

PROGRAMME

TUESDAY 24 NOVEMBER 2020 (10:00AM - 17:00PM CET)

WELCOME & KEYNOTE

10:00 – 10:15	Welcome & Introduction	Antonio Arcidiacono (EBU) Peter MacAvock (EBU)
10:15 – 10:45	KEYNOTE: Media distribution in an open internet OTT ecosystem	Rebecca Glinka (funk)

SESSION 1: CHALLENGES OF OTT DISTRIBUTION

MODERATED BY PETER MACAVOCK (EBU)

10:45 – 10:50	How will PSM maintain their prominence?	Kieran Clifton (BBC)
10:50 – 10:55	Securing sufficient capacity for the entire audience during peak viewing	Janne Holopainen (Yle)
10:55 – 11:00	Universal coverage after the DVB-T switch-off, a case study from Flanders	Kevin Moolenschot (VRT)
11:00 – 11:05	ERT's experience on OTT distribution	Yiannis Vougiouklakis (ERT)

PANEL DISCUSSION

MODERATED BY PETER MACAVOCK (EBU)

11:05 – 11:45	Broadcasters' learnings on OTT distribution	Kieran Clifton (BBC) Janne Holopainen (Yle) Kevin Moolenschot (VRT) Yiannis Vougiouklakis (ERT) Roland Beutler (SWR)
11:45 – 12:00	OTT challenges from EBU's point of view	Roland Beutler (SWR)
12:00 – 12:15	– <i>Break</i> –	

PANEL DISCUSSION

MODERATED BY JAN WIESNER (WDR)

12:15 – 13:00	Will the EU platform reform foster access to a diverse media offer?	Chiara Caccinelli (BEREC) Charlotte Niklasson (Nordvision) Wouter Gekiere (EBU)
13:00 – 14:00	– <i>Break</i> –	

SESSION 2: BROADCASTING PLATFORMS UNDER WRC-23 PRESSURE

MODERATED BY ELENA PUIGREFAGUT (EBU) & DAVID HEMINGWAY (BBC)

14:00 – 14:15	Update on WRC-23 preparations	David Hemingway (BBC)
14:15 – 14:30	Results of ITU survey on broadcast needs in UHF band	Lucia Luisa La Franceschina (RAIWay)
14:30 – 15:00	Innovating in the UHF band with 5G Broadcast:	
	<ul style="list-style-type: none"> • Testing 5G broadcast in Vienna • 5G Media2Go – 5G Broadcast Trial in Stuttgart 	Michael Wagenhofer (ORS) Roland Beutler (SWR)

MAPPING CHANGES IN MEDIA DISTRIBUTION

15:00 – 15:15	5G Broadcast network and frequency planning	Mats Ek (Progira)
15:15 – 15:35	Challenges and opportunities for satellite platforms	Muriel Hooghe (SES)
15:35 – 16:00	– Break –	

SESSION 3: HANDS ON

MODERATED BY ELENA PUIGREFAGUT (EBU) & DAVID HEMINGWAY (BBC)

16:00 – 16:20	Electromagnetic interference issues	Cath Westcott (BBC)
16:20 – 16:40	eLSA for PMSE gaining access to local spectrum	María Dolores Pérez Guirao (Sennheiser)
16:40 – 17:00	Sustainability of broadcast distribution vs broadband distribution	Christian Toennesen (The Responsible Media Forum)
17:00	– End of Day 1 –	

WEDNESDAY 25 NOVEMBER 2020 (10:00AM - 15:00PM CET)

SESSION 4: TECHNOLOGY TRENDS

MODERATED BY DARKO RATKAJ (EBU) & ROLAND BEUTLER (SWR)

10:00 – 10:20	How can DVB-I be the next revolution in IP distribution	Paul Higgs (Huawei)
10:20 – 10:40	Key trends in the 5G standardization process	Andrew Murphy (BBC)
10:40 – 11:00	What role does the satellite industry want to take in the 5G ecosystem?	Rhys Morgan (ESOA/Intelsat)
11:00 – 11:20	How ARD utilises the prime Smart TV platform HbbTV	Remo Vogel (RBB)
11:20 – 12:00	– Break –	
12:00 – 12:20	What does the evolving connected car mean for PSM media distribution?	Walter Huijten (NPO)
12:20 – 12:40	Low-Latency Streaming: Are We Close to the Goal?	Patrick Gendron (Harmonic Inc.)
12:40 – 13:00	Challenges of implementing Digital Rights Management	Jan Devos (VRT)
13:00 – 14:00	– Break –	

PANEL DISCUSSION

MODERATED BY ROLAND BEUTLER (SWR)

14:00 – 14:45	Do dedicated broadcast networks have a long-term future? Can broadband platforms take over all media distribution from dedicated broadcast networks? Is there a difference between radio and TV distribution?	Johannes Springer (T-Systems / Deutsche Telekom) Olivier Penin (TF1) Michael Nugent (ERT) Jaume Pujol Huguet (BNE)
14:45 – 15:00	Wrap-up	Elena Puigrefagut (EBU)
15:00	– End of FORECAST 2020 –	