



**WEDNESDAY 03 MAY 2017** (MODERATOR: IGNACIO GOMEZ, RTVE)

#### SESSION 1: KEYNOTE

10:00 – 10:15	<b>Welcome to BroadThinking 2017</b>	Bram Tullemans (EBU)
10:15 – 10:30	<b>Introduction and demo pitches</b>	
10:30 – 11:00	<b>Overview of market developments</b>	Thierry Fautier (Harmonic)
11:00 – 11:30	<i>Tea, coffee &amp; demos</i>	

#### SESSION 2: 5G: BROADCAST, UNICAST AND EVERYTHING IN BETWEEN

11:30 – 12:00	<b>5G opportunities for broadcasters</b>	Roland Beutler (SWR)
12:00 – 12:30	<b>Enhanced TV Services over 3GPP MBMS</b>	Thomas Stockhammer (Qualcomm)
12:30 – 14:00	<i>Networking lunch &amp; demos</i>	

#### SESSION 3: STREAMING PROGRESS

14:00 – 14:30	<b>DASH Patent Portfolio License terms explained</b>	Allen Harkness (MPEG-LA)
14:30 – 15:00	<b>VR-Streaming: the tiled approach</b>	Ray van Brandenburg (Tiledmedia)
15:00 – 15:30	<b>HTTP2.0: the next generation of APIs that could change video streaming</b>	Rémi Julien (Streamroot)
15:30 – 16:10	<b>The DASH, CMAF wave: how to ride it</b>	Nicolas Weil (Akamai) & Cyril Concolato (Télécom ParisTech)
16:10 – 16:30	<i>Tea, coffee &amp; demos</i>	

#### SESSION 4: FILE PREPARATION IN THE CLOUD

16:30 – 17:00	<b>Optimizing live and file workflows in the cloud</b>	Marina Kalkanis (M2A)
17:00 – 17:30	<b>Extended Origin functionalities</b>	Rufael Mekuria (Unified Streaming)
17:30 – 18:00	<b>DRM rollout challenges and solutions</b>	James Burt (Vualto)

#### SOCIAL EVENT

19:00 –	<b>Beer and Bites at the 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 04 MAY 2017** (MODERATOR: GORAN GVOZDEN, HRT)**SESSION 5: MEDIA PLAYER DEVELOPMENTS**

09:00 – 09:30	<b>Video player developments</b>	Eric Boyd (JW Player)
09:30 – 10:00	<b>Relevant metrics to measure Quality of Service</b>	Julien Coulon & Arnaud Becart (Cedexis)
10:00 – 10:30	<b>Ups and downs of player feature implementation</b>	Rafal Wisona (Jupiter Integration)
10:30 – 11:00	<i>Tea, coffee &amp; demos</i>	

**SESSION 6: NEW CDN FUNCTIONALITIES**

11:00 – 11:30	<b>Go with the Flow: utilizing a Multi-CDN strategy</b>	Bram Tullemaans (EBU)
11:30 – 12:00	<b>Trends in CDN delivery for websites and video</b>	Michael Ritchie & Vladimir Vuksan (Fastly)
12:00 – 12:30	<b>Build your own hybrid CDN to optimize quality</b>	David Karlsson (SVT)
12:30 – 14:00	<i>Seated lunch</i>	

**SESSION 7: LARGE AND SMALL SCREENS**

14:00 – 14:30	<b>Television and the W3C</b>	Steven Morris (Espial)
14:30 – 15:00	<b>Expanding HbbTV's Horizons</b>	Jon Piesing (TPVision)
15:00 – 15:30	<i>Tea, coffee &amp; demos</i>	
15:30 – 16:00	<b>Lessons learned developing online video platform based on microservices in the cloud</b>	Andreas Grün (ZDF) & Kemal Görgülü (Exozet)
16:00 – 16:30	<b>IP-based broadcasting: DASH over ROUTE</b>	Waqar Zia (Nomor)
16:30 – 16:45	<b>What will be on the agenda for BroadThinking 2018?</b>	Bram Tullemaans (EBU)

**DEMONSTRATIONS**

1. HDR and HFR DVB-T2 and DASH multiscreen playout
2. ATSC3.0: IP-based Service Layer with DASH and ROUTE
3. CMAF for Low Latency streaming
4. EBU Flow Multi-CDN project
5. Web based development system for HbbTV apps based on WordPress