

## WHERE BROADCAST MEETS BROADBAND

### PROGRAMME

#### WEDNESDAY 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 Zotano Gomez	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> Multi-device 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>Using HbbTV also for your native TV apps</b> Use-case and accessibility research		
12:30-13:00	<b>Monitoring your full stack</b> The Do's and Don'ts of controlling distributed application environments	TBC	
13:00-14:00	<i>Buffet lunch &amp; demos</i>		
<b>SESSION 3: AI FOR STREAM OPTIMASATION</b>			
14:00-14:30	<b>Beyond per-title-encoding</b> Optimal bandwidth usage by changing settings in real-time	Phill Cluff	MUX
14:30-15:00	<b>AI for encoding and distribution</b> QoE optimisation using AI	Patrick Gendron	Harmonic
15:00-15:30	<b>Using real time player data to optimize adaptive streaming</b> Technical KPIs that improve perceived video quality	Kumar Subramanian	MediaMelon
15:30-16:00	<i>Tea, coffee &amp; demos</i>		
<b>SESSION 4: DYNAMIC CLIP INSERTION</b>			
16:00-16:30	<b>Dynamic substitution of Broadcast Adverts using HbbTV</b> Walkthrough of DVB specifications for targeted advertising	Jon Piesing	TPV
16:30-17:00	(TBC)	(TBC)	TBC
18:00-20:00	<i>Social event: Crown Eagle Pub, Geneva</i>		

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### THURSDAY 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>Blockchain to control distribution</b> Edge services in telco and home network	(TBC)	(TBC)
11:00-11:30	<i>Tea, coffee &amp; demos</i>		

#### SESSION 6: CONTENT PROTECTION

11:30-12:00	<b>Challenges of using DRM for all your outlets</b>	(TBC)	(TBC)
12:00-12:30	<b>Multi-DRM in real life</b> How multiple DRMs can (or cannot) be integrated	(TBC)	(TBC)
12:30-14:00	<i>Seated lunch</i>	(TBC)	(TBC)

#### SESSION 7: MULTI AND HYBRID CDNS

14:00-14:30	<b>Improving QoE of an operator with multi-CDN</b> One CDN leveraging the capabilities of the operator's network	Nivedita Nouvel Guillaume Bichot	BroadPeak BroadPeak
14:30-15:00	<b>Build your own own CDN</b> Lighting up your own fibre or telco CDN caching	(TBC)	(TBC)
15:00-15:30	<b>Which functions are supported with Multi-CDN</b> Market success factors and work update on new version	Michael Schmalohr Bram Tullemans	IRT Eurovision Flow
15:30-16:00	<i>Tea, coffee &amp; demos</i>		

#### SESSION 8: ESSENTIAL UPDATES

16:00-16:30	<b>The next phase of HbbTV</b> Market success factors and work update on new version	(TBC)	(TBC)
16:30-17:00	<b>Application information on available content</b> DVB-I specification for publication of local stream availability	(TBC)	(TBC)
17:00-17:15	<b>Wrap-up</b>	Bram Tullemans	EBU

### 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