

MAPPING CHANGES IN MEDIA DISTRIBUTION

PROGRAMME

MONDAY 19 NOVEMBER – MODERATED BY EOGHAN O'SULLIVAN

13:00 – 14:00 – Registration, tea, coffee, demos & networking –

SESSION 1: KEYNOTE

14:00 – 14:15	Welcome to FORECAST 2018	Antonio Arcidiacono (EBU T&I Director)
14:15 – 14:40	New challenges for France télévisions' programme distribution: threats and opportunities	Jacques Donat-Bouillud (France Télévisions)

SESSION 2: ENHANCING LINEAR DISTRIBUTION

14:40 – 15:00	LOVEStv: Spain's Hybrid DTT platform	Xavi Redon (Cellnex)
15:00 – 15:20	WiB learnings from the DVB study missions	Chris Nokes (BBC)
15:20 – 15:30	Overview of the FORECAST demonstrations	Elena Puigrefagut (EBU)
15:30 – 16:00	– Tea, coffee, demos & networking –	
16:00 – 16:20	UHD/HDR Broadcasting of the FIFA World Cup 2018	Karl Petermichl (ORF)
16:20 – 16:40	DVB in your home: everywhere and beyond TV	Nghia Pham (Eutelsat)
16:40 – 17:00	Targeted Advertising for linear TV	Angelo Pettazzi (Mediaset)
17:00 – 17:20	DVB-I, linear TV on broadband	Peter Lanigan (TP Vision)
19:00	– Beers, bites & networking @ The Crowned Eagle –	

TUESDAY 20 NOVEMBER – MODERATED BY EOGHAN O'SULLIVAN

08:30 – 09:00 – Registration, tea, coffee, demos & networking –

SESSION 3: KEYNOTE

09:00 – 09:25	SVT's Bullseye Model - how to use audience research to build an ecosystem	Markus Sterky (SVT)
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SESSION 4: ASPECTS OF BROADBAND DISTRIBUTION FOR BROADCASTERS

09:25 – 09:50	Ensuring consistency of QoE between broadcast and broadband	Alessandro Ciociano (RAI)
09:50 – 10:15	Public Service Media and Platforms: Recent regulatory trends and how to ensure PSM protection in a platform environment	Konstantina Bania (EBU)
10:15 – 10:40	Smart radio for smart devices	Ben Poor (EBU)
10:40 – 11:05	The impact of GDPR on linear broadcasting and OTT	Mathieu Habegger (SwissMediaPartners AG)
11:05 – 11:45	– Tea, coffee, demos & networking –	

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SESSION 5: MORE SPECTRUM PLEASE!

11:45 – 12:10	Spectrum requirements for mobile services	Saul Friedner (LS telcom)
12:10 – 12:35	Broadcasters views on WRC-19 & WRC-23	David Hemingway (BBC)
12:35 – 13:00	Will electromagnetic interference kill wireless services?	Cath Westcott (BBC)
13:00 – 14:30	– Seated lunch –	

SESSION 6: DEMYSTIFYING 5G

14:30 – 15:00	5G for broadcasters: a reality check	Roland Beutler (SWR)
15:00 – 15:30	Insights into Early 5G Deployments	Dirk Trossen (InterDigital)
15:30 – 16:00	Will radio really need 5G?	Javier Sánchez Pérez (RTVE)
16:00 – 16:30	– Tea, coffee, demos & networking –	

SESSION 7: PANEL DISCUSSION (MODERATED BY PETER MAC AVOCK)

16:30 – 17:30	Is the future of broadcasting being decided in 3GPP?	Roland Beutler (SWR) David Hemingway (BBC)
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WEDNESDAY 21 NOVEMBER – MODERATED BY PETER MAC AVOCK

08.30 – 09:00 – Tea, coffee, demos & networking –

SESSION 8: PROUD TO PRESENT – 5G FOR BROADCASTING

09:00 – 09:20	5G-Xcast: bringing multicast and broadcast capabilities to 5G, an EU project	Tuan Tran (Expway)
09:20 – 09:40	The 5G-Xcast Showcase during the European Championships	Jordi Joan Giménez (IRT)
09:40 – 10:00	Yleisradio's 5G projects	Jarkko Korhonen (YLE)
10:00 – 10:20	Rai's trial at European Championships	Vittoria Mignone (RAI)
10:20 – 10:40	'5G Today' – Large-scale TV transmission trials in Germany	Manfred Reitmeier (Rohde & Schwarz)
10:40 – 11:00	'5GRuralFirst'– Broadcast radio trials over 5G in UK	Andrew Murphy (BBC)
11:00 – 11:45	– Tea, coffee, demos & networking –	

SESSION 9: PREPARING FOR THE FUTURE

11:45 – 12:05	New planning and sharing studies for broadcast distribution	Mark Jordan (Arqiva)
12:05 – 12:25	Assessing different delivery options for broadcast	Roland Beutler (SWR)
12:25 – 12:45	All you need to know about Open.Radio	Marcello Lombardo (EBU)
12:45 – 13:00	Wrap-up	Elena Puigrefagut & Darko Ratkaj (EBU)
13:00 – 14:00	– Buffet lunch, demos & networking (END) –	