

## WHERE BROADCAST MEETS BROADBAND

### PROGRAMME

#### TUESDAY 24 MARCH – DAY 1

10:00-10:05	<b>Welcome to BroadThinking 2020</b>	Antonio Arcidiacono (EBU)
10:05-10:20	<b>Introduction</b> With demo pitches	Bram Tullemans (EBU)

#### SESSION 1: YEAR OF THE BIG EVENTS

10:20-10:40	<b>Eurovision Song Contest Innovation Challenge</b> How and what innovative projects the NPO selected for the upcoming event	Egon Verharen (NPO) Karen van Dijk (VPRO)
10:40-11:00	<b>Dynamic Scaling - Live Streaming 'On Demand'</b> How to provision cloud services dynamically for big live events	James Burt & Chris Jones (Vualto)
11:00-11:20	<b>How to Successfully Stream Your Large Scale Event</b> And promise exceptional digital experiences to your viewers	Franck Chevalier (Limelight Networks)
11:20-11:40	<b>Covid-19 and online services</b> Impact of the Corona crisis	Peter MacAvock (EBU)
11:40-11:55	<i>Tea, coffee &amp; Eurovox demo</i>	Ben Poor (EBU)

#### SESSION 2: THE COMING OF AGE FOR LIVE OTT

11:55-12:15	<b>How to Reach Consumers in a Connected World?</b> European trends in contrast to global developments	Maria Rua Aguite (Omdia)
12:15-12:35	<b>Are PSM and OTT the best frenemies?</b> An overview of the OTT PSM offers	Léa Besson (EBU)
12:35-12:55	<b>Will Telcos Win the Streaming Wars?</b>	Mark de Jong (Axello)
12:55-14:00	<i>Lunch &amp; Norigin demo</i>	Espen Erikstad (Norigin)

#### SESSION 3: APPS AND THINGS

14:00-14:20	<b>Thinking Smart</b> YLE on digital assistants and moving to SMART technologies	Anssi Komulainen (YLE)
14:20-14:40	<b>Overcoming the Challenges of SMART TV Development</b> Delivering good UX on a wide range of platforms	Espen Erikstad (Norigin)
14:40-15:00	<b>Data Driven Video Workflows</b> Follow the data	Daniel Weinberger (Bitmovin)
15:00-15:20	<b>Improving Video on Demand Experiences with AI</b> How to make sure your viewers discover relevant content in less time	Martin Prins (Media Distillery)
15:20-15:35	<i>Tea, coffee &amp; Media Distillery demo</i>	Martin Prins (Media Distillery)

#### SESSION 4: NEW CONTENT PROTECTION METHODS

15:35-15:55	<b>Securing End-to-End Live Streaming Workflows</b> Latest evolutions in security technologies, standards and best practices for live services	Nicolas Weil (AWS)
15:55	<b>VRT Sandbox: 23 degrees &amp; Klipworks demo</b>	Johannes Jaeschke (23 degrees) & Asger Rasmussen (Klipworks)

### WEDNESDAY 25 MARCH – DAY 2

#### SESSION 5: DISTRIBUTION

10:00-10:20	<b>Advantages of Multi-Sourced Caching Solutions</b> Open CDN application combining edge caching in telco network with hybrid-CDN	Martin Schmalohr (IRT), Julian Horstschäfer (WDR)
10:20-10:40	<b>Web Application Video Ecosystem (WAVE)</b> Device playback capability specification CTA-5003 explained and tested	Bob Campbell (Eurofins)
10:40-11:00	<b>Multi-CDN Use Cases in the Broadcast Domain</b> Progress of Eurovision Flow	Wilfried Dudink (Eurovision Flow) Bram Tullemans (EBU)
11:00-11:15	<i>Tea, coffee &amp; Eurovision Flow demo</i>	Wilfried Dudink (Eurovision Flow) Bram Tullemans (EBU)

#### SESSION 6: ALL THINGS 5G

11:15-11:35	<b>5G in Media Production and Distribution</b> Where are we and where do we want to go?	Darko Ratkaj (EBU)
11:35-11:55	<b>The 5G Media Technologies that Enable New Delivery Opportunities</b> What is [not] considered in DVB and 5G for an integrated service layer	Davide Milanese (RAI)
11:55-13:00	<i>Lunch &amp; Peach demo</i>	Sébastien Noir (EBU)

#### SESSION 7: ESSENTIAL TECH UPDATES

13:00-13:20	<b>5G Full Release and Streaming Format Improvements</b> Latest and upcoming development is 3GPP and DASH-IF	Thomas Stockhammer (Qualcomm)
13:20-13:40	<b>A pinch of broadcast in the OTT soup</b> Most exciting work that is delivered in DVB	Emily Dubs (DVB)
13:40-14:00	<b>The Ongoing Success of Hybrid Broadcast Broadband</b> HbbTV's and CT's progress in optimising interoperable services	Jon Piesing (TP Vision)
14:00-14:15	<i>Tea, coffee &amp; EU co-funded project IMAC</i>	Francesc Mas, Enric Torres, Alex Soler & Ronald Mies

#### SESSION 8: SUSTAINABLE FUTURE

14:15-14:35	<b>Can AI Contribute to Saving Energy for Video Delivery Systems?</b> Power usage evolution in video delivery systems and a state of art example	Jean-Louis Diascorn (Harmonic)
14:35-14:55	<b>Sustainability and Green Delivery</b> The environmental impact of the BBC's TV and radio services	Jigna Chandaria (BBC)
14:55-15:15	<b>Wrap-up</b>	Bram Tullemans (EBU)

# BRIO)ADTHINKING ONLINE

AN EBU EVENT

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### DEMONSTRATIONS

**EUROVISION FLOW** Multi-CDN services with single management layer and fully automated switching.

**PEACH** New functionalities to add personalisation to online services.

**EUROVOX** An open toolkit for transcription and translation, allowing citizens easy access to content in their native language.

**MEDIA DISTILLERY** Showcase of new AI-based features to enrich and improve VoD Services

**EU CO-FUNDED PROJECT IMAC** ImAc - production, streaming and personalized presentation of accessible immersive media

**NORIGIN MEDIA** Video Streaming Solutions for Broadcasters, Operators and OTT Service Providers

**SANDBOX HUB INITIATIVES** 23 degrees and Klipworks