

## WHERE BROADCAST MEETS BROADBAND

### PROGRAMME

#### TUESDAY 26 MARCH – DAY 1

08:30-09:00	<i>Registration</i>	
09:00-09:05	<b>Welcome to BroadThinking 2019</b>	Antonio Arcidiacono (EBU)
09:05-09:30	<b>Introduction</b> With demo pitches	Bram Tullemans (EBU)
<b>SESSION 1: SETTING THE OTT SCENE</b>		
09:30-10:00	<b>OTT challenges and solutions from RTVE</b> Data collection workflows for multidevice delivery	Manuel Gomez Zotano (RTVE)
10:00-10:30	<b>Online viewing behaviour in motion</b> EBU Media Intelligence Service market update	Alexandra Brenkman (EBU MIS)
10:30-11:00	<i>Tea, coffee &amp; demos</i>	
<b>SESSION 2: APPLICATIONS</b>		
11:00-11:30	<b>Front end developments that keep player providers awake at night</b> Multidevice deployment challenges	Reinhard Grandl (Bitmovin)
11:30-12:00	<b>Progressive web apps: benefits vs limitations</b> Javascript features that help with a fast web experience	Thijs Lowette (TheoPlayer)
12:00-12:30	<b>HbbTV as a Smart TV app solution</b> Using a single standalone HbbTV 1.5 service to publish Smart TV apps across multiple brands	Anders Hebert (SVT)
12:30-13:00	<b>New Relic for Media</b> The Do's and Don'ts of controlling distributed application environments	Philippe Attia (New Relic)
13:00-14:00	<i>Buffet lunch &amp; demos</i>	
<b>SESSION 3: AI FOR STREAM OPTIMISATION</b>		
14:00-14:30	<b>Beyond per-title-encoding</b> Optimal bandwidth usage by changing settings in real-time	Phil Cluff (MUX)
14:30-15:00	<b>AI for Encoding and Distribution: QoE Optimization Using AI for Live Events.</b> QoE optimisation using AI	Patrick Gendron (Harmonic)
15:00-15:30	<b>Using video analysis and real time player data to optimize adaptive streaming</b> Using video analysis and real time player to optimize adaptive streaming	Simon Orme, Krishna Rao Vijayanagar (MediaMelon)
15:30-16:00	<i>Tea, coffee &amp; demos</i>	
<b>SESSION 4: CONTENT PROTECTION</b>		
16:00-16:30	<b>Learnings from Introducing DRM:</b> How SRG SSR Copes with Added Complexity and Costs	Michael Schmidle (SRG SSR)
16:30-17:00	<b>Beyond proprietary protocols - a new era of content key security</b> How multiple DRMs can (or cannot) be integrated	Jürgen Jögeva (Axinom)
18:30-21:00	<i>Social event: Crowned Eagle Geneva</i>	

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### WEDNESDAY 27 MARCH – DAY 2

#### SESSION 5: FUTURE DISTRIBUTION MODELS

09:00-09:30	<b>Streaming technologies that define the future</b> 5G update: required standards and formats	Thomas Stockhammer (Qualcomm)
19:30-10:00	<b>Online delivery scenarios using satellite</b> Satellite contribution to online distribution	Maria Guta (ESA)
10:00-10:30	<b>The relevance of telcos in the video distribution landscape</b> The future role of telcos in relation to CDNs and bigger content players	Mark de Jong (Deutsche Telekom)
10:30-11:00	<b>Programmable Internet</b> Using Distributed Ledger and Segment Routing to control dynamic data distribution and routing over the Internet	Jonas Simanavicius (Noia Network)
11:00-11:30	<i>Tea, coffee &amp; demos</i>	

#### SESSION 6: MULTI AND HYBRID CDNS

11:30-12:00	<b>Multipath CDN: how content providers can truly control the QoE</b> One CDN leveraging the capabilities of the operator's network	Nivedita Nouvel, Guillaume Bichot (BroadPeak)
12:00-12:30	<b>Build your own CDN</b> Distributed cache deployments in practice	Vincent Baehler (SwissTXT)
12:30-13:00	<b>Which functions are supported with Multi-CDN</b> Market success factors and work update on new version	Martin Schmalohr (IRT), Bram Tullemans (Eurovision Flow)
13:00-14:30	<i>Seated lunch</i>	

#### SESSION 7: ESSENTIAL UPDATES 1/2

14:30-15:00	<b>Application information on available content</b> DVB-I specification for publication of local stream availability	James Jackson (Digital UK)
15:00-15:10	<b>Progress of the HbbTV standard</b> Update on roll out success and work on technical specification	Jon Piesing (HbbTV)
15:10-15:40	<b>Dynamic substitution of Broadcast Adverts using HbbTV</b> Introduction to the work in HbbTV and DVB on specifications for targeted advertising	Jon Piesing (HbbTV/DVB)
15:40-16:00	<i>Tea, coffee &amp; demos</i>	

#### SESSION 8: ESSENTIAL UPDATES 2/2

16:00-16:30	<b>Origin developments and best practices</b> Origin settings for live and on demand services	James Burt (Vualto)
16:30-16:40	<b>CTA QoE Metrics - update and call for review</b> Standardisation proposal of CTA	Will Law (Akamai)
16:40-17:10	<b>CMAF, OMAF progress reports</b> Standardisation and roll out updates	Iraj Sodagar (MPEG)
17:10-17:30	<b>Wrap-up</b>	Bram Tullemans (EBU)

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### DEMONSTRATIONS

- **Eurovision Flow:** Multi-CDN services with single management layer and fully automated switching.
- **BroadPeak:** Multi-CDN setup using multipath HTTP adaptive streaming technology
- **PEACH:** New functionalities to add personalisation to online services
- **Radio:** Voice controlled radio
- **EBU:** HFR Subjective Testing
- **Bitmovin:** The Latest Video Streaming Technology