

OUT OF THE CLOUD, INTO THE LIGHT?

WHAT BROADCASTERS SHOULD KNOW BEFORE CONSIDERING CLOUD SOLUTIONS

EBU, GENEVA
20-21 NOVEMBER 2012

TUESDAY 20 NOVEMBER

08.30	Registration		
09.00	Welcome	Hans Hoffmann Félix Poulin	EBU, Switzerland EBU, Switzerland

SESSION 1: WHAT IS THE CLOUD AND WHAT IS HOT AIR?

09.15	Keynote: Cloudspotting for Broadcasters	Al Kovalick	Media Systems Consulting, USA
10.00	Issues and Illusions from the mist	Ivar Pojjes Niels Laukens Alberto Messina	SR, Sweden VRT, Belgium RAI, Italy
11.00	<i>Tea, coffee & networking</i>		
11.30	Hype vs. Reality: Cloud Storage	Harry Zimmer	Hitachi Data Systems, Canada
12.15	<i>Lunch</i>		

SESSION 2: WHAT IS REALLY POSSIBLE AND WHAT ARE THE OBSTACLES?

13.30	Interactive discussion: The broadcaster's wishlist for the cloud - Brainstorming		
14.00	BBC Cloud Proof of Concept	Chris Chambers	BBC R&D, UK
14.30	TV resource sharing over the cloud	Sascha Quillet	Broadcast Center Europe, Luxembourg
15.00	<i>Tea, coffee & networking</i>		
15.30	Produce everywhere	Richard Cartwright	Quantel, UK
16.00	What clouds can offer to broadcasters: The VISION Cloud approach	Dimosthenis Kyriazis	Technical University of Athens, Greece
16.30	Interactive discussion: The broadcaster's wishlist for the cloud - Closing		
17.00	<i>End of day 1</i>		

WEDNESDAY 21 NOVEMBER

SESSION 3: WHAT ARE THE TECHNOLOGIES AND THE STRATEGIES?

09.00	Making a Media Cloud Strategy reality	Paul Stiles	CA Technologies, UK
09.30	FIMS is SOA for media	Giorgio Dimino	RAI, Italy
10.00	Commercial and open source solutions and Cloud performance	David Butler	BBC R&D, UK
10.30	Big Media in the Public Cloud - cloud-bursting technology	Micheal Higgins	CloudSigma, Switzerland
11.00	<i>Tea, coffee & networking</i>		
11.30	Interactive Panel: A roadmap for moving content production into the cloud		

CONCLUSION

12.15	Workshop recap and Outcomes	Félix Poulin	EBU, Switzerland
12.45	<i>End of Workshop and Networking Buffet Lunch</i>		

INFO & REGISTRATION: tech.ebu.ch/cloudworkshop

