

BroadThinking 2012 - Speaker Biographies



Jorma Laiho, YLE

Jorma Laiho, born 1950, Director of Technology at YLE (Yleisradio Oy – Finnish Broadcasting Company), joined the company in the early 1970s in Network Planning and served, from the very beginning, as a technical expert at the ITU meetings regulating international radio frequencies. Graduated as an electronics and radio engineer, Mr Laiho worked in Distribution Engineering and became, in 1980, Head of the Masts and Antennas Department. In this position, he was involved in the construction of national radio and television networks for YLE and other operators as well as several regional radio stations for YLE the Finnish Broadcasting Company. Mr Laiho was appointed Project Manager when the YLE distribution and transmission operations were made into a separate, subsidiary company, Digita Oy in 1998, and he remained Deputy Director and Technical Director of Digita Oy until his appointment as YLE Director of Technology from February 1, 2001. In the international field, Jorma Laiho is a member of a working group of IASS (Masts and Towers). He has participated in the work of CCIR (International Radio Consultative Committee) and contributed to various EBU publications. He is also the member of EBU Technical Committee since 2008. He has participated also in the work of DIGITAG organisation and is a member of the DVB Steering Board.

Presentation: Introduction by National public broadcaster in Finland: Is broadband delivery an alternative for terrestrial broadcast?

In this short introduction to the seminar i will use Finland as a practical example. Analysis is based on some consultant studies made by Finnish ICT consultants and YLE himself. Current situation is shortly described. Main bottlenecks are not only in network technology. Technical bottlenecks are mainly in general availability of broadband services. This is shortly analyzed. Wireless broadband is not the solution, either. The seminar will cover all these topics very detailed.



Detlef Eckert, European Commission

Detlef Eckert is Director "Policy Coordination and Strategy" in the Directorate General "Information Society and Media" (DG INFSO) of the European Commission in Brussels (Belgium). In this function he is responsible for developing and incubating policies, notably with respect to the Digital Agenda, the ICT component of the 7th Framework Programme (FP7), and the Competitiveness and Innovation Programme (CIP). His Directorate is also responsible for economic and statistical analysis as well as evaluation and monitoring of all planned programmes and actions of DG INFSO. From 2007 to 2009 he was Senior Advisor to the Director General of DG INFSO. From 2002 to 2006 he took personal leave to work for Microsoft as Director responsible for the implementation of the Trustworthy Computing (TWC) initiative in Europe, Middle East and Africa. Before 2002, Detlef Eckert was Head of Division responsible for analysis and policy planning in the Directorate General Information Society; he launched a number of key policy initiatives that contributed to the full liberalisation of the European telecommunications markets in 1998. Other activities included the launch of the eEurope2002 and 2005 Action Plan which in the meantime has become the i2010 initiative. He was also responsible for a new network and information security policy at EU level leading inter alia to the foundation of the "European Network and Information Security Agency (ENISA)". Detlef Eckert joined the European Commission in 1988 as officer for State Aids in the agriculture sector. Before, from 1985 until 1988, he worked for the Ministry of Economic Affairs of the Federal State of Bremen (Germany) responsible for regional policy and restructuring measures. Born in Germany, Detlef Eckert graduated from the University of Siegen with a degree in Economics. He also obtained a Doctorate in Economics from the same university where he was assistant professor from 1979 until 1985.

Presentation: Penetration to the home of broadband networks in Europe

Eric Rosier, Ericsson

Presentation: Are mobile networks ready for video distribution?



George Wright, BBC

George Wright is the Head of Internet Research and Future Services section for BBC Research and Development, and runs the BBC's Central London Lab. His team includes software and systems engineers, technologists, user experience and interaction designers, information architects, production staff and researchers. The IRFS team creates experimental and prototype services across all major digital platforms. George co-leads the EC FP7 Project FI-CONTENT, is the BBC's representative on the FP7 Project P2P-Next and is a member of BBC R&D's management team. Previously, George worked on the development and production of services for interactive television platforms (DCABLE/Liberate and DTT/MHEG-5). He joined the BBC in 1997 after working in radio production and sound recording and a 5 year stint as a professional musician.

