



**WEDNESDAY 06 APRIL** (MODERATOR: IGNACIO GOMEZ, RTVE)

## SESSION 1: KEYNOTE

09:30 – 09:35	<b>Welcome to BroadThinking</b>	Simon Fell	EBU
09:30 – 10:00	<b>Introduction and demo pitches</b>	Bram Tullemans	EBU
10:00 – 10:30	<b>State of the art OTT techniques for public service media</b>	Egon Verharen	NPO
10:30 – 11:00	<i>Tea, coffee &amp; demos</i>		

## SESSION 2: DASH

11:00 – 11:30	<b>DASH profiles used in production</b>	Martin Schmalohr	IRT
11:30 – 12:00	<b>State of DASH deployment</b>	Tomas Stockhammer	Qualcomm
12:00 – 12:30	<b>Enhancing quality with DASH</b>	Mary-Luc Champel	Technicolor
12:30 – 13:00	<b>Multicast deployment in an HTTP world</b>	Thierry Fautier	Harmonic
13:00 – 14:00	<i>Networking lunch &amp; demos</i>		

## SESSION 3: MAKING BIG DATA PRACTICAL

14:00 – 14:30	<b>Public service media recommendation system co-development</b>	Michael De Lucia	RTS
14:30 – 15:00	<b>Player data for CDN analytics and user experience</b>	Alberto Gomez Yuste	Nice People at Work
15:00 – 15:30	<b>Data analytics for personalised services</b>	Jordi Gilabert Ferran Muñoz	Konodrac
15:30 – 16:00	<i>Tea, coffee &amp; demos</i>		

## SESSION 4: ACCESSIBILITY AND SECURITY

16:00 – 16:30	<b>Access services in the 'connected TV' world</b>	Annette Wilson Francesc Mas Peinado	RBB CCMA
16:30 – 17:00	<b>Personalization of multi-access services</b>	Vincent Dabouineau	France Télévisions
17:00 – 17:30	<b>How to arm yourself against DDOS attacks</b>	Andreas Schneider	SRG SSR

## SOCIAL EVENT

19:00 –	<b>Key &amp; Eagle</b> 7 Rue De Grenus 1201 Geneva	*Don't forget to bring your 2 tickets (map at reception)	
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**THURSDAY 07 APRIL** (MODERATOR: GORAN GVOZDEN, HRT)

## SESSION 5: HBBTV

09:00 – 09:30	<b>State of HbbTV</b>	Jon Piesing	TPVision
09:30 – 09:50	<b>Freeview Play and HbbTV</b>	Alex Russell	Digital UK
09:50 – 10:10	<b>Extending metadata for EPG functionality in HbbTV</b>	Andy Secker	BBC
10:10 – 10:40	<b>HbbTV in Italy</b>	Angelo Pettazzi	Mediaset
10:40 – 11:00	<i>Tea, coffee &amp; demos</i>		

## SESSION 6: ON THE HORIZON

11:00 – 11:30	<b>Virtual reality streaming</b>	Rainer Kirchknöpf & Stephan Steglich	ZDF & Fraunhofer
11:30 – 12:00	<b>Operator HbbTV applications</b>	Rob Koenen	TNO
12:30 – 13:00	<b>Use case for Olympic Games</b>	Manuel Gomez	RTVE
13:00 – 14:30	<i>Seated lunch</i>		

## SESSION 7: OTT PLAYER DEVELOPMENTS

14:30 – 15:00	<b>Cross-platform OTT delivery strategy for broadcasters</b>	Stefan Pham	Fraunhofer Fokus
15:00 – 15:30	<b>TV Casting</b>	Bojan Jovanovic	Ericsson
15:30 – 16:00	<i>Tea, coffee &amp; demos</i>		
16:00 – 16:30	<b>Latest development in player technology</b>	Stefan Lederer	Bitmovin
16:30 – 16:45	<b>Application and Player Testing – Challenges and Solutions</b>	Bob Campbell	Eurofins Digital Testing
16:45 – 17:00	<b>Wrap-up</b>	Bram Tullemans	EBU

## DEMONSTRATIONS

1. Multi-Platform Subtitle Services	7. Virtual Reality 360 streaming
2. Alternative audio production and distribution	8. HbbTV Application testing
3. Automatic UI adaptation	9. HbbTV Application Toolkit
4. Sign Language Translation Services	10. HbbTV Companion Screen
5. Automatic signing Avatar	11. EBU Recommendation Systems
6. Open source media player Media4Dplayer	