

The World's Leading Event on Hybrid, IP & Connected TV

ip&tvworldforum2011

Business Models & Technology Strategies to Monetise the Democratisation of Content

Now in its 7th year

22-24 March 2011, Olympia, London

FREE EXHIBITION Claim your **FREE** exhibition pass at www.iptv-forum.com

"Unquestionably a must-have next-year calendar blocker for everyone in the TV industry"

General Manager of TV Business, Romtelecom

- ✓ **6,000+** Attendees
 - ✓ **150+** Exhibitors
 - ✓ **200+** Visionary Speakers
 - ✓ **140+** Case Studies from Telcos, Cablecos, Broadcasters and Content Providers from 40 Countries
 - ✓ **102+** Countries Represented
 - ✓ **70+** Industry Press & Analysts
 - ✓ **FREE** Training Seminars
 - ✓ **NEW for 2011** - Connected TV Zone and TV App Hub
- Across **3** days, **4** Conference tracks and **3** Seminars....

140+ Service Provider Speakers From 40 Countries:

KEYNOTES



BILL HOLMES
Vice President, Business Development
Netflix



DR. KLAUS ILLGNER-FEHNS
Chairman
HbbTV Consortium



WU DONGLI
General Manager of Video Operation Center,
China Telecom Group



IAN MECKLENBURGH
Director of Consumer Platforms
Virgin Media



MANUEL KOHNSTAMM
President, Cable Europe Managing Director, Public Policy & Communication
Liberty Europe



JOHANNES LARCHER
Senior Vice President International
Hulu



LESLEY MACKENZIE,
Chief Digital Officer,
LOVEFILM



MANUEL SEQUEIRA
CTO
Zon Multimedia, Spain



LORENZ GLATZ
Chief Technology Officer
Kabel Deutschland
Germany



MAITREYI KRISHNASWAMY
Director, Interactive Video
Verizon, USA



JASPER SMITH
CEO
PlayJam



BOBBY LEE
CTO
BesTV, China



ROMULO PONTUAL
EVP and CTO
DIRECTV, USA



NICOLAS BRY
Senior Vice President
Orange Vallee, France



DR. AKIL AL AKIL
VP & Head of Regulation
Mobily, Saudi Arabia



TIM WRIGHT
Director of Technology
Sony Pictures International



JEREMY KUNG
EVP, New Media
Telkom Malaysia,
Malaysia



JOO SIK LEE
Managing Director
SK Broadband Media,
South Korea



ALEX HOLT
Managing Director,
TV and Entertainment
Cable & Wireless
Communications,



SIMON ORME
Director Content Services
BT Wholesale, UK



LORENZO OROZCO
Head of Content and
Media
America Movil, Chile



JAY KISHIGAMI
Head of IPTV
NTT Japan



BEN KINEALY
Head of IPTV Operations
Telstra, Australia



FRANZ KURATH,
Executive Director,
Programming,
AT&T, USA



HANADI AYOUB
Vice President of Network
Architecture, Network
Delivery & VAS du, UAE



RORY SUTHERLAND
Vice Chairman
Ogilvy Group, UK



DENNIS MILOSEVSKI,
Head of Design,
Google



ANDREI KHOLODNY,
Executive Director,
Svyazinvest, Russia



JONATHAN LEWIS,
Head of Digital Media,
Channel 5, UK



DENNIS ANDERSSON,
Director, Global Product
Management - Content,
TeliaSonera



FRÉDÉRIC SITTERLÉ,
CEO, mySkreen, France



DR. DANIEL HESSELBARTH,
Senior Manager
Innovation & Interactive,
Unitymedia, Germany



ED CANDY,
Group CTO,
Three, UK



CAROLYN LUEY,
Head of Strategy
and Planning,
Telecom New Zealand



ANDREW PILLER,
Commercial Director,
FMX, FremantleMedia



CHARLES LESS,
SVP, Advertising & Digital
Media Sales,
ESPN STAR Sports,
Singapore



MARIO J PINO,
IPTV Marketing Launch
Director Etisalat, UAE



SHAROLYN S. FARMER,
Executive Director,
IPTV/Video Realization,
Service Concepts,
AT&T Labs, USA



JEFF FINKELSTEIN,
Director of Network
Architecture,
Cox Communications



HAROLD GRONENTHAL,
SVP & GM, Program
Acquisitions & International
Development, Rainbow
Media Holdings, USA



FRANK LONCZEWSKI,
Head of Product
Management IPTV,
Deutsche Telekom



JOHN DENTON,
Managing Editor of TV
Platforms, BBC



BRIAN JOE,
Senior Planner of Content
Distribution,
Verizon, USA



PAUL ROBINSON,
Global CEO,
KidsCo



TOMASZ BERESOWSKI, CEO,
ITI Neovision, Poland



MATTHIAS KROEMER,
Head of Marketing, Video
& Connected Home,
Vodafone

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TV Connected to a World of Opportunity

"I made some excellent connections and was pleased to see how unified the cable industry is worldwide."

Director of Network Architecture,
Cox Communications

"I loved your IPTV World Forum"

Vice President & Managing Director,
NeuLion & Kylin TV

"Excellent, great leads!"

"Very interesting show to meet in one place the whole telecom world."

"Excellent show this year. Very busy and high quality attendees."

"Good crowd. More direct interest from operators and service providers."

"Steady flow of quality customers throughout the show; kept busy virtually all the time."

"very good - well attended, qualified booth traffic, lots of energy at show"

2011 is the Breakthrough Year for Connected TV

IP is becoming compelling to an ever increasing group of service providers and utilised for an even wider range of environments. Not only have telcos widely deployed TV services over their IP networks, but cable companies are increasingly adopting IP from the flexibility and addressability it enables.

With major initiatives such as YouView coming to fruition, building on the increasing consumer awareness created by the many early connected TV products already coming to market. The IP&TV World Forum again studies the IP based deployments in all these markets, whilst this year IP&TV World Forum brings a greater emphasis on TV business strategies, with a new track focussing on content acquisition, management and advertising.



NEW for 2011 **TV App Hub**

Tuesday, 22nd March 2011

Take advantage of the TV Appstore Revolution: FREE to attend one day summit

Organised in association with WipJam developer community, this one day training summit is free to developers. Discover how you profit from this growing market segment or influence the developer community through giving a presentation. Learn how to develop applications for the Appstore environment, and how to develop the appropriate relationship to monetise TV Appstore applications.

The TV App Developer Jam will be a one day event within the IP&TV World Forum and will be free to attend for Application Developers.

Supported by:

NEW for 2011 **IP Workflow Summit**

Wednesday, 23rd March 2011

Utilising file based workflow to speed & ease content creation & delivery for multiplatform TV

New for 2011, Informa's IP Workflow is a free to attend, one day conference addressing the key issues around the important utilisation of file-based workflows. With the increased proliferation of new formats and the amplified need for efficient multiplatform distribution, effective workflow management has never been so important. Find out how file-based workflows are meeting these industry demands and proving to be the true backbone for facilitating innovation and optimising business.

