

 MEDIA TECHNOLOGY & INNOVATION	 EBU TECHNICAL	 Open ContEnt Aware Networks
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Joint EBU – OCEAN Workshop on Internet Content Delivery

EBU Headquarters, Geneva, 7 September 2010

The Workshop will address technical, business and strategic issues on content delivery over the internet using advanced OCEAN technologies

10.00 – 10.05	<i>Welcome</i>	Peter MacAvock EBU Technical
10.05 – 10.20	<i>Online video worldwide</i>	Owen West comScore
10.20 – 10.40	<i>Introduction to OCEAN</i> <ul style="list-style-type: none"> • Objectives • Expected results 	Yannick Le Louédec Orange Vincent Bonneau IDATE
10.40 – 11.00	<i>Broadcast requirements on internet content distribution</i>	Franc Kozamernik EBU Technical
11.00 – 11.15	BREAK	
11.15 – 13.00	<i>Current and future end-user consumption of OCEAN services</i> <ul style="list-style-type: none"> • Introduction to OCEAN use cases • Usage of Internet and online video • Experiences from Eurovision TV • Discussion 	Vincent Bonneau IDATE David Owen Eurovision TV
13.00 – 14.00	LUNCH	
14.00 – 15.45	<i>Requirements from service providers for OCEAN services</i> <ul style="list-style-type: none"> • Introduction to OCEAN requirements • Viewpoint from technology provider • Discussion 	Yannick Le Louédec Orange Chris Hawinkel Alcatel-Lucent Andy Beach Seawell Networks
15.45 – 16.00	BREAK	
16.00 – 17.45	<i>OCEAN Business Models</i> <ul style="list-style-type: none"> • Introduction to current business models for video • Outlook from CDN service provider • Discussion 	Vincent Bonneau IDATE Jeffrey Wilgis Akamai
17.45 – 18.00	<i>Summary and Conclusions</i>	Vincent Bonneau Franc Kozamernik

OCEAN: The OCEAN project, funded by the European Commission, focuses on the "Networked Media and 3D Internet" strategic objective of the ICT 4th call of the Seventh Framework Programme (FP7). OCEAN will design a new open content delivery framework that optimizes the overall quality of experience to end-users by caching content closer to the user than traditional CDNs do and by deploying network-controlled, scalable and adaptive content delivery techniques.

EBU: The European Broadcasting Union is the largest association of national broadcasters in the world. We promote cooperation between broadcasters and facilitate the exchange of audiovisual content. The EBU works to ensure that the crucial role of public service broadcasters is recognised and taken into consideration by decision-makers.

IDATE: Founded in 1977, IDATE is one of Europe's foremost market analysis and consulting firms, whose mission is to provide assistance in strategic decision-making for its clients in the Telecom, Internet and Media industries.