

# Forecast 2010

The Annual Update for  
EBU Members



EBU, GENEVA, 16 & 17 NOVEMBER 2010

Draft Programme

# DAY 1 – Tuesday 16 November 2010

## Spectrum Sessions

09:30 – 9:35 [Welcome](#) by Lieven Vermaele (EBU Technical Director)

09:35 – 9:45 [Welcome](#) by EC-S Chairman Nigel Laflin (BBC)

### Panel 1 [Update on the implementation of the Digital Dividend](#) – Chaired by Walid Sami (EBU)

09:45 – 10:05 [Licensing the 800 MHz in different European countries](#) by Elena Puigrefagut (EBU)

10:05 – 10:25 [Outcome from ITU-R JTG 5-6 on sharing studies](#) by Walid Sami (EBU)

10:25 – 10:45 [First results from a LTE-trial](#) by Oliver Kluth (WDR)

10:45 – 11:15 Discussion Panel 1

11:15 – 11:45 [Coffee break](#)

### Panel 2 [Latest news on regulation and policy](#) – Chaired by Darko Ratkaj (EBU)

11:45 – 12:05 [EU Regulatory and policy activities \(Digital agenda, Radio Spectrum Policy Programme\)](#) by Nicola Frank (EBU Office Brussels)

12:05 – 12:25 [Developing EBU positions for WRC-12](#) by Lis Grete Møller (DR)

12:25 – 12:45 [PLT interference into broadcasting services up to 300 MHz?](#) by Jonathan Stott (BBC)

12:45 – 13:15 Discussion Panel 2

13:15 – 14:30 [Lunch break](#)

### Interactive debate: [Cognitive devices in the white spaces](#)

14:30 – 15:30 [Interactive debate on the introduction of cognitive devices in the white spaces and on the main conclusions from Draft ECC Report 159](#). Debate to be moderated by Walid Sami (EBU) with interventions from Bruno Espinosa (Chairman CEPT SE) and Mark Waddell (BBC)

15:30 – 16:00 [Coffee break](#)

### Panel 3 [Future scenarios of terrestrial broadcasting](#) – Chaired by Peter MacAvock (EBU)

16:00 – 16:25 [EBU activities concerning the future of terrestrial broadcasting](#) by Roland Beutler (SWR)

16:25 – 16:50 [Case study of future platform strategy](#) by David Hemingway (BBC)

16:50 – 17:15 [DVB-T2/NGH: Broadcasting to mobile and hand-held devices](#) by Chris Nokes (BBC)

17:15 – 17:45 Discussion Panel 3

17:45 – 18:00 Summary discussion of Forecast Spectrum Sessions

18:00 – 20:00 [Cocktail event](#)

## DAY 2 – Wednesday 17 November 2010

### Delivery Technology Sessions

09:00 – 9:15 **Welcome** by Thomas Saner (SRG), member of the EBU Technical Committee

#### Session 1 **Broadcast versus Broadband, should broadcasters keep their dedicated wireless platform?** – Chaired by Thomas Saner (SRG)

9:15 – 9:45 **Television will continue to need terrestrial broadcast distribution!**  
by Michael Wagenhofer (ORS)

9:45 – 10:15 **LTE and its role in the telco's service offering** by Martin Schilling (Swisscom)

10:15 – 10:45 **The next Digital Switchover – anticipating evolving technology**  
by Edgar Wilson (EBU/DigiTAG)

10:45 – 11:15 **Coffee break**

#### Session 2 **Internet technology – Net Neutrality** – Chaired by Bram Tullemans (NPB)

11:15 – 11:45 **The legal angle – the different sides of this important subject** by Rhona Parry (BBC)

11:45 – 12:15 **Technical approaches (avoiding congestion) to make ISP throttling unnecessary**  
by Egon Verharen (NPB)

#### Session 3 **Internet technology – Advanced Network Architectures**

Chaired by Gino Alberico (RAI), chairman of the ECP

12:15 – 12:45 **Adaptive Streaming – the standardised and vendor-specific approaches** by Niels Laukens (VRT)

12:45 – 14:15 **Lunch break**

14:15 – 14:45 **Results of the IRT Adaptive Streaming tests** by Martin Schmalohr (IRT)

14:45 – 15:15 **Advanced CDN and P2P solutions** by Yannick Le Louédec (France Télécom)

15:15-15:30 **Short coffee break**

#### Session 4 **Broadcast working with Broadband – hybrid approaches**

Chaired by Peter MacAvock (EBU)

15:30 – 15:50 **Experience from the first year of HbbTV** by Uwe Welz (ARD)

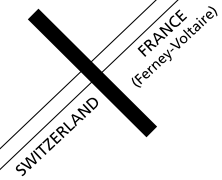
15:50 – 16:10 **Experiences of the iPlayer free-to-air platforms, and the move towards connected TV** by Simon Gauntlett (DTG)