Key Topics to be covered will include:

- Addressing the business case for File-Based workflows
- Developing efficient and cost effective workflows that facilitate multiplatform distribution
- Future of tapeless workflows and the advantages in live editing they offer content such as news and sport
- How file-based workflows are enabling the adoption of new efficient production practices such as remote production teams.
- The role of intuitive such as FIMS in standardising and easing the developments of file-based workflow practises.
- End-to-end fit for purpose workflows for new formats such as 3D

Supported by:



Network with attendees from 102 countries

91%

58%

IP&TV World Forum is 100% Business...

of those who visited the IPTV World Forum 2010 will recommend their company to attend in 2011

of visitors used this event for their purchasing decisions

Conference Programme at a Glance

IP Platforms for TV	Network Optimisation	Service Management	The Business of Content
Tuesday 22nd March 2011			
IP Cable <ul style="list-style-type: none"> Moving to IP IP Service Scenarios The Long Term View Cloud Services for the Connected Home 	Networked Home <ul style="list-style-type: none"> Delivering the Networked Home Monetising the Connected Home Long-Term Service Opportunities 	IPTV Customer Satisfaction <ul style="list-style-type: none"> Customer Support & Field Service Service Reliability & Robustness IPTV Deployment 	Content Business Models <ul style="list-style-type: none"> Content Management and Acquisition Content Portfolio, Packaging & Pricing for IP and Connected TV New Business Models and practices in Content Security
Wednesday 23rd March 2011			
Connected TV <ul style="list-style-type: none"> A Broadcast-Broadband Future The Business of Democratising Content The App Store 	Network Optimisation for TV over IP <ul style="list-style-type: none"> Managing IP Video Traffic Optimising the Access Network for TV Evolving the Platform for TV 	Managing Multiscreen Delivery <ul style="list-style-type: none"> Responding to a Multi-Device Environment Technological Challenges Multiscreen Freedom and Flexibility Impact of the iPad Belly Telly & Drill Down Content 	TV Advertising Evolution <ul style="list-style-type: none"> Targeted advertising Programme Sponsorship Integrated new media content strategies
Thursday 24th March 2011			
Mobile TV & Multimedia <ul style="list-style-type: none"> Examining the Business Model for Mobile TV Developments in Structural design for Impeccable Streaming Multimedia, Applications & Augmented Reality for Mobile TV 	CDN <ul style="list-style-type: none"> CDN & Telcos: Opportunities and Challenges Innovative Architectural Choices in CDN Design CDN Ecosystem Leveraging Cloud and Media Service from CDN 	User Experience <ul style="list-style-type: none"> Social Media & the Connected TV Content Discovery in the Connected TV Environment Best Practice TV User Experience Design 	On Demand Evolution <ul style="list-style-type: none"> Evolving the On Demand Model in the Connected TV Environment 3D on Demand Interactive Services

IP&TV Industry Awards Gala Dinner

"Excellent event organization and great opportunity to feel IPTV industry progress."

Optimus

"Perfect event for users, buyers, suppliers and integrators to meet and to share ideas. I learned a lot and got to know many important persons at this event."

Senior Account Manager, Edgeware

"A very focused event capturing the latest trends in the IPTV industry"

SPM - IPTV Network Infrastructure, Ericsson

"Great compact event to network with the who is who in international iptv."

CEO, Moviepilot GmbH

"As usual very well organized-good latest status of the TV Transformation and updates."

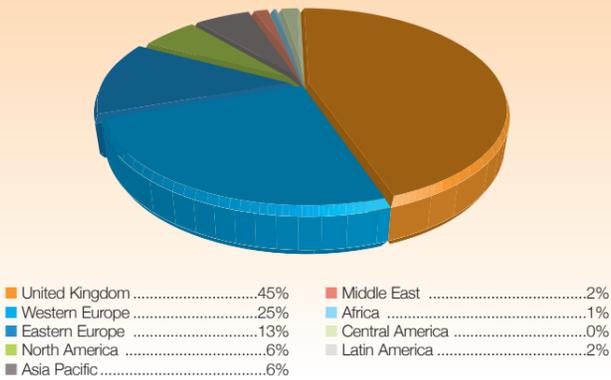
Chairman, Joint UMTS Forum - GSMA Mobile TV Group

"A "must do" calendar event..."

Commercial Strategy & Planning, SES Astra

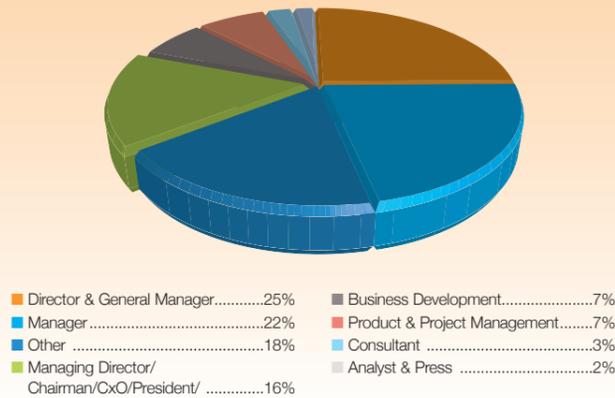
Attendees to the IPTV World Forum came from 102 countries!

IPTV World Forum 2010 – Geographical Attendance



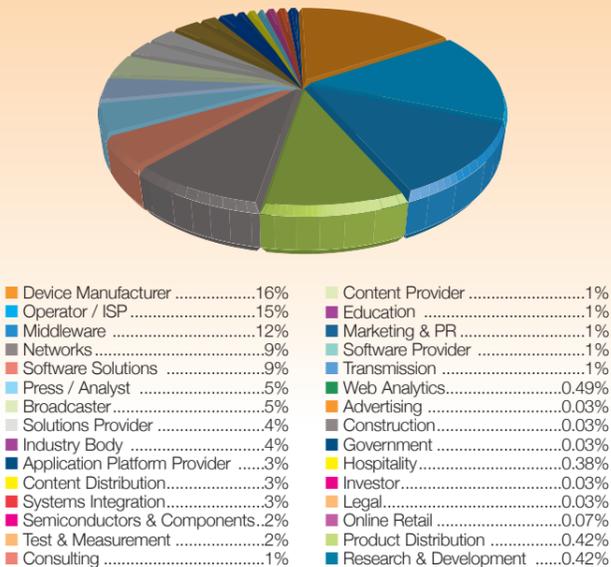
Senior Level Networking...

IPTV World Forum 2010 – Senior Attendance



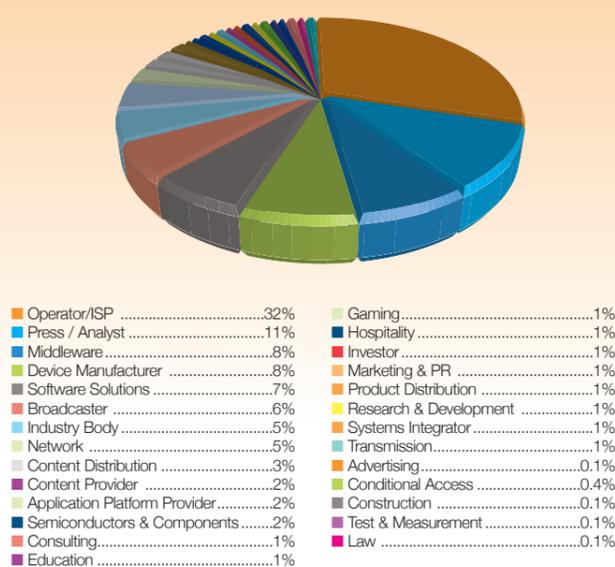
Full Ecosystem Participation

IPTV World Forum 2010 – Exhibition Attendance



Senior Level Buyer Side Engagement...

