

BroadThinking 2012 – Managing end-to-end 28-29 March, Geneva

Day 1: Wednesday, 28 March 2012

08:30-09:00 **Registration**

Introduction

09:00-09:10	Welcome to BroadThinking 2012	Lieven Vermaele	Director Technology & Development, EBU
09:10-09:30	Introduction	Peter MacAvock	Head of Delivery and Services, EBU

Session 1: Current state of internet broadband network

09:30-10:00	Introduction by National public broadcaster in Finland: Is broadband delivery an alternative for terrestrial broadcast?	Jorma Laiho	Technology Director, YLE
10:00-10:30	Penetration to the home of broadband networks in Europe	Detlef Eckert	Director Policy Coordination and Strategy, European Commission Directorate-General for the Information Society and Media
10:30-11:00	Are mobile networks ready for video distribution?	Eric Rosier	Head of Telco Segment, Ericsson
11:00-11:30	Coffee , Networking & Demos		
11:30-12:00	Using internet network measurement tools to improve transparency of speed and delivery	George Wright	Head of Prototyping, BBC R&D
12:00-12:30	Internet Video Quality: State of Art	Prashanth Pappu	Head of Product Management & Marketing, Conviva
12:30-13:00	Panel Discussion		
13:00-14:30	Lunch		

Session 2: Video distribution techniques over the broadband network

14:30-15:00	Introduction: The Italian experience in both broadband delivery and hybrid scenarios	Davide Milanese	Senior Research Engineer, Centre for Research & Technical Innovation, RAI
15:00-15:30	MPEG DASH: a universal enabler format for ubiquitous distribution & multi-device play-out	Thomas Stockhammer	Consultant, Qualcomm
15:30-16:00	Advantages of CDN services in different network topologies	Stef van der Ziel	Founder and Owner, Jet-Stream BV
16:00-16:30	Coffee , Networking & Demos		
16:30-17:00	How open CDN interfaces will help broadcasters' future IP-distribution	Yannick Le Louédec	R&D Project Manager, Orange Labs
17:00-17:30	The advantages of the next era of P2P video distribution	Jari Ahola	Senior Project Manager, VTT Technical Research Centre of Finland
17:30-18:00	Panel discussion		
18:00-19:00	Drinks & Demos - a chance to unwind after a long day of presentations.		

Day 2: Thursday, 29 March 2012

Introduction

09:00-09:30	Welcome and round-up of Day 1	Bram Tullemans	Project Manager, Broadband Techniques & Platform Services, EBU
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Session 3: First screen, second screen, multi-screen

09:30-10:00	Introduction: Experiences in Spain with hybrid and second screen services	Francisco Asensi	Director Business Development, RTVE Interactive Media
10:00-10:30	How to roll out and implement a successful second screen application	Hendrik Dacquin	Co-founder, Small Town Heroes
10:30-11:00	Connected TV outlook: a manufacturer's perspective on portals, standards and ecosystems	Paul Szucs	Senior Manager Technology Standards, Sony
11:00-11:30	Coffee , Networking & Demos		
11:30-12:00	How to implement MPEG DASH - a practical guide to media formats and some HTML5 predictions	Kilroy Hughes	Senior Digital Media Architect, Microsoft
12:00-12:30	A new era for online TV – The Changing Shape of TV Measurement	Enrico Verhulst	Vice President Consultancy, comScore Inc.
12:30-13:00	Panel Discussion		
13:00-14:30	Lunch		

Session 4: Future of the broadband internet network

14:30-15:00	Introduction: Managing end-to-end in the future – a Dutch story where net neutrality is the law	Egon Verharen	Manager R&D, NPO – Netherlands Public Broadcasting
15:00-15:30	Net neutrality: a regulator's vision	Maxime Forest	Net neutrality advisor, Arcep (French Telecommunications Regulator)
15:30-16:00	Coffee , Networking & Demos		
16:00-16:30	Is there a future for broadcast specific networks or will there be only broadband internet?	Christopher Ryder	Business Development Manager, Net Insight
16:30-17:00	What kinds of cloud service are interesting for broadcasters?	Alex Mestre	Strategic Marketing Manager, Abertis Telecom
17:00-17:30	Panel discussion		

Demonstrations

A number of one-on-one demonstrations will be presented during coffee breaks, including:

- Cloud services
- HbbTV and P2P-Next
- Second Screen applications
- Hybrid Radio
- MPEG DASH