Presentation: Using internet network measurement tools to improve transparency of speed and delivery



Prashanth Pappu, Conviva

Prashanth Pappu leads the product management & marketing team at Conviva and drives the overall strategy, planning, design and success of their products. Prior to joining Conviva, he was a technology leader at Cisco Systems. He has a doctoral and master's degree in Computer Science from Washington University in St Louis and has a bachelor's degree from Indian Institute of Technology, Madras.

Presentation: Internet Video Quality: State of Art

As the distribution of the video over the Internet becomes mainstream and its consumption moves from the computer to the TV screen, iPad, and smart phones, user expectation for high quality is constantly increasing. In this talk, I will first present an Internet video quality study based on fine grain measurements of billions of video streams. I will show that a large portion of video streams suffer from quality problems due to performance variability of the ISPs, CDNs, and other components in the online video delivery chain. The quality degradation has significant impact on user engagement. For example, a 1% increase in buffering ratio can reduce user engagement by more than three minutes for a 90-minute live video event.

I will argue that traditional CDN technologies with DNS re-direction and server-side optimization are not adequate to solve the quality problem. I will present three new architectural elements that are the key to the solving of Internet video quality problem. Finally, I will show real-world case studies that, by implementing a solution with these three elements, video quality and user engagement can be significantly improved. In addition, the management of video distribution, with federated global and operator CDNs, can be significantly simplified.



Davide Milanesio, RAI

Davide Milanesio joined the Rai “Centro Ricerche e Innovazione Tecnologica” in 1997, where he is a senior research engineer. His activities mainly focused in the fields of radio and TV terrestrial broadcasting (DAB, DVB-T/H/T2), digital networks for TV contribution and distribution, video streaming over wired and wireless IP networks. He participated in several DVB Groups and European Projects, and is author of a number of technical publications and presentations at international conferences. He is currently involved in the EBU FNS-VCIP, FNS-SLA and BBN Groups.

Presentation: Introduction: The Italian experience in both broadband delivery and hybrid scenarios

Along with traditional broadcasting over terrestrial and satellite networks, in the last years Rai and the other main Italian broadcasters have started to deliver their video contents over the Internet, including simulcast of live TV services and VoD services, gaining a remarkable consensus. At the beginning the target was a PC; more recently, apps for smartphones and tablets have been added. Today, services targeting the new connected TVs and hybrid Set-Top-Boxes fulfilling the Italian specifications defined by the HD Book 2.0 allow to enrich the traditional services offered by broadcasters with interactive applications, bringing VoD to the main TV screen. The future adoption of Adaptive Streaming technologies (MPEG DASH) will help in unifying the production chain for different screens (Connected TV, PC, tablet, smartphone) and platforms (Apple, Android, etc.).



Thomas Stockhammer, Qualcomm

Thomas Stockhammer has received his Dipl.-Ing. and Dr.-Ing. degree from the Munich University of Technology, Germany and was visiting researcher at Rensselaer Polytechnic Institute (RPI), Troy, NY and at the University of San Diego, California (UCSD). He has published more than 120 conference and journal papers, is member of different technical program committees and holds about 50 patents. He regularly participates and contributes to different standardization activities, e.g. JVT, ITU-T, IETF, 3GPP, and DVB and has co-authored more than 200 technical contributions. He was chairing the video adhoc group of 3GPP SA4 and is now the chair of the DVB IPTV Application Layer FEC and Content Download System Task Force and also acts as rapporteur/editor of several standardization documents. He is also co-founder and CEO of Novel Mobile Radio (NoMoR) Research, a company developing simulation and emulation platforms of future mobile networks such as HSxPA, WiMaX, MBMS, and LTE as well as Mobile and IPTV-related matters. The company also provides consulting services in the respective areas. After his work as research assistant at the Munich University of technology until 2004, he was working for 2 years as a research and development consultant for Siemens Mobile Devices, later BenQ mobile in Munich, Germany. Since June 2006, he is consulting for Digital Fountain, Inc, in research and standardization matters for CDPs, IPTV, and mobile multimedia communication. His research interests include video transmission, cross-layer and system design, forward error correction, content delivery protocols, rate-distortion optimization, information theory, and mobile communications.