IPTV World Forum 2010 – Conference Attendance



93%

of visitors had budgetary responsibility of up to £5m

93%

of Exhibitors at IPTV World Forum 2010 will recommend their company to attend in 2011

93%

of Exhibitors said their objectives were met



DAY ONE KEYNOTE PLENARY SESSION: COMBINING CABLE BANDWIDTH WITH IP FLEXIBILITY TO CREATE COMPELLING CONSUMER SERVICES



08.00 Doors Open & Distribution of the IPTV World Forum Daily

09.00 **Chairman's Opening Remarks**
Colin Dixon, Senior Partner, Advisory, The Diffusion Group



Manuel Kohnstamm, President, Cable Europe, Managing Director, Public Policy & Communication, Liberty Europe

Manuel Kohnstamm is Managing Director, Public Policy & Communications, of Liberty Global. Based largely in Amsterdam and Brussels, he is responsible for government affairs, external relations and communications throughout the Liberty Global group in Europe. Manuel started at Liberty Global's subsidiary UPC NV in August 1999 and held several positions in corporate affairs, public policy and communications. Manuel joined UPC from Time Warner where he worked at their European office from 1992, most recently as Vice President, Public Affairs. At Time Warner Europe, Manuel was responsible for legal and regulatory policy activities in support of Time Warner's various European media operations such as Time Inc., Warner Bros. and Turner Broadcasting. Manuel is President of Cable Europe, the European Cable Communications Association, a Member of the WEF Strategic and Government Affairs Community, and Member of the Board of Directors of Telenet Group Holding.

Using the network efficiently to deliver a unified Multiscreen TV experience



Giles Wilson, Head of Technology, Solution Area TV, Ericsson

Dr. Giles Wilson is CTO of Ericsson's TV business, driving the company's strategy and vision for integrated digital video technology for the creation, management and delivery of the individual television experience. Previously Dr. Wilson was Chief Architect at TANDBERG Television, leading the development of solutions based on advanced video compression technologies. Dr. Wilson's work with AVC has resulted in TANDBERG Television's award-winning solutions for VC-1 and MPEG-4 AVC HD and SD encoding technologies. These world-first solutions have cemented Dr. Wilson's reputation as one of the foremost engineering experts in the digital media industry.



Ian Mecklenburgh, Director of Consumer Platforms, Virgin Media

Ian has over 20 years experience in the communications, IT and media sectors where he has specialised in defining, developing and delivering internet, IPTV, interactive TV and broadband services for global blue chip organisations and start-ups. Prior to joining Virgin Media he spent four years as a consultant for organisations including the Digital TV Group, working to develop the industry association's connected TV strategy. He worked on the launch of Freesat and IP Vision's Fetch TV and also advised Capita plc on the UK's Digital Switchover Help Scheme. Ian has held senior digital media and technology positions at Home Choice (now TalkTalk), the BBC where he worked on the early development of what became Freeview, and at Cable and Wireless plc.

Winners of the Next Generation TV Audience: Darwinism and its impact on the media ecosystem



Murali Nemani, Director, Service Provider Video Marketing, Cisco

Murali Nemani currently serves as Director of Service Provider Video Marketing at Cisco. In this role, he has global responsibility for marketing Cisco's video & connected home solutions into telecommunications, cable and satellite/broadcaster markets. Prior to joining Cisco in 2008, Murali held a variety of positions with Alcatel in marketing and portfolio strategy. In these positions, he was focused on strategy development for the multimedia applications division targeting high-growth segments, including advanced advertising and content sharing/distribution. He also led Alcatel's global Triple Play & IPTV marketing program while based in Paris – seeding the market and helping Alcatel establish a billion dollar revenue engine.

10.30 **Networking Break & Exhibition Visit**

ATTEND ANY STREAM:

IP PLATFORMS FOR TV

IP CABLE

11.30 **Chairman's Introduction & Speed Networking**
Arjang Zadeh, CEO, Azdio Technologies

MOVING TO IP

11.40 **Hybrid Cable TV**
 • Combining the best of RF TV and IP TV for full functionality and future proof networking
 • Hybrid TV's role in bridging the gap between IPTV and broadcast technologies
 • Using Hybrid TV to provide full advantages of digital TV
 • VoD and interactive content even the mobile phone as a feedback channel
Lorenzo Orozco, Head of Content and Media, America Móvil Chile

12.00 **Justifying the Switch to IP**
 • Stating the business case for IP – what are the benefits?
 • Why are cable operators going to IP?
 • How can operators capture and generate more revenue by using IP cable?
 • Enabling addressability, personalisation and interactivity
 • Improving bandwidth usage and efficiency
Peter Percosan, Chief Technology Officer, Cable Europe Labs

12.20 **Panel Discussion: Assessing the Benefits of Moving to IP**
 • Hybrid options for delivering interactive services over cable
 • Performance of features and functionality
 • Video media quality and traffic mixing
 • Standardisation of IP
Peter Percosan, Chief Technology Officer, Cable Europe Labs
Manuel Sequeira, CTO, Zon Multimedia, Spain
Lorenz Glatz, Chief Technology Officer, Kabel Deutschland Breitband Services GmbH
Alan Delaney, Head of Business Development and Marketing IPTV & Connected Home, Solution Area TV, Ericsson

12.50 **Networking Lunch & Exhibition Visit**

NETWORK OPTIMISATION

THE NETWORKED HOME

Sponsored by:

11.30 **Chairman's Introduction & Speed Networking**
Stuart Sikes, President, Parks Associates

11.40 **Leadership Insight**
 • Avoiding pushing technology to your customers basing your propositions on real Consumer Insights
 • After Broadband and Mobile pipes, and now, we need new pipes : Home Pipes. only when these new Pipes will be in place, and Openness ensured, that competition will come.
Patrice Fryson, CEO, LEA Com

DELIVERING THE NETWORKED HOME

12.00 **The Networked Home Service Revolution**
 • Networked Home as a concept for the future and how it will transform lives
 • Revealing the potential for Networked Home services, understanding consumer requirements
 • Developing a strategy utilising a limited number of successful, cost effective technology choices to maximum effect
Jeremy Kung, EVP, New Media, Telkom Malaysia

12.20 **Enabling Ultimate Flexibility and User Control**
 • Providing innovative answers to the challenges of connecting every device in the home
 • Enabling pay-TV, music and videos from wherever they are in the home
 • Providing a fully scalable platform that significantly lowers the cost of deploying multi-room services
 • Improving consumer experience to enhance subscriber stickiness and prevent churn
François Pogodalla, Chief Executive Officer, Advanced Digital Broadcast

12.40 **Case Study: Connected Home Deployment in South Korea**
 • Evaluating connected home operations and their value to customers
 • Interconnecting gadgets and devices to enable a fully connected service
 • Examining the stickiness of multi screen and interactive entertainment
 • Success of operations to date
Joo Sik Lee, Managing Director, SK Broadband Media, South Korea

13.00 **Panel Discussion: Realising the Business Opportunity of Networked Home**
 • Clarifying the business proposition and the case for the connected home
 • In the future connected home environment, what will services be?
 • Convergence in the digital home – where are the opportunities?
 • Considering PCs, digital TV receivers, STBs, DVRs, HDTV, Next Generation DVDs, games consoles and Digital media players
 • Monetising the connected home – how do you put a price on services?
David O'Rourke, Director, Business Development, Omnifone, UK
Philippe Calvet, Business Group Chairman, HGI, France Telecom
Willem Verbiest, Vice President, MultiMedia Solutions, Alcatel Lucent