16:10 – 16:30 **The public response to Internet-connected TVs** by Simon Waller (Samsung)

16:30 – 17:00 Concluding discussion of Forecast Delivery Technology Sessions

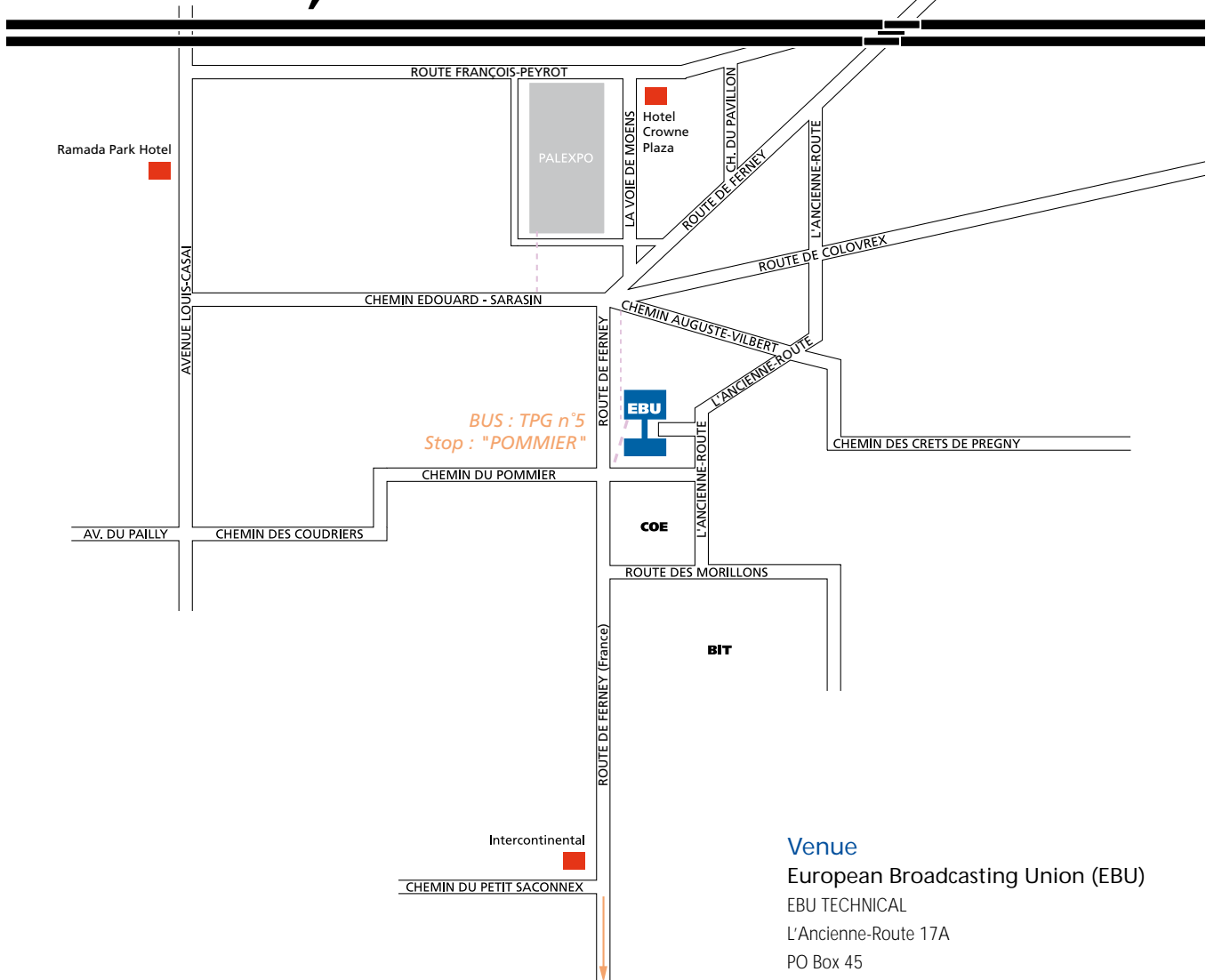


GENEVE COINTRIN



SWITZERLAND

FRANCE  
(Ferney-Voltaire)



BUS : TPG n°5  
Stop : "POMMIER"

To City Center  
ONU  
ITU

### Venue

European Broadcasting Union (EBU)  
EBU TECHNICAL  
L'Ancienne-Route 17A  
PO Box 45  
1218 Le Grand-Saconnex  
Switzerland  
T: +41 (0)22 717 21 11

### Contact

EBU TECHNICAL  
Filka Hänni  
T: +41 (0)22 717 27 15  
F: +41 (0)22 747 47 15  
E: haenni@ebu.ch

### Internet

[tech.ebu.ch/forecast10](http://tech.ebu.ch/forecast10)



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