

### PROGRAMME

**TUESDAY 23 March 2021 (10:00 – 17:00 CET) “PLATFORMS”**

10:00	<b>Housekeeping remarks by EBU event Chair</b>	Bram Tullemans (EBU)
10:05	<b>Welcome notes by Director EBU Technology &amp; Innovation</b>	Antonio Arcidiacono (EBU)
10:10	<b>Introduction by Chair of EBU Strategic Programme on Platforms</b>	Anssi Komulainen (YLE)

#### SESSION 1: Platform Trends – Market Perspective

10:15	<b>Introduction by the moderator</b>	Anssi Komulainen (YLE)
10:20	<b>Connected TV Gateways: UK market dynamics and the challenge for PSBs</b>	Mathew Horsman, Luke Boyd (Mediatique)
10:45	<b>OTT platform trends within and outside of the EBU Membership</b>	Léa Besson (EBU)
11:10 – 11:20	<i>Break</i>	

#### SESSION 2: Towards Findability - Segmentation and Live Recommendations

11:20	<b>Introduction by the moderator</b>	Paolo Casagrande (RAI)
11:25	<b>Object Based Media: improving the digital currency of linear output</b>	Miles Bernie, Ben Nuttall (BBC)
11:45	<b>Recommendations for live streams using PEACH and EuroVOX</b>	Sébastien Noir (EBU)

#### SESSION 3: Connected Cars

12:05	<b>Introduction by the moderator</b>	Ben Poor (EBU)
12:10	<b>Strategic overview and car platform expectations</b>	Roger Lanctot (Strategy Analytics)
12:35	<b>Hybrid radio – the broadcaster’s perspective</b>	David Layer (NAB)
13:00 – 14:00	<i>Lunch Break</i>	

#### SESSION 4: Interactive Services with HbbTV and DVB-I

14:00	<b>Introduction by the moderator</b>	Christian Klöckner (WDR)
14:05	<b>HbbTV state of the art, with a focus on the German market</b>	Klaus Merkel (IRT)
14:30	<b>What DVB-I can add to HbbTV - Implementation examples of using HbbTV and DVB-I together</b>	Mika Kanerva (Sofia Digital)
14:55	<b>Zattoo’s implementation of HbbTV on AndroidTV</b>	Franziska Kleemann (Zattoo)
15:20 – 15:35	<i>Break</i>	

#### SESSION 5: Platform Essentials

15:35	<b>Introduction by the moderator</b>	Hemini Mehta (EBU)
15:40	<b>Programme-Specific Content Protection and Multi-DRM Workflow Considerations</b>	Stefan Pham (Fraunhofer FOKUS)

16:00	<b>Web Technologies that Need to be on the Agenda of Broadcasters</b>	Francois Daoust (W3C)
16:20	<b>Designing an Accessible Media Player at the BBC</b>	Tom Anderson, Nigel Megitt (BBC)
16:40	<b>Sustainability for Infrastructures, Software and Online services: The beginning of a Long Journey</b>	Kemal Görgülü (Arte)
17:00	<i>End of day 1</i>	

## PROGRAMME

### WEDNESDAY 24 MARCH 2021 (10:00 – 16:45 CET) “ONLINE DISTRIBUTION”

10:00	<b>Housekeeping remarks by EBU event Chair</b>	Bram Tullemans (EBU)
10:05	<b>Introduction by Chair of EBU Strategic Programme on Distribution</b>	Roland Beutler (SWR)

#### SESSION 6: Keynote

10:10	<b>SALTO: how TV and SVOD can be reconciled</b>	Danielle Attias (SALTO)
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#### SESSION 7: PANEL – The State of Play in PSM Online Services

10:45	<b>Introduction by the moderator</b>	Roland Beutler (SWR)
10:50	<b>RTVE Play: rebuilding our video service</b>	Ignacio Gomez Hernandez (RTVE)
11:00	<b>ARD's distribution strategy to strengthen their position in the German market</b>	Tanja Hüther (ARD)
11:10	<b>RTÉ's OTT strategy</b>	Richard Waghorn (RTE)
11:20	<b>NPO Start, public service and more</b>	Marc Poppenk (NPO)
11:30	<b>Panel discussion</b>	Roland Beutler (SWR)

12:05 – 12:15 *Break*

#### SESSION 8: Why is 5G relevant for Media?

12:15	<b>Introduction by the moderator</b>	Roland Beutler (SWR)
12:20	<b>Unlocking 5G's potential for the media industry</b>	Jordi Gimanez (5G-MAG)
12:40	<b>5G Media Streaming architecture explained</b>	Thorsten Lohmar (Ericsson)

13:00 – 14:00 *Lunch Break*

#### SESSION 9: Optimize your Content Delivery Networks

14:00	<b>Introduction by the moderator</b>	Bram Tullemans (EBU)
14:05	<b>Low Latency and HESP in multi-CDN</b>	Wilfried Dudink (Eurovision Flow), Bart Snoeks (THEO)
14:25	<b>Integration of Satellite Systems in Content Distribution Networks</b>	Jean-Pierre Choffray (SES)

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14:45	<b>Open caching and other caching best practices for video</b>	Jason Thibeault (SVA), Eric Klein (Disney Streaming Services)
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15:05 – 15:20 *Break*

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### SESSION 10: Pushing the Quality Boundary

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15:20	<b>Introduction by the moderator</b>	Bram Tullemans (EBU)
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15:25	<b>Optimised distribution chain for UHD delivery</b>	Thierry Fautier (Harmonic)
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15:45	<b>DVB-I: the new spec for broadcasters' online services</b>	Peter Lanigan (TPV)
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16:05	<b>Audio and video codec developments for online distribution</b>	Jason Power (Dolby)
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16:25	<b>What was not on the programme and closing notes</b>	Bram Tullemans (EBU)
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16:45 *End of BroadThinking 2021*