13.40 **Networking Lunch & Exhibition Visit**

SERVICE MANAGEMENT

IPTV CUSTOMER SATISFACTION

Sponsored by:

11.30 **Chairman's Introduction & Speed Networking**
Tony Brown, Principal Analyst, Informa Telecoms & Media

11.40 **Leadership Insight: Customer Satisfaction & the Path to Profitability**
 • How are we (the industry) Doing Thus Far? Bit of a Report Card. Sets a baseline.
 • Where is the Customer Heading? This opens the door for some reflection on trends in IPTV and the challenges to meeting those changing expectations. Trends could include ... Ubiquitous HD, TV Everywhere, 3D, Service Assurance for Applications.
 • Service Assurance needs to be Baked In. Gone are the days of real performance insight being an afterthought.
 • Does Customer Satisfaction guarantee Profitability?
Curtis Howe, President & CEO, Mariner

CUSTOMER SUPPORT & FIELD SERVICE

12.00 **Operator Case Study: Customised Edge Monitoring based on MediaRoom Client Data**
 • Collating accurate service performance data is vital to ensure the delivery of high quality TV service
 • What options are available in one of the most prevalent IPTV middleware platforms to facilitate that process?
David Murargi, Customer Operations, Portugal Telecom

12.20 **Delivering a Customer Orientated TV Solution**
 • The future of IPTV in relation to the customer;
 • Usage of IPTV and the experience of IPTV in the Netherlands
 • Developing a customer focussed User Experience
Eric Jan Doorenbosch, Director TV, KPN

12.40 **Successful Strategies for Quality Assurance in DTV Delivery**
 • Different approaches to quality assurance and cost reduction – our experience
 • Best practice for Hybrid and IPTV QA – a step by step approach
 • Future requirements on quality assurance
Mikael Dahlgren, CEO, Agama Technologies

13.00 **Panel Discussion: STB Inventory – Reducing Costly & Unnecessary Swaps and Returns**
 • Set Top Box swap out are frequently the result of a customer call
 • How can service providers ensure that this action will result in a problem fix?
 • How can the STB inventory be most effectively managed
Ioannis Antoniadis, IPTV Technical Director, Romtelecom
Marc Lirette, PEng., Technology Strategy, TELUS
 plus further speakers to be announced

13.30 **Networking Lunch & Exhibition Visit**

THE BUSINESS OF CONTENT

CONTENT BUSINESS MODELS

Sponsored by:

11.30 **Chairman's Introduction & Speed Networking**
Martin Weiss, Partner & Managing Director, Solon

11.40 **Leadership Insight: Completing the Broadcast and IT Convergence**
 Streamlining video production and distribution workflow by utilizing Best Practice IT data management solutions through a Service Oriented architecture.
Steve Jones, Senior VP/IGM, CodecSys Division, Broadcast International

CONTENT MANAGEMENT, ACQUISITION & DISTRIBUTION

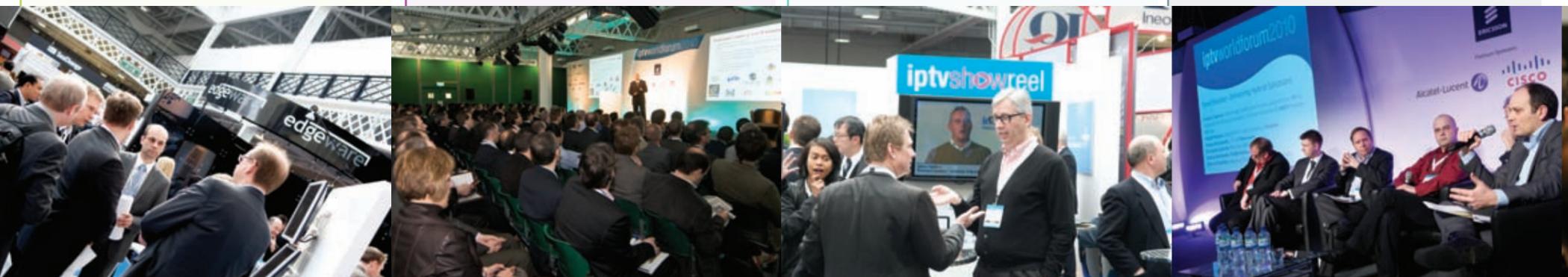
12.00 **Acquiring and Distributing Content for New Media Platforms**
 • What are the strategic challenges of content Acquisition for programmes that will be broadcast on multiple devices?
 • How do broadcasters and operators measure what interactive content to invest in?
Harold Gronenthal, Senior Vice President & General Manager, Program Acquisitions & International Development, Rainbow Media Holdings, USA

12.20 **The role of IPTV in bringing enhanced content to the viewer in a DTT dominated markets**
 • Offering new choices to the viewer; VOD, catch-up TV and network PVR.
 • Providing premium content through flexible pay packages.
 • How can IPTV operators change viewer's habits and perception towards Connected TV services in less habituated markets?
Daniel Vondráček, Marketing Manager- Content Services, O2

12.40 **Content Workflow Management and Optimisation**
 • What are the key issues surrounding rights management and what solutions are available?
 • How best can material workflow be managed?
 • What innovations and solutions are available in scheduling tools?
 • What is the future and relevance of linear scheduling?
 • What challenges face VOD and combined scheduling?
Michel Beke, Product Manager, MediaGenix

13.00 **Panel Discussion: Tackling Issues of Multi Platform and Multi Country Rights Management**
Helene H Miksche, Senior Legal Counsel, Bird & Bird
Alexandr Yesayan, Director of External Relations, UCOM LLC
Bethany Gorfine, President & CEO, Federal Hill Communications

13.30 **Networking Lunch & Exhibition Visit**



IP SERVICE SCENARIOS

14.30 The Use of the Converged Multi-Service Access Platform (CMAP) for Deployment of IP Services

CABLE OPERATOR

- Benefits of IP video
- Savings to be realized
- Simplicity of head end and plant designs
- Transition strategies.

Jeff Finkelstein, Director of Network Architecture, Cox Communications, USA

14.50 Results from Cable IP Rollout

CABLE OPERATOR

- Technologies chosen, deployment methods and timescales
- Rationale for countrywide roll out
- How VOD and interactive services can revolutionise services
- Customer satisfaction and usage to date

Craig Bachmann, Head of Cable Market Support Center, TM Forum

15.10 Panel Discussion:

CABLE OPERATOR

Making IP over Cable A Reality

- Can IP be the answer everywhere? Are there any exceptions?
- How will cable operators manage investments to upgrade their infrastructure and introduce new technologies?
- What are the investment opportunities and requirements for cable operators?
- Comparing the available technologies to enable migration – how do they compare?

Moderator: Reinaart Bryssinck, Director, Cable Service Providers, Cisco

Sergey Gusev, First Deputy General Director, Technical Director, ER Telecom

Kim Wonho, Chairman, Korea Digital Media Industry Association, KoDIMA

15.40 Networking Exhibition & Refreshment Break

THE LONG-TERM VIEW

16.40 Results from Cable IP Rollout

- Making interactivity easier
- Allowing high speed delivery of rich content through IP
- Enabling greater diversity of content
- Improving efficient use of bandwidth

17.00 Migration to IP Across the World

- Is IP the only solution to competitive pressures for cable companies moving forward?
- Considering the relative influence of cable market penetration and size
- Determining the best time to switch given local factors
- How age of networks and other broadband alternatives factor in the decision to switch
- Variations in cable subs growth and industry revenue patterns across the world

Yun Chao Hu, Chairman, Open IPTV Forum

17.20 Panel Discussion:

CABLE OPERATOR

Improving Content, Interactivity and Choice

- How can cable operators differentiate themselves from their competitors in a crowded market?
- Improving network reliability, availability of signal, ease of multiroom television, picture quality for HDTV, more on demand options
- How is cable innovating and positioning itself to win the video customer?