Presentation: MPEG DASH: A universal enabler format for ubiquitous distribution & multi-device play-out

Stef van der Ziel, Jet-stream BV



Jet-Stream founder and owner Stef van der Ziel is an entrepreneur and inventor. Van der Ziel is a streaming media and CDN veteran and innovator. In 1994 at age 21 he was one of the first pioneers in webcasting. In 1996 he managed to overload the Internet with massive live webcasts.

Van der Ziel was one of the first to recognize the power of the Internet and its potential to liberate and revolutionize broadcasting. He also identified scalability and reliability challenges. To solve these, van der Ziel invented advanced streaming media focused content delivery technologies in the mid and late nineties.

In 2002 Stef van der Ziel wanted to further design, commercialize and market his technologies and founded Jet-Stream which today is the market leader for CDN intelligence, CDN technology innovation and CDN technologies licensing for mobile operators, broadband access providers, telecom operators, broadcasters, carriers and cable operators.

In 2004 Stef van der Ziel also founded StreamZilla, Europe's leading streaming media CDN that delivers billions premium mobile, web and OTT streams for hundreds of professional content owners including leading brands in sports, broadcasting, enterprises, publishing, video production and studios.

Presentation: Distribution: Advantages of CDN services in different network topologies

OTT subscribers demand the same quality of service of Internet based video services as they get from digital cable. The Internet however is a best effort infrastructure, and Internet CDNs are best effort service providers, using best effort technologies. P2P based technologies are unmanaged and do not save costs from a macro perspective. Jet-Stream helps telecom operators and broadcasters to deploy premium CDNs so they can offer Quality of Service and agree on Service Level Agreements. Jet-Stream deployed over 30 premium CDNs and shares new insights.



Yannick Le Louédec, Orange Labs

Yannick Le Louédec is an R&D project manager at Orange Labs. He holds an engineering degree in telecommunications from the "Ecole Nationale Supérieure des Telecommunications de Bretagne". He is currently the Project Coordinator of the European Project FP7 OCEAN (Open Content Aware Networks). He has been working for Orange Labs for ten years where he has been successively in charge of research activities on Optical Networks, IP Networks and Content Delivery Networks, including specification of network architectures, development of innovative technologies and software tools (e.g. traffic engineering tools, Internet tomography & peering management tools), standardization management, strategic partnerships, and involvement in French and European collaborative research projects.

Presentation: How open CDN interfaces will help broadcasters' future IP-distribution

Content Delivery Networks (CDNs) have become the cornerstone of online multimedia content delivery. Given the strategic importance of this technology, these last years have seen the arrival of numerous new entrants on the CDN market. Today these players need CDN interconnection solutions in order to federate the CDNs they manage in several countries and to scale up their capacity, footprint and service portfolio. At the same time content providers tend to adopt multi-CDN delivery strategies in order to secure the distribution of their contents, and to take advantage of the CDN market competition, both on prices and quality of service. All these trends drive the need for CDN interconnection standards. This presentation will provide insights on how open CDN interfaces will help broadcasters' future IP-distribution.



Jari Ahola, VTT

Jari Ahola joined VTT Technical Research Centre of Finland in 1995 and is currently coordinating VTT's ICT Cluster's FP7 related proposal activities as a Principal Scientist. His background is in engineering (MSc EEng -90, Lic Tech -97 Tampere University of Technology) with majors in computer engineering and computing science. The past 16 years he has been closely involved with R&D actions related to cellular and wireless technologies at the HW, SW, system level and R&D management. He has held various management positions within VTT since 2000; currently, he is the Coordinator and Project Director of the FP7 Networked Media IP project P2P-Next delivering next generation Peer-to-Peer Content Delivery Platform.

