

# FORECAST 2014

## SHAPING FUTURE BROADCASTING

### WEDNESDAY 5 NOVEMBER

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08.30      **Registration**

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#### OPENING SESSION

09.00-09.05	<b>Welcome</b>	Simon Fell	Technology & Innovation Director, EBU
09.05-09.10	<b>Introduction to FORECAST'14</b>	David Hemingway	Chairman EBU's Strategic Programme on Spectrum, BBC
09.10-09.30	<b>KEYNOTE: Questioning the future of DTT</b>	André Prah	Head of Programme Distribution, RTL

#### SESSION 1: HOW WILL THE UHF BAND (470-790 MHz) BE USED IN THE NEXT DECADE?

09.30-10.00	<b>ITU preparations for WRC-15</b>	Martin Fenton	ITU JTG4-5-6-7 Chair, Ofcom UK
10.00-10.30	<b>According to CEPT</b>	Jaime Afonso	CEPT TG6 Chair, Anacom Portugal
10.30-11.00	<i>Tea, coffee, demos &amp; networking</i>		
11.00-11.30	<b>EC High Level Group outcomes</b>	Andreas Geiss	Acting Head of Unit at DG CONNECT - Spectrum Policy
11.30-12.00	<b>The economic value of the UHF band</b>	Lee Sanders	Founding Partner at Aetha Consulting
12.00-12.30	<b>EBU contributions to the process</b>	Roland Beutler	Programme Distribution Strategy, SWR
12.30-14.00	<i>Networking buffet lunch</i>		

#### SESSION 2: A ROADMAP FOR TV BROADCASTING

14.00-14.30	<b>DVB work on the terrestrial standard</b>	Vincent Grivet	Chairman of DVB CM-T Group, TDF
14.30-15.00	<b>UHDTV blueprint</b>	David Wood	EBU
15.00-15.30	<b>When can we expect an harmonised release of 700 MHz? And how?</b>	Lars Backlund	Secretary General, Broadcast Networks Europe
15.30-16.00	<i>Tea, coffee, demos &amp; networking</i>		
16.00-16.20	<b>CASE STUDY: DTT will last until 2030 and beyond</b>	David Mahoney	Director of Policy Development, Ofcom, UK
16.20-16.40	<b>CASE STUDY: Use of the UHF band in Switzerland</b>	Alexander Kholod	Head International Frequency Planning, Ofcom, Switzerland

#### PANEL DISCUSSION

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16.40-17.30      **Can an harmonized roadmap for DTT exist?**

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17.30-19.00      *Drinks, snacks & networking*

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## SHAPING A BROADCAST FUTURE

**THURSDAY 6 NOVEMBER**

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### SESSION 3: WHEN BROADCAST MEETS BROADBAND

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09.00-09.30	<b>A realistic picture of net-neutrality on broadband networks</b>	Bram Tullemans	Senior Project Manager, EBU
09.30-10.00	<b>Opportunities &amp; challenges for broadcast-broadband convergence</b>	David Lewin	Partner at Plum Consulting
10.00-10.30	<b>Hello 5G! What would requirements for broadcasters be?</b>	Jochen Mezger	General Manager Program Distribution, IRT
10.30-11.00	<i>Tea, coffee, demos &amp; networking</i>		
11.00-11.20	<b>HbbTV roadmap</b>	Ignacio Gómez	Director of Strategy & Innovation, RTVE
11.20-11.40	<b>Cross platform authentication</b>	Sébastien Noir	Web Developer, RTS
11.40-12.00	<b>Second screen applications</b>	Matt Hammond	Research Engineer, BBC

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### DISCUSSION SESSION 3

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12.00-12.30 **How has traditional linear media consumption changed (since second screen, internet etc.) and what is the impact for the future of broadcasting?**

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12.30-14.00 *Seated lunch*

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### SESSION 4: THE LATEST ON RADIO

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14.00-14.20	<b>What's the latest news for hybrid radio?</b>	Mathias Coinchon	EBU
14.20-14.40	<b>A strategy for digital radio switchover</b>	Ernst Werder	MCDT
14.40-15.00	<b>Future uses of Band II</b>	Hanns Wolter	WorldDMB Spectrum Committee
15.00-15.30	<i>Tea, coffee, demos &amp; networking</i>		

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### DISCUSSION SESSION 4

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15.30-16.15 **A roadmap for Band II, how to get there?**

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16.15-16.30 **Seminar wrap-up**

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**INFORMATION & REGISTRATION: [TECH.EBU.CH/FORECAST14](http://TECH.EBU.CH/FORECAST14)**