Dimitar Radev, CMO, Blizoo, Bulgaria

Roger Blakeway, President, SCTE

Ravi Mansukhani, Managing Director, Incablenet, India

17.50 Close of Session

MONETISING THE CONNECTED HOME

14.30 Service Provider Case Study:

OPERATOR

Delivering the Connected Home

- Strategic business drivers for a networked home proposition
- What is the business case for the networked home?
- Customer insights and appeal of different networked home services
- Key challenges and learnings

Carolyn Luey, Head of Strategy and Planning, Telecom New Zealand

14.50 Delivering Plug and Play IPTV Throughout the Home

- Overview of home networking market and HomePlug's increasing popularity
- Success stories: service provider and retailer benefits from HomePlug networking
- Delivering solutions: seamless integration of HomePlug with other networking technologies
- Next generation enhancements for HomePlug networking

Rob Ranck, President, HomePlug Powerline Alliance

15.10 Panel Discussion:

OPERATOR

Choosing the Right Technology

- Outlining the technology choices to be made in terms of middleware, gateways and home network solutions
- Considering the potential of WiFi, Powerline, Femtocell, Cable, Ethernet and POF in facilitating the Connected Home
- The importance of effective standardisation to enable seamless interaction between devices
- Is there an optimum technology for home networking or is it a combination of right fit solutions

Sasa Kramar, CEO, Iskon Internet, Croatia

Vassily Birulin, Head of Multimedia & Convergence, Vimplecom, Russia

Norocel Munteanu, Manager TV Product Development, Romtelecom, Romania

Matt Theall, President, HomeGrid Forum

15.40 Networking Break & Exhibition Visit

LONG TERM SERVICE OPPORTUNITIES

16.40 Defining the Roadmap for the Future

OPERATOR

- Outlining developments in gaming consoles, integrated TVs – how will technology evolve?
- Examining the case for CE control of the consumer relationship
- Understanding the different needs of content providers, service providers, CE companies and consumers
- Examining the role of standards in content protection

Paul Berriman, Chief Technology Officer, PCCW Hong Kong

17.00 Services in the Cloud

OPERATOR

- Highlighting the advantages of cloud service technology
- Remote monitoring: How can you access services in the cloud?
- Understand the cloud services models, relative operational challenges and their associated revenue potential
- Security, customer lock in, reliability and billing systems
- Simplifying access for the consumer and using the cloud to maximise the number and variety of available services

Randolph Nikutta, Leader of New Media, Innovation Development, Deutsche Telekom

17.20 Panel Discussion:

OPERATOR

The Future of the Networked Home

- What do people need? Considering remote access, time and place shifting, locally generated connect, web video blending, storage services, social networking, gaming and T commerce
- Examining the business model for enabling, security, health and energy management services – will service providers own the service or revenue share with providers?
- What will be the biggest trends in the future?
- Where do we go from here?

Jukka Helin, CTO, Qbitech Ltd

Ted Laverty, Senior Representative, DLNA

17.50 Close of Session

SERVICE RELIABILITY & ROBUSTNESS

14.30 Case Study:

OPERATOR

An STB based Approach to Enhanced Operational Control

- Focussing on the STB as a source of customer usage and performance information

Toivo Prael, Network Director, Elion

14.50 Why does 3D TV require higher quality than ever?

- 3D stereoscopic contents quality issues and consequences
- Measuring the User Experience on 3D TV
- Taking control of the service delivered

Jean Michel Planche, President and Founder, Witbe

15.10 Minimising Churn with Proactive Customer Management

OPERATOR

- understanding drivers behind customer satisfaction and loyalty in the world of mass consumer IPTV
- the ambition to actively manage technical QoS along the delivery chain and what operational and organizational effort this requires
- focus topic: the challenge of managing technical quality of service (QoS) and its impact on quality of experience (QoE)
- building an integrated corporate process starting from continuously tracking truly measured customer experience over analyzing root causes to implementing lasting change
- provide an overview on achieved service optimizations and resulting customer satisfaction

Steffen Weihrauch, Head of IP Service Management, Deutsche Telekom

15.30 Networking Break & Exhibition Visit

IPTV DEPLOYMENT

16.40 Competing with Entrenched incumbents through Aggressive Pricing Plans

- Assessing the challenges and facing opportunities presented to a new entrant into a mature triple play market
- Taking a radical pricing approach to demonstrate value

Tristan Dumonte, CEO, Alpha Networks (billie), Belgium

17.00 Case Study:

OPERATOR

Ensuring Customer Satisfaction

- Clarifying the key factors affecting customer satisfaction levels
- Examining the deployment of IPTV in Serbia

Natali Delic, Director of Development, Residential customer services, Telekom Srbija

17.20 Panel Session: Quantifying the Benefits of 'Right 1st Time' Installation

OPERATOR

Understanding how installation influences:

- efficiencies
- costs
- customer satisfaction

Cliff Konsburg, Head of Internet Services, P&T Luxembourg

***Marcel van Lienden, Senior Project Manager, Tele2, Netherlands**

** subject to final confirmation*

17.50 Close of Session



CONTENT PORTFOLIO, PACKAGING & PRICING FOR IP AND CONNECTED TV

14.40 Creating Content for Multi Screen Delivery

CONTENT PROVIDER

- What are the creative concerns for creating and adapting content for multiple screen delivery?
- Does all content lend itself to multiple screen delivery or are some types of content better on specific platforms?
- What kinds of content are the viewers consuming on different devices?

Thomas Benski, Managing Director, Pulse Films, UK

14.55 Hybrid Distribution: Leveraging the Strengths of Broadcast & Broadband for Implementing Affordable and Personalized Television Services Worldwide

PLATFORM PROVIDER

- What is the benefit of a hybrid content distribution model?
- Is personalization an important factor in today's entertainment television experience?
- How can developing regions leverage a hybrid distribution model to leapfrog to advanced TV services?
- What makes the Hybrid distribution model the most cost-effective and efficient means of delivery?

Buno Pati, Co-Founder and Chief Executive Officer, Sezmi

15.10 Pricing Content in the Connected World

CONTENT PROVIDER

- Are models of traditional content pricing perfunctory in a connected TV world?
- What new revenue streams are available to content creators?
- Is the cautionary tale of the music industry protectionist approach really at all applicable to the film and TV content creation?

Yousef Mugharbil, President, Digital Media, Rotana, Saudi Arabia

15.25 Case Study: Giving wings for IPTV: Red Bull's way to becoming a worldwide player in the media industry

CONTENT PROVIDER

- How Red Bull made use of media production to develop a global top brand
- From internal to external distribution: Showcasing the Red Bull content pool for state-of-the-art delivery of multi format media assets
- Red Bull Media House's 360 degree approach: Any channel will do!

