

### PROGRAMME

TUESDAY 16 NOVEMBER 2021 (10:00 - 16:30 CET)

#### WELCOME & KEYNOTE SESSION

10:00 – 10:15	<b>Welcome &amp; Introduction</b>	Antonio Arcidiacono (EBU) Peter MacAvock (EBU)
10:15 – 10:45	<b>Can EBU Members win the online battle?</b> <i>EBU Members are debating the best way to go forward with their online offerings: whether the future lies in app-based distribution (e.g. SVT Play) for live playout and on-demand, or whether it is crucial for survival to be present on all relevant third-party video-apps and platforms in their national market. Are proprietary apps strong enough to be the exclusive way of PSM online distribution?</i>	TBC
10:45 – 11:15	<b>Will IP take over from broadcast, and what is a hybrid scenario, exactly?</b> <i>A migration to IP-based distribution across Europe will be driven by a range of forces, not just economics, and it will be a long process. In the meantime, broadcast networks have a truly important role to play.</i>	TBC
11:15 – 11:30	– Break –	

#### SESSION 1: GOING BROADBAND

CHAired BY JAN DEVOS (VRT)

11:30 – 11:50	<b>Trends in Content Delivery Networks</b> <i>An update on Low Latency Streaming, (open) caching possibilities, including extensions to the Access Network and transparent caching, 'alternative technologies' such as the use of CDNs for multicast in 5G (network slicing?), and backhauling using satellite.</i>	Andre Reitenbach (G-Core Labs)
11:50 – 12:10	<b>Effectively using quality metrics to optimize streaming at scale</b> <i>Achieving a satisfying experience for online viewers that is on par with that of traditional broadcast while minimizing costs remains a key challenge. This presentation discusses the differences between technical service quality (QoS) on the one hand and quality of experience (QoE) as perceived by the end user on the other hand. It explains how both can be assessed, how they relate, and how quality data can be made actionable using elaborate client-side streaming analytics.</i>	Ralf Neudel, Sebastian Siepe (Einbliq)
12:10 – 12:30	<b>How the Access Network can improve the user experience</b> <i>How will capacity for the Gigabit society be guaranteed? What are the most viable solutions that Access Networks are working on to deliver this growing amount of media to the end-user? This presentation discusses caching possibilities, multicast, network slicing, and more, in context.</i>	Simon Jones (BT)
12:30 – 13:30	– Lunch Break –	

#### SESSION 2: 5G MARKET TRENDS

CHAired BY ROLAND BEUTLER (SWR)

13:30 – 13:50	<b>Timeline for the market availability of 5G features</b> <i>Work on Release 17 and planning of work items of Release 18 has advanced significantly. What are the opportunities for the media industry in content production and in distribution? What are the timescales, what might be implemented, and when?</i>	Lorenzo Casaccia (Qualcomm)
13:50 – 15:00	<b>PANEL DISCUSSION: enabling the market for 5G use in the media sector</b>	Lorenzo Casaccia (Qualcomm) Jordi J. Giménez (5G-MAG) Michael Reinartz (Vodafone) TBC
15:00 – 15:30	– Break –	

### SESSION 3: RADIO, THE DISRUPTIVE MEDIUM

CHAired BY EDITA KUDLACOVA (EBU)

15:30 – 15:50	<b>The disruptive future of Radio</b> <i>Radio has long demonstrated that it can adapt quickly with change. With more challenges to Radio listening than ever, what will Radio look like in the future and what are broadcasters doing now to make that a reality?</i>	James Cridland (Podnews)
15:50 – 16:10	<b>Personalized and Hybrid Radio</b> <i>Media consumption is increasingly non-linear and personalized. How can Hybrid Radio be used to create a personalized Radio experience that effectively blends live and on-demand listening together?</i>	TBC
16:10 – 16:30	<b>Embracing many different platforms</b> <i>Radio broadcasters have more and more challenges around how their brands are distributed and experienced on different platforms with different capabilities – How can this be done in a scalable and sustainable way? Is there a common approach to 'managing' external platforms?</i>	TBC
16:30	– End of Day 1 –	

