

WEDNESDAY 23 NOVEMBER

08.30 – 09:30 *Registration & coffee*

CHAIRMAN: DAVID HEMINGWAY, BBC

SESSION 1: KEYNOTE

09.30 – 09:40	Welcome to FORECAST 2016	Simon Fell, David Hemingway	EBU, BBC
09:40 – 10:05	Pace and flexibility in the digital transformation - Yle strategy for meeting changing media habits	Gunilla Ohls	Yle
10:05 – 10:30	How are TV consumption patterns evolving?	Roberto Suárez Candel	EBU
10:30 – 10:55	How is the satellite industry moving forward?	Jorge Rodríguez López	Hispasat
10:55 – 11:15	<i>Tea, coffee & networking</i>		

SESSION 2: DEVELOPMENTS IN TERRESTRIAL DISTRIBUTION

11:15 – 11:40	An opportunity for terrestrial TV? – enhancing in-home network integration	Martin Thorp	BBC
11:40 – 12:05	Case study DTT in Africa: Algeria	Chawki Sahnine	TDA
12:05 – 12:30	Case study: SDL tests in Finland	Jarkko Paavola	Turku University
12:30 – 12:55	European regulatory developments	Wouter Gekiere	EBU
12:55 – 14:15	<i>Networking lunch</i>		

SESSION 3: PANEL DISCUSSION

14:15 – 14:35	Establishing a new era for the BBC: distribution priorities in an increasingly competitive market	Garazi Goia	BBC
14:35 – 15:45	How should broadcasters adapt to changing consumer behaviours? Moderator: Cath Westcott (BBC World Services)	Gunilla Ohls Jorge Rodríguez López Chawki Sahnine Francesca Cimino	Yle Hispasat TDA EBU
15:45 – 16:15	<i>Tea, coffee & networking</i>		

SESSION 4: LOOKING INTO THE FUTURE

16:15 – 16:40	Going HDR	David Wood	EBU
16:40 – 17:05	WiB - A new system concept for DTT	Erik Stare	Teracom
17:05 – 17:30	The reality of virtual reality	Ludovic Noblet	b-com
19:00	<i>Drinks, snacks & networking</i>	Key & Eagle	Rue De-Grenus 7, 1201 Genève

THURSDAY 24 NOVEMBER

08.30 – 09:00 *Registration & coffee*

CHAIRMAN: ROLAND BEUTLER, SWR

SESSION 5: EUROPEAN PERSPECTIVE ON BROADBAND

09:00 – 09:30	5G Action Plan: connectivity as a driver for change	Achilleas Kemos	EC
09:30 – 10:00	Spectrum for 5G	Eric Fournier	ECC Chair
10:00 – 10:30	The latest on European net neutrality	Frode Sørensen	Nkom/BEREC
10:30 – 11:00	<i>Tea, coffee & networking</i>		

SESSION 6: DISTRIBUTING MEDIA OVER BROADBAND

11:00 – 11:30	EBU Engagement with 3GPP, the 3rd Generation Partnership Project	Andrew Murphy	BBC
11:30 – 12:00	3GPP Mobile Broadband Media Distribution Advances	Erik Guttman	3GPP Service & Architecture Chair
12:00 – 12:30	What is the potential for broadband to fulfil PSM's key live TV requirements?	Lluís Borrell	AnalysysMason
12:30 – 14:00	<i>Seated lunch</i>		

SESSION 7: EXPLORING COLLABORATION

14:00 – 14:20	The possible role of satellite in 5G	Wladimir Bocquet	Eutelsat
14:20 – 14:35	Building cooperation between broadcasters and telecom industry	Simon Fell	EBU
14:35 – 15:00	DISCUSSION: Perspectives for PSM in 4G and 5G Moderators: Roland Beutler (SWR) & Darko Ratkaj (EBU)		
15:00 – 15:15	<i>Tea, coffee & networking</i>		

SESSION 8: WHAT'S ON THE HORIZON

15:15 – 15:35	Multi-CDN advantages for online media distribution	Bram Tullemans	EBU
15:35 – 15:55	Using big data by broadcasters	Jean-Pierre Evain	EBU
15:55 – 16:15	DVB's road ahead. HbbTV's growing importance	Peter MacAvock	DVB Chair

WRAP-UP

16:15 – 16:20	Takeaways from FORECAST 2016	Elena Puigrefagut	EBU
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