Bernhard Hafenscher, Head of Business Development, Red Bull Media House GmbH

15.40 Panel Discussion: How are Content Creation and Delivery been influenced by IP Delivery?

CONTENT PROVIDER

- Can programme creators bypass the broadcaster to showcase content?
- What will be the effects of personalisation of content delivery to the viewer?
- What is the potential of increased harmonisation between the broadcast and broadband delivery of content to the consumer?

Andrew Piller, Commercial Director, FremantleMedia

Michael Beach, Director of programme management, Intelsat

Joe Pascual, CEO, Deep Sky Digital

Ed Hall, Chairman and Chief Executive, Canis Media

16.10 Networking Break and Exhibition Visit

NEW BUSINESS MODELS AND PRACTICES IN CONTENT SECURITY

16.40 Case study: UltraViolet - Meeting consumer demands while protecting content

CONTENT PROVIDER

- Are cloud based DRM systems such as UltraViolet the answer to consumer demand to have access to the same content on multiple devices?
- What has been the industry response and support towards UltraViolet?

Tim Wright, Director of Technology, Sony Pictures International

17.00 IPTV - Simplifying the equation for harnessing new profitable distribution channels

CONTENT PROVIDER

- Offering a pragmatic approach to the multi device challenge
- Use case Migrating cable to IP
- The future Security as an (insurance) service vs. a technology

Geir Bjørndal, EVP Products & Markets, Conax AS

17.20 Panel: How Best to Protect Premium Content in a Connected TV World

CONTENT PROVIDER

- What are the best strategies to prevent loss of revenue? Should free and open content delivery be embraced or feared?
- What is the role of DRM's in the world of free and open content delivery?

Helen Anderson, Associate, SNR Denton

Tim Wright, Director of Technology, Sony Pictures International

Tom van Gorder, Vice President of Worldwide Sales & Channels, Arxan Technologies

Antonio Gioia, Project Manager, DTT Content Factory, Mediaset, Italy

17.50 Close of Session



08.00 to 08.50 ANALYST BREAKFAST BRIEFING

A popular feature of the IP&TV World Forum, this focussed learning & networking opportunity allows you to meet the industry's leading analysts in an informal and relaxed atmosphere, and ask the questions pertinent to your business, whilst networking with peers who share your specific interests. Each Analyst will host a roundtable of up to 10 people discussing a key theme as listed below. Roundtables will be available on the first come, first served basis – arrive early to join your favourite discussion topic. A buffet continental breakfast will be served. For full details of Roundtable Analyst & Topics see www.iptv-forum.com

The Future of the Set Top Box

Teresa Mastrangelo, *Directing Analyst - Cable, Satellite & IPTV Video*, **Infonetics Research**

Cable moves to IP via EuroDOCSIS 3.0

Gary Schultz, *President/Principal Analyst*, **Multimedia Research Group, Inc. (MRG)**

Tablets: The New TV Screen in the Living Room

Peter White, *CEO ReThink Wireless*

Operator CDNs

Rob Gallagher, *Principal Analyst*, **Informa Telecoms & Media**

Global IPTV

Sylwia Boguszewska, *Analyst, Europe*, **Pyramid Research**

Best Practices for OTT Success: Platforms, Business Models and the Consumer

Colin Dixon, *Senior Partner, Advisory*, **The Diffusion Group**

DAY TWO KEYNOTE PLENARY SESSION: CONNECTED TV: CHALLENGING BUSINESS MODELS FOR THE TV ENVIRONMENT?

08.00 Doors Open & Distribution of the IPTV World Forum Daily

09.00 Chairman's Opening Remarks: **Giles Cottle**, *Senior Analyst, Broadband, Informa Telecoms & Media*



Johannes Larcher, *Senior Vice President International, Hulu*

Johannes Larcher serves as Hulu's Senior Vice President of International and is responsible for leading Hulu's expansion efforts outside the United States. Prior to joining Hulu, Johannes served in a number of internationally focused roles, including General Manager of International at Overture, where he led the international business from initial concept definition to market leadership in 12 countries across Europe and Asia prior to its acquisition by Yahoo! in 2003; and as Vice President and General Manager, International for Friendster. Johannes' background also includes a wealth of online startup and consulting experience, serving as Co-Founder and CEO of several companies, including Academy123, an online education service that was acquired by Discovery Communications, and most recently, Pikum, an online social entertainment company. He is a Fulbright Scholar with an MBA from the Wharton School of the University of Pennsylvania.



Klaas Ilgner-Fehns, *Chairman, HbbTV*

Dr. Klaus Ilgner-Fehns joined Siemens AG, Corporate Technology, in Munich in 2000, where he was responsible for a team developing new technologies in the field of multimedia communications in heterogeneous networks. Technologies for the utilization of networks with new service concepts, in particular including broadcast, were on the agenda. As a technical consultant he supported at management level the development of a company position on mobile broadcast and got the company involved in the relevant technical fora.

In November 2004 he was appointed managing director of the Institut für Rundfunktechnik (IRT), Munich. As research institute of the public broadcasters in Germany, Austria and Switzerland the main focus is on building up strong expertise in new broadcast and media technologies but also telecommunications knowledge. IRT's aim is to support the European broadcast community in technical issues including the economical impact on the market. In parallel he started to position the IRT internationally as a research and technology company.



Brook Longdon, *Head of Global Home Entertainment, Nokia Siemens Networks*

Brook Longdon serves as Nokia Siemens Networks' Head of Media and Entertainment. In this role, Brook is responsible for business and overall corporate strategy for media and entertainment solutions. The Media and Entertainment group at Nokia Siemens Networks is comprised of IPTV, MobileTV and Converged Media delivery solutions. Brook has spent the last 19 years in technical and business roles in the telecom sector in both startup environments and large corporations. Prior to Nokia Siemens Networks, Brook was Vice President of Operations and Engineering at Myrio Corp., an early pioneer in the IPTV space. During his time at Myrio, Brook oversaw nearly all aspects of the company's business. Brook has been deeply involved in IPTV since January of 2000 when he was one of the first engineers to join SourceNet, which later became Myrio Corp. At Myrio, Brook led the systems engineering team that developed one of the world's first commercially deployed and fully integrated IPTV systems. As a result of the ground-breaking work done at Myrio, Brook was directly involved in the development of many of the technologies and practices that are now commonly used in the deployment of IPTV.

10.30 Networking Break & Exhibition Visit

ATTEND ANY STREAM:

IP PLATFORMS FOR TV

CONNECTED TV

Sponsored by:
Netgem

11.30 Chairman's Introduction & Speed Networking

Giles Cottle, *Senior Analyst for OTT & Broadband, Informa Telecoms & Media*

11.35 Leadership Insight: Connected TVs –IPTV 2.0 : the Home Cloud

- Strategic choices & concrete examples from operators
- End user behavior : Widgets vs Integrated portals
- The new Home Network architecture: the cloud or the crowd?



Christophe Aulnette, *Directeur General, Netgem*

A BROADCAST BROADBAND FUTURE

11.55 Market Drivers for Broadcast Broadband TV

- Broadcast and broadband enabling the ultimate consumer choice in entertainment
- Uniting VoD, catch up TV, and easy access to Pay TV, DTT, OTTs, open internet and gaming
- How Connected TV will affect content providers, platform operators and CE vendors
- How will existing players learn to thrive in this new competitive landscape?