## WEDNESDAY 17 NOVEMBER 2021 (10:00 - 16:45CET)

### SESSION 4: THE FUTURE USE OF SUB-700 MHZ

10:00 – 10:05	<b>The UHF band, one of the hottest topics at WRC-23</b> <i>WRC-23 agenda item 1.5 will review the use of the 470-960 MHz band. What is the scope of the studies to be done? What are the current and future services usages?</i>	TBC
10:05 – 10:15	<b>PSM's expected evolution of DTT and 5G Broadcast</b> <i>Public service media that are organized in the EBU have varying spectrum needs. What are their expectations for the future and how was the common EBU position defined?</i>	Per Björkman (SVT)
10:15 – 10:25	<b>The future of audio PMSE</b> <i>Wireless audio production devices are important uses of sub-700 MHz frequencies. How is this part of the industry innovating? What are the future spectrum needs?</i>	Lindsay Cornell (BBC)
10:25 – 10:35	<b>The need for more mobile broadband – coverage vs capacity</b> <i>IMT services are looking to expand their spectrum allocations below 700 MHz. Existing allocations can already provide coverage and capacity for rural areas. Is there a need for more spectrum?</i>	TBC
10:35 – 10:45	<b>'Sharing Studies' – is flexibility real?</b> <i>Certain regulators want a co-primary allocation to mobile services below 694 MHz to have flexibility in the future to decide the use of the band. But sharing possibilities between DTT and IMT are so limited that a harmonized use is required. Where is the flexibility?</i>	TBC
10:45 – 10:55	<b>Perspective from the rest of Region 1 on the sub-700 MHz spectrum</b> <i>Region 1 covers the whole of Europe, Middle East and Africa. Different services, different timescales in different parts of the Region will need to be reconciled.</i>	TBC
10:55 – 11:30	<b>PANEL DISCUSSION: Is there a 'win-win' solution for sub-700 MHz?</b> <i>The panel will discuss if the above different requirements can find a way to be satisfied providing a win-win solution to all.</i>	Per Björkman (SVT) Lindsay Cornell (BBC) TBC
11:30 – 12:00	– Break –	

### SESSION 5: THE FUTURE USE OF THE C-BAND

CHAired BY CATH WESTCOTT (BBC)

12:00 – 12:05	<b>Why the use of the C-Band is important for broadcasters</b> <i>The C-Band is highly used for EBU Members' international services and Eurovision, focused in certain parts of the world. Other Members are looking to other future uses. But the band is challenged for additional IMT usage.</i>	Cath Westcott (BBC)
12:05 – 12:15	<b>The challenges for the satellite industry</b> <i>The C-Band provides a resilience to rain attenuation which is essential in certain parts of the world and beneficial not only to the media but other industries as well. Is there an alternative to replace it?</i>	TBC
12:15 – 12:25	<b>Which spectrum possibilities for 5G Campus networks</b> <i>5G non-public networks are being considered by broadcasters for certain local applications (e.g. production applications) as well as by other industries with low latency and high QoS requirements. C-Band is one of the bands for such applications.</i>	Khishig Dushchuluun (BR/ARD)
12:25 – 12:35	<b>The mid-band needs of different services</b> <i>Regulators have the difficult task to see how to satisfy the spectrum requirements for different services. Sharing the spectrum requires specific solutions. Which are the possibilities for the C-Band?</i>	Eric Fournier (ANFR)
12:35 – 13:15	<b>PANEL DISCUSSION: Can competing uses share the C-Band spectrum?</b> <i>The panel will discuss if the different emerging and competing services could share the band.</i>	Cath Westcott (BBC) Khishig Dushchuluun (BR/ARD) Eric Fournier (ANFR) TBC
13:15 – 14:15	– Lunch Break –	

### SESSION 6: SPECIALISED TECHNOLOGY TALKS

14:15 – 14:35	<b>If broadband is king, is DVB also going broadband?</b> <i>Broadband technologies are disrupting broadcasting organisations. DVB has a number of initiatives related to broadband: DVB-DASH, DVB-I, Native IP solutions, and more. How does all this fit together?</i>	Emily Dubs (DVB)
14:35 – 14:55	<b>TBC</b>	TBC
14:55 – 15:15	<b>5G-RECORDS: enabling media content production</b> <i>The main objective of this European project is to integrate 5G components into three use cases and evaluate their performance in the context of professional content production environments.</i>	Paola Sunna (EBU)
15:15 – 15:45	– Break –	
15:45 – 16:05	<b>Are we compliant with regulation to protect health from electromagnetic radiation?</b> <i>Broadcasters should be aware of the regulation limiting the effects on health from electromagnetic radiation and why. This presentation also looks at the EMF aspects of bonded cellular devices.</i>	Karina Beeke (Cellnex Telecom) Robbert Webber (BBC)
16:05 – 16:25	<b>How is ITU adopting the UN sustainable development goals?</b> <i>The ITU is looking at how ICTs can help to achieve each of the United Nations SDGs. How are different ICT's industries contributing to the sustainability goals?</i>	Gitanjali Sah (ITU)
16:25 – 16:45	<b>Wrap-up</b>	
16:45	– End of Forecast 2021 –	