

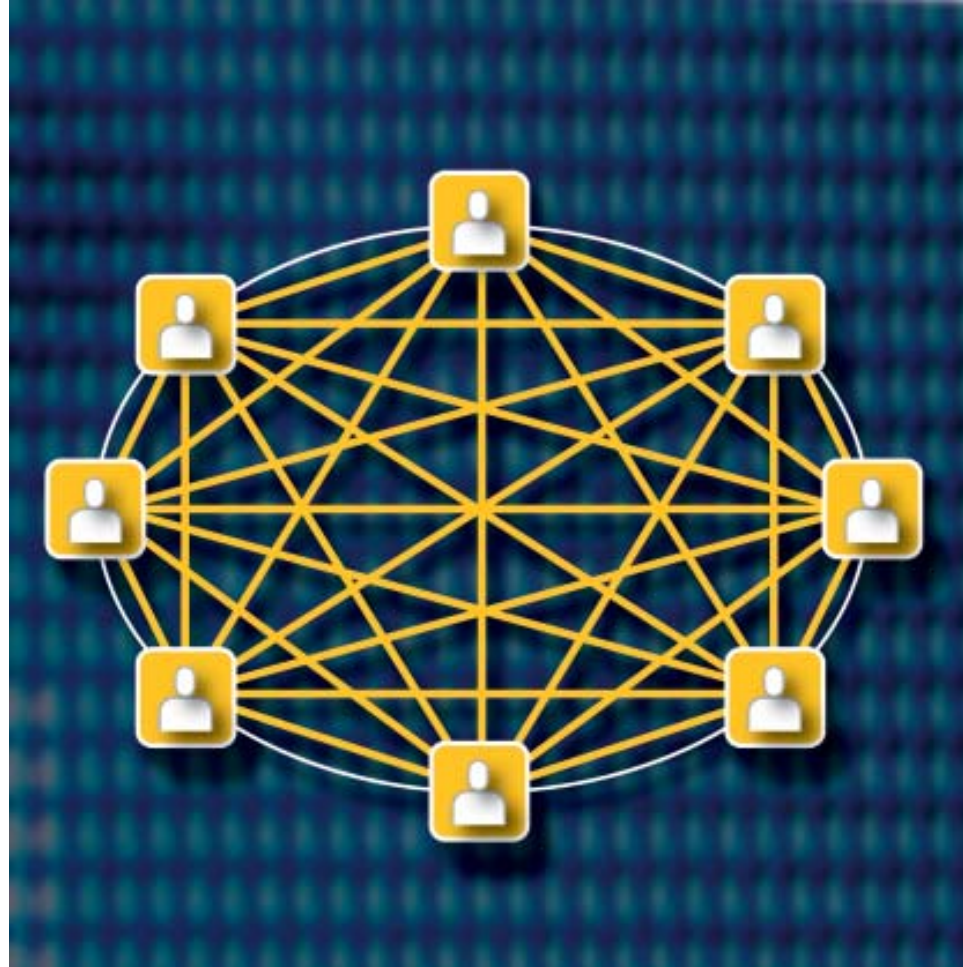
The purpose of this Seminar is three-fold:

- informing EBU members of the latest progress on P2P and internet technologies
- presenting and demonstrating the latest prototype P2P embedded devices and other internet-enabled devices, developed by several Consumer Electronics manufacturers and
- reviewing the net neutrality situation worldwide.

Participation: Free of charge

Target audience: EBU and DVB experts involved in internet technologies

Registration: tech.ebu.ch/p2p08



EBU Seminar on P2P delivery

24 September 2008 - 14.00 to 20.00

Programme

Venue: EBU Headquarters, Geneva

EUROPEAN BROADCASTING UNION
EBU TECHNICAL

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EBU Seminar on P2P delivery
Geneva, EBU Headquarters (Room Geneva), 24 September 2008

14:00-14:30 DVB/Thomson - Gilles Straub

This presentation will present the work of the DVB CM-IPTV subgroup on P2P delivery commercial requirements. It will outline the Thomson approaches to developing and marketing Open Internet enabled STBs and TV sets. It will briefly present the EC funded project NADA (in which Thomson participates actively).

14:30-15:00 Pioneer - Mark Stuart

Mark will present and demonstrate a new P2P enabled STB based on the NextShare P2P approach. This work is being carried out in the framework of the EC funded project P2P-Next.

15:00-15:30 Philips - Peter Lanigan

Peter will talk about Philips views on the Internet and hybrid (broadcast/broadband) devices, about content security for managed and unmanaged broadband services as well as about Philips future plans on media delivery systems and services in general.

15:30-16:00 Octoshape - Deon Mathiesen

Deon will talk about new features, new partnerships and about the expertise with large-scale the streaming of the Olympics 2008 in Asia.

16:00-16:30 Vusion - Jan Wansink

Vusion has designed and deployed an end-to-end service for commercial customers to deliver high-quality video over the standard Internet. A key characteristic of the Vusion offering is that it is a complete end-to-end service, encompassing upload, encode, management, encryption, reporting, distribution, storage, video streaming, quality-of-service control and a completely brandable in-browser player..

16:30-17:00 Coffee break

17:00-17:30 Gnab/Arvato - Horst Niggemann

Horst will present and demonstrate Arvato mobile's White Label P2P download platform GNAB. This allows cross selling and cross marketing of movies, music tracks and mobile content and covers the whole value chain including content encoding, DRM encryption, geo filtering, different business models, billing, reporting, royalty accounting, content delivery, content management, etc."

17:30-18:00 NRK - Marius Arnesen

NRK developed a Bittorrent P2P download service of high quality TV content and Assmund will report on that.

18:00-18:30 BBC - Brandon Butterworth

BBC Research developed a Redux site enabling a high quality download service of some BBC TV products. BBC research has performed studies on media delivery via IP Multicast. Brandon will report on the BBC R&D achievements in media capturing, encoding and distribution technologies.

18:30-19:00 DCIA/AHT - Ron van Herk

Ron will report on the DCIA (Distributed Computing Industry Association) from discussions with ISPs and media authorities in the US regarding net neutrality. Ron will also demonstrate some of his company's Internet-enabled products.

19:00-20:00 Reception