Maitreyi Krishnaswamy, *Director, Interactive Video Services FiOS TV, Verizon, USA*

12.15 Case Study: The Connected TV Opportunity

- Accompany TV channels to migrate to the Web
- A federative approach : an open platform to control distribution and fix one's own prices
- Preserving TV ecosystem on the web
- Increase content visibility online
- Search: make an easier access to legal content for consumers
- Consumers: one account, one clic, all the content



Frédéric Sitterlé, *CEO, myScreen, France*

12.35 Panel Discussion: The Ultimate TV Package

- Does TV evolution stop at Connected TV? Is this the ultimate content convergence?
 - How should the industry react? What are the threats to Pay TV broadcasters?
 - How can content owners and suppliers, OTT operators, broadcasters and service providers work together profitably to get the most out of this new opportunity?
 - How can this new technology be effectively monetised?
- Lesley MacKenzie**, *Chief Digital Officer, LOVEFILM*
Egor Iakovlev, *CEO, Tvigle Media, Russia*
Liliana Chacon, *Telecommunications Manager and Former Director of IPTV Strategy, ETB, Colombia*
Bobby Lee, *CTO, BesTV, China*
Steve Koenig, *Director, Industry Analysis, Consumer Electronics Association, USA*
Vassilis Seferidis, *PhD, Director, European Business Development, Samsung Electronics Europe*

13.05 Networking Lunch & Exhibition Visit

NETWORK OPTIMISATION

NETWORK OPTIMISATION FOR TV OVER IP

Sponsored by:
ZTE中兴

11.30 Chairman's Introduction & Speed Networking

Huw Price-Stephens, *Ambassador, Open IPTV Forum*

11.35 Leadership Insight

Lee Weijun, *VP, ZTE USA*

ADAPTIVE STREAMING FOR IPTV

11.30 Learning from the Internet – Deploying Adaptive Streaming in a Managed Service Environment

- Clarifying the current challenges of deploying IP Video in a managed environment
 - Surveying the success of the adaptive streaming technique on the unmanaged internet
 - Applying adaptive streaming to managed IPTV
- Steven Wright**, *MBA, PhD Lead Member of Technical Staff, Strategic Standards, AT&T & Chair, ATIS IPTV Interoperability Forum*

11.50 Why deploy Adaptive Streaming in a Managed Service Environment?

- What are the benefits of adaptive streaming?
- Evaluating the application of adaptive streaming to commercial managed services

Simon Jones, *Chief Architect, IPTV, BT*

12.10 Deploying Case Study: Three Screen Strategy in the Caribbean

- Evaluating an adaptive bit rate approach

Alex Holt, *Managing Director, TV and Entertainment Cable & Wireless Communications*

12.30 Panel Discussion: Coping with the Explosion in Video IP Traffic – Lessons from the Frontline

- Traffic over the internet has been explosive in the last 18 months, and has to a large extent been driven by the growing consumer adoption of broadband delivered video. Solutions touch on all areas and layers of the network, not only driving renewal and acceleration in the access network, but also new network architecture such as CDN and Edge networking, as well as specific solutions ranging from DPI through to silicon level enhancements.
- Thomas Helbo**, *IP Operations & Development Manager, Telia Stofa, Denmark*
Jorge Miguel Cardoso, *Access & Transport Technology, Optimus, Portugal*
Gilad Peleg, *VP Marketing & Business Development, Oversi*
John Watson, *Executive Director, AT&T*

13.00 Networking Lunch & Exhibition Visit

SERVICE MANAGEMENT

MANAGING MULTISCREEN DELIVERY

Sponsored by:
sezmi

11.30 Chairman's Introduction & Speed Networking

Steve Hawley, *Principal Analyst, tvstrategies*

11.40 Leadership Insight: The Hybrid TV Platform, Enabling Multi-Screen Delivery

- Creating a Consistent, personalized experience across multiple devices.
- What's the benefit to using the cloud as a media platform?
- Case Studies of Sezmi's mobile hybrid TV platform deployments in Malaysia and Latin America.



Bruno Pati, *Co-Founder and Chief Executive Officer, Sezmi*

RESPONDING TO A MULTI DEVICE ENVIRONMENT

12.00 Multi Screen Video and Shared Content: Benefits for Service Providers

- How multi screen interactivity can enhance the service for triple and quadruple play customers
- Enabling access of identical paid content on any chosen home based device
- Benefits of one single service provider controlling multi screen activity through the home
- Generating whole service loyalty and improving the barrier to entry for competitors



Sharolyn S. Farmer, *Executive Director, IPTV/Video Realization, Service Concepts & Requirements, AT&T Labs, USA*

12.20 Any Device, Any Time

- What the customer expects: latest trends in media consumption
- Controlling the consumer's ability to create and consume content across multiple devices
- Highlighting the key drivers for multi screen functionality
- Making all media viewable across all types of devices



Alistair Brown, *Head of Digital, STV Group PLC*

12.40 Panel Discussion: Delivering A Compelling Multi Screen Experience That People Need and Want

- How can service providers make the multi screen services as compelling as possible?
 - Creating a seamless and transparent service
 - Transforming and streamlining multiple service delivery platforms to best effect
 - The need to monetise relationships with consumers as well as content owners, brand managers and advertisers
- John Denton**, *Managing Editor of TV Platforms, BBC*
Jay Kishigami, *Head of IPTV, NTT Japan*
Richard Bullwinkle, *Chief Evangelist, Rovi Corporation*
John Bishop, *Senior Vice President, Products & Business Development, Inlet Technologies*

13.10 Networking Lunch & Exhibition Visit

THE BUSINESS OF CONTENT

TV ADVERTISING EVOLUTION

11.30 Chairman's Introduction & Speed Networking

Shahid Khan, *Managing Partner, MAG*

TARGETED ADVERTISING

11.40 Learning from the Ads online

- The rise of online video has undoubtedly fuelled an upsurge in innovation for the online advertising market, facilitating a greater exploitation of new forms of targeted and interactive advertising.
- How much are web based advertising models challenging traditional advertising solutions and are they now pushing innovation in TV advertising forward?
- Can the same formative blueprint always apply for interactive and connected TV advertising and what challenges are faced to make bespoke solutions from the web to TV platforms.
- How can broadcasters and content aggregators best adapt successful online business models and technologies into their own working practises and what hurdles are they likely to face?

Rory Sutherland, *Vice Chairman, Ogilvy Group UK*

12.00 Advertising Goldmine?

- Advancement in targeting and interactivity being heralded as the future for more effective and precise advertising is nothing new.
- The theory is solid, but in practice what has been the Ad industries real take up and how much has it embraced this new advertising arena.
- Is there currently justification in the cost of harvesting viewer measurement data for the size of demographic that advertisers can reach?

Norm Johnston, *Global Digital Leader, Mindshare*

12.20 Protecting the Viewer

- Greater interactivity creates new opportunities for a personal relationship between the advertiser and consumer
- What are the ways in which this is creating new commercial opportunities?
- What are the responsibilities of different players with regard to protecting the rights of consumers?
- How do we ensure an environment which balances protecting consumers and supporting new business models?