Presentation: The Advantages of the next era of P2P video distribution

Internet video still represents the largest traffic category of the Internet: new content formats will create even higher load to the current Internet infrastructure and increase the delivery cost for the content distributors. P2P (Peer-to-Peer) based distribution addresses number of shortcomings of the traditional client-server oriented content streaming solutions: not only lowering the required bandwidth to serve increasing number of content consuming users but also to provide a native approach for the social aspects of sharing the viewing experience.

This presentation will explain the benefits of P2P technology and describe how it can be used within the broadcasting industry. It will present the latest developments for a converged IPTV service for set-top-boxes, handheld devices and PC based platforms based on the technology developed in FP7 research project P2P-Next. Results of extensive trials with large user groups are presented describing the infrastructure required for running a P2P based operation successfully.



Francisco Asensi, RTVE

Francisco Asensi is since March 2008 Head of Business Development at RTVE Interactive Media, the digital department of RTVE. This unit was created in 2007 when the public broadcaster decided to give a significant thrust to its digital strategy. From 2008 until now the unit has launched many new projects including audiovisual web portal, mobile services, videogames, virtual worlds, HBBTV service among others. Before joining RTVE, he held several positions at sales and business development departments in technology and consultancy companies. In 1999, he joined Teknoland which became the first Internet consulting company in Spain. After a period at Borland Software Corporation, he was responsible for the local business and partnerships for Deny All, a French company specialist in Web security where he developed the company from scratch. He joined Real Madrid Football Club in 2006 as the Audiovisual Sales & Content Manager working on a new strategy to develop digital business including TV, mobile and internet. His last position before joining RTVE was at EMI Music Spain as their Business Development Manager.

Presentation: Introduction: Experiences in Spain with hybrid and second screen services

In December 2011 RTVE has launched several TV applications to finally accomplish its multiplatform strategy that was defined several months before. RTVE A La Carta is now accessible from several manufacturer's platforms (Sony, Samsung and LG among others), video game consoles and mobile devices (Android, iOS, Windows Phone-Nokia). The core design and main functionalities came from RTVE's HBBTV strategy driven by to offer a coherent experience to users independently from technologies or devices. To reach this milestone it has been necessary to work in many aspects including to partner with manufacturers, to manage financial constraints and simultaneously to promote HBBTV like the selected way to interactive TV.



Hendrik Dacquin, Small Town Heroes

Hendrik has been researching interactive television for over 10 years. First at Alcatel-Lucent and later at the VRT-medialab. He is passionate about social TV, user interfaces, design and creativity. In February he co-founded Small Town Heroes, a start-up focusing on interactive second screen experiences and how to connect the TV back office to real time web applications.

Presentation: How to roll out and implement a successful second screen application

For over 2 years we have made and measured second screen applications for the Belgian television broadcasters. We have made apps that had only 1000 participants and apps that peaked with over 100.000. What are the lessons that we learned from all our cases. What works and what doesn't. We'll give ten tips for making successful second screen applications and support our claims with data that we analysed.



Paul Szucs, Sony

Paul Szucs, Senior Manager, Technology Standards at Sony Corporation. has been with Sony since 1993 as an R&D engineer, technology standards developer and business development and industry alliances manager, at Sony's Stuttgart Technology Centre, Germany. His fields of work have covered digital television, IPTV, interactive and 3DTV, home networking and rights management, including leadership roles in the DVB Project and the Open IPTV Forum. Paul is a native of London and has a BSc Honours degree in Physics from Loughborough University of Technology, UK.

