:30 – 14:00	<b>Rolling out DRM services in Netherlands</b>	Ammar Hamilcar Tijani	PeoplesPlayground
14:00 – 14:30	<b>Of World Champions, Data Protection Officers and Application Developers</b> <i>The current situation of ARD's HbbTV services with the red button</i>	Sabine Wahrmann	ARD
14:30 – 15:00	<b>Roll out of HbbTV services in Spain</b>	Ignacio Gomez	RTVE
15:00 – 15:30	<i>Tea, coffee &amp; demos</i>		

#### SESSION 8: PROMOTION TACTICS

15:30 – 16:00	<b>HbbTV it's more than just a specification</b> <i>A CE manufacturers position</i>	Simon Waller	Samsung
16:00 – 16:30	<b>HttV how HbbTV promotes itself</b> <i>Addressing the Distribution of Broadcasters' Content</i>	Regis St. Girons	HttV
16:30 – 16:00	<b>Wrap-up</b>	Bram Tullemans	EBU

## DEMONSTRATIONS

<b>Title</b>	<b>Location</b>	<b>Presenters</b>
Country services one-to-one sessions	<i>Digital Living Room</i>	NPO (Netherlands) Joost Negenman, on behalf of EU CIP TV RING project, RTVE (Spain), ARD (Germany), SRG SSR (Switzerland)
HbbTV conformance testing	<i>Foyer</i>	Digital TV Labs
Companion screen synchronisation	<i>Foyer</i>	BBC
LinkedTV HbbTV	<i>Foyer</i>	MODUL University Vienna
HbbTV platform services	<i>Foyer</i>	Peoplesplayground
New HbbTV services	<i>Foyer</i>	SwissTXT