Presentation: Connected TV Outlook: A manufacturer's Perspective on portals, standards and ecosystems

Connected" or "smart" is the key innovative feature for a consumer looking to buy a TV these days. While manufacturers strive to provide all the online content and applications that the user desires directly to the connected TV with a convenient and intuitive lean-back experience, the current environment is mostly a fragmented collection of manufacturer portals and vertical applications ported to them. At the same time technology providers have ambitions to persuade the industry and consumers about their own vision of Connected TV. This contribution to BroadThinking balances the existing approaches to Connected TV with the vision of an open horizontal ecosystem, built upon industry standards, that enables mass-market reach and hence more viable innovation with applications and services. HbbTV and OIPF (Open IPTV Forum) are delivering the first truly horizontal Connected TV platform that could fulfill this vision. This will also be set in contrast with standards in the making, like HTML5.



Kilroy Hughes, Microsoft

Kilroy is an active member in several standards development organizations, including SMPTE, MPEG, DECE, 3GPP, and DVD Forum. He came to Microsoft in 1998 to help launch DVD on Windows. Prior to that he was a multimedia producer who authored over 250 disc titles on CD-I and VideoCD (including some of the first MPEG-1 applications), and developed interactive disc and television systems and authoring tools. His activities at Microsoft have included strategic planning pertaining to digital media, and participation in standards organizations including ITU, TV Anytime, AAF, ATSC, ATVEF, CableLabs, SMPTE, and DVD Forum. Most recently Kilroy has contributed to the Digital Entertainment Content Ecosystem's Common File Format specification ("UltraViolet"), and MPEG's DASH (Dynamic Adaptive Streaming over HTTP) and the Common Encryption format for MPEG-4.

During the 20 years prior to joining Microsoft, Kilroy was CEO and founder of three corporations that manufactured electronic equipment, provided Foreground music on disc, cable, and satellite, and developed interactive video discs. He has a chemistry degree, was a nuclear reactor operator and researcher, a broadcast engineer, an electronics designer, a recording engineer, and a rock musician; and holds patents in areas of electronics and digital media.

Kilroy has published many articles in audio, electronics, multimedia, and television periodicals. Most recently he has contributed to specifying SMPTE Timed Text, the Common File Format and Media Profiles, and MPEG Common Encryption used by the UltraViolet video format, and MPEG DASH (Dynamic Adaptive Streaming with HTTP) used to stream video over the Internet.

Presentation: How to implement MPEG DASH – A practical guide to media formats and some HTML5 predictions

DASH has standardized the vocabulary to describe streaming media presentations, but large scale deployment of Internet TV will also require standardization of media encoding and decoding, and standardization of playback in the programmable presentation environment of HTML5, requiring some important new additions currently in development.



Enrico Verhulst, ComScore

Enrico Verhulst has been comScore's (previously Nedstat) Vice President Consultancy since November 2005, having been Vice President Business Development since May 2000. Since April 2009 he is responsible for Partnerships and Industry Relations. From 1995 until April 2000, he was principal consultant at Intercai Consultants. Prior to that, Mr Verhulst worked as project manager and later as IT manager at world's largest Flower Auction in Aalsmeer, the Netherlands. Mr Verhulst is responsible for the development and deployment of Internet Audience measurement (STIR) and measurement of WebTV for TV JICs based on Stream Sense in the Netherlands for SKO and Sweden for MMS. STIR's Internet Audience measurement in the Netherlands, is executed by combining comScore's UDM methodology and world wide panel with an additional panel of GfK Intomart. SKO and MMS are the TV JICs in the Netherlands and Sweden that report TV audience.

Mr Verhulst obtained his MSc degree in Industrial Engineering and Management Sciences at the University of Eindhoven.

Presentation: A new era for online TV – The Changing Shape of TV Measurement

The Multi-Platform consumer is blurring the TV landscape. When do consumers use mobile, internet, TV – and why? Who are the cross-platform media users? Enrico will outline the changes in consumption.

It is obvious that these changes cause challenges in measuring the different dimensions of broadcaster content. Firstly, each platform in itself is a challenge to be measured in a cost-effective way. Secondly, we need to address the issue of duplicated and unduplicated reach.

However, the rewards and potential for understanding reach, frequency and audiences are huge. Enrico outlines the capabilities comScore has in place, their vision for the future of measurement in a connected environment, and the projects underway to get there – including the integration of Streams Sense into comScore's Video Metrix reporting environment.



Egon Verharen, NPO

Egon Verharen is manager R&D at Nederlandse Publieke Omroep (Netherlands Public Broadcasting) overseeing projects on new broadcast- and distribution technologies and the development of new media services. He direct the audio- and video streaming platform for live and on demand services, including Uitzending Gemist, Netherlands' most popular catch-up TV service available on web, digital cable, IPTV and mobile. Egon co-led the introduction of HDTV broadcasting in the Netherlands. He advises the Board and the Director of Distribution, Technology and Broadcast on technical issues. Before joining the NPO Egon was innovation manager at the Dutch higher education and research network, and an assistant professor at Tilburg University. Egon received his MSC (computer science) at University of Twente and his PhD at Tilburg University. He is a member of the EBU Technical Committee since 2010.

Presentation: Managing end-to-end in the future – A Dutch story where net

neutrality is the law



Maxime Forest, Arcep

Maxime Forest is a net neutrality advisor at ARCEP, the French Electronic Communications and Postal Regulatory Authority. He works on the definition and implementation of ARCEP's policy on net neutrality, in particular quality of service, traffic management and IP interconnection. He is also involved in the related BEREC (Body of European regulators) working groups. Before joining ARCEP, he took part in the design of the government's ultra-fast broadband investment program. He previously worked in a rail company in Belgium, where he coordinated a program which improved the operational performance of high-speed train services. Maxime graduated from Ecole Polytechnique in Paris in 2008. He holds engineering degrees in computer and electrical science, industrial engineering, and a master of public policy from Ecole des Ponts ParisTech.

Presentation: Net neutrality: a regulator's vision

Net neutrality has attracted a growing interest in the last years from civil society, the industry and policy makers. The European legislation has started to evolve, providing regulators with new tools and competencies. EU institutions are also taking position, acknowledging risks and stakes. They are shaping political support for regulators' works, which are building expertise and aim at ensuring consistency across the EU in the implementation of the legislative framework. In France, ARCEP has proposed a framework that defines how net neutrality principles should be applied to Internet access service, while leaving space for innovation in specialized (or managed) services. Through competition, transparency and increased monitoring of the market, the regulator fosters quality and ensures that its proposals are implemented, before considering using more coercive powers. This presentation will provide an overview of regulatory approaches, with national and European perspectives.



Christopher Ryder, Net Insight

Christopher Ryder is a Business Development Manager at Net Insight AB responsible for New Media. Prior to joining Net Insight he attained a MSc in Applied IT and held several engineering and managerial positions at a leading manufacturer of IP networks. He is an outspoken supporter of the possibilities of new networked solutions for media producers and distributors and have worked with private companies and government bodies of all sizes.

Presentation: Is there a future for broadcast specific networks or will there be only broadband internet?

Telecommunication and broadcast and media are shifting towards IP-based services and consumers want to consume content on any screen whenever they want. New premium Over-the-top (OTT) services as well as new production models are emerging such as: centralized and tapeless production, cloud broadcasting services and remote production. This new video landscape challenges the way video is distributed today and poses the question if there really is a future for broadcast specific networks.

In this session we look closer at recent research which highlights the demand for guaranteed quality and not just improved QoE, the constant appetite for live content and how these findings translate into technology. We consider the pros and cons of broadband vs. broadcast and discuss the architectural considerations one must do to get the best of both worlds.



Alex Mestre, Abertis Telecom

Alex Mestre is Marketing Director at abertis telecom nowadays, Spanish group leader in infrastructures and telecommunication services. He is also the Vice-President of the European association DigiTAG in Geneve (Digital Terrestrial Action Group) and represents abertis telecom at the Steering Boards of DVB and BMCO. He is Telecommunications Engineer and MBA. Previously worked for SONY during 10 years.

Presentation: What kinds of cloud service are interesting for broadcasters?