Jonathan Thompson, *Director of Strategy, Ofcom*

12.40 Networking Lunch & Exhibition Break



THE BUSINESS OF DEMOCRATISING CONTENT

14.30 Case Study: Defining the Ideal Strategy for a Connected TV Future

- plans for the years ahead
- Working profitably with content owners to ensure the ideal product offering for the consumer
- What is the market potential for this new service and how best should the service be run?
- Consequences of democratising content and the importance of ensuring that the system is effectively regulated

Henry Derovanessian, Senior Vice President Engineering, DIRECTV

14.50 Defining the Next TV Experience, combining TV viewing with Internet content & services

- Evolution of TV usage over years
- Challenge to face when TV meets Web
- Belief and model developed in Orange SoTV project
- Review of BtoC services delivered on top of TV: TV App, 2nd screen, social TV, content discovery, motion control & gaming
- BtoB Value proposition

Nicolas Bry, Senior Vice President, Orange Vallee, France

15.10 Panel Discussion: Defining Industry Standards

- Will YouView and HbbTV stifle the Pay TV market? How can the industry adapt?
- How can competing platforms differentiate themselves sufficiently to preserve their place in the market?
- What features and functionality are required to deliver feature rich broadcast and internet services?
- Defining minimum requirements for hybrid entertainment services and the need to simplify implementation in devices
- Is OTT picture quality and content security really good enough at present?

Enrico Polese, Strategy and Innovation, Telecom Italia, Italy

Peter MacAvock, Project Manager, EBU

James Strickland, Technical Director, Freesat

Fearghal Kelly, VP Media Solutions, Media Practice Division, ioko

15.40 Networking Break & Exhibition Visit

THE TV APP STORE

16.40 The Connected TV Opportunity for non traditional TV Media

- How Connected TV will influence the way consumers watch TV
- Who can benefit from this new medium?
- Is Pay TV compatible with the new Connected TV model?
- Utilising the power of Connected TV through casual games

Jasper Smith, CEO, PlayJam, UK

17.00 Connected TV: The AppStore Opportunity

Andrew Burke, CEO, Amino

17.20 Creating the Ultimate TV App Store

- Utilising the app store as a branded interface for customers
- Various benefits of media and retail applications – which will be the most popular?
- Achieving full app store functionality including dynamic content rendering, statistics and usage history, recommendations, promotional support and a billing interface
- Utilising consumers' desire for interactivity, choice and personalisation to best effect

Andrew Heselwood, Head of Media & Entertainment Development, BT Concept to Market

17.40 Panel Discussion: Making the App Store a Business Reality

- Why are apps necessary? Do people really use apps? What is the demand for free and paid apps on the Connected TV?
- What are the opportunities for service providers and how should they engage?
- The need to develop a single app store platform for multiple devices
- How can content owners and application developers work together most profitably?
- How do you stimulate developers to make apps for a particular platform?
- How do you differentiate between the many different app forms?
- What genres of apps will be most popular / profitable?

Paul Johnson, COO, AppMarket.tv

Pascal Racheneur, Director/GM International, The Weather Channel Interactive

John DeGuzman, Global Director of Emerging Products, Associated Press

Gideon Summerville, Product Manager, BBC iPlayer on TV, BBC

18.10 Close of Session

19.30 IP&TV Industry Awards Gala Evening

Madame Tussauds, London



OPTIMISING THE ACCESS NETWORK FOR TV

14.30 Addressing the Ever Increasing Demand for High Bandwidth Managed Services to the Home

- Surveys the developing area of broadband TV, including IPTV, OTT tv and Connected TV, and examines both the opportunities and the challenges arising from this fundamental change in consumer broadband services.

Laurie Gonzalez, Marketing Director, Broadband Forum

14.50 Optimizing the Network for IPTV and Quality OTT to Multiple Screens

- Overcoming limitations in access network for the delivery of video
- Optimizing the service management layer to effectively deliver video to multiple screen, OTT, to mobile and to TV

Mats Johansson, Marketing Manager, Ericsson

15.10 Panel Discussion: Enhancing Video Delivery in the Last Mile – Which Solution is Right for You?

- xDSL currently provides two-thirds of global consumer broadband, and xDSL has maintained that share despite the introduction of alternative broadband technologies. Dynamic Spectrum Management (DSM), channel bonding and vectoring are receiving much attention as ay of enhancing DSL installed investment and increasing the speed, reach, and stability of xDSL networks.
- Meanwhile (FTTH) is making strong progress despite the economic downturn. But different regions are showing different levels of progress. This, in combination with announcements of several new fiber technologies for PON (10G GPON and 10G EPON, WDM PON) and new Ethernet point-to-point flavors, has resulted in a staggering array of options for fibre operators.

Nranbat Nasanbat, CEO, MSCCom, Mongolia

Laurie Gonzalez, Marketing Director, Broadband Forum

15.40 Networking Break & Exhibition Visit

EVOLVING THE PLATFORM FOR TV

16.40 Case Study: Replacing an IPTV Platform

- Evaluating a new platform for an established IPTV customer base
- Selection process for an IPTV platform
- Managing the migration from old to new.

Gerhard Faltner, Head of multimedia & Home Solutions, A1 Telekom Austria AG, Austria

17.00 Case Study: Evolving the IPTV Product Platform

- Assessing the key feature development in a leading IPTV platform
- New applications and hardware features forward roadmap

Frank Lonzewski, Head of Product Management IPTV, Deutsche Telekom

17.20 Case Study: Refreshing an IPTV Deployment for Growth

- **Avinash Mathur, Director TV Services, Commercial, du, UAE**
- **Saleem Mobhani, VP of Digital Marketing and Entertainment, du, UAE**

17.50 Close of Session

"There were quality attendees and a large part of the ecosystem represented all in one place."

"The whole event was very interesting, people were very kind and organization was perfect" Director, ETB

19.30 IP&TV Industry Awards Gala Evening

Madame Tussauds, London



TECHNOLOGICAL CHALLENGES

14.30 Creating a Seamless Multi Screen Service

- Developing a multi screen architectural framework building on investments made in single service delivery platforms
- Enabling converged content management across multiple screens
- Providing real time information on consumption, billing, financial accounting and auditing
- Factors in aiding end user interactivity

Ben Kinealy, Head of IPTV Operations, Telstra, Australia

14.50 Managing Content Effectively

- Allowing the subscriber to access particular categories of content from multiple registered viewing devices
- Effective identity management and security protection
- Enabling simple access to personalised services through username and password from any machine

Speaker to be announced

15.10 Panel Discussion: Making Multi Screen Work

- Effectively delivering content to the home
- Ensuring a seamless handover of content between screens
- Understanding the differences between the way people consume different types of media, eg. music, catch up TV, internet, TV and PC movies
- Managing content rights sufficiently
- The negative risks of 'sign in' fraud if hardware identification is not used
- Facilitating content protection and DRM on a device by device basis

Philippe Loiret, Group Strategy Advisor, Orange

Anthony Ng, Head of Application Development, HKBN, Hong Kong

Eric Rosier, Vice President, Business Development, Envivio

Shahru Imran Sultan, VP of Consumer Technology and New Media Division, MEASAT, Malaysia

15.40 Exhibition & Refreshment Break

MULTI SCREEN FREEDOM AND FLEXIBILITY

16.40 Responding to a Multi Device Society

- Evaluating the impact of the iPad, tablet PC and iPhone on society
- Enabling people to watch tv on devices both large and small
- The emergence of belly telly viewing and drill down content possibilities
- Understanding the variations between user devices, screen sizes and operating systems
- Can there be a synchronicity between all devices?

Tomasz Berezowski, CEO, ITI Neovision, Poland

17.00 Making the Multi Screen Truly Interactive

- Delivering relevant advertising content across all screens
- Leveraging the federated profile to create highly targeted interactive advertising
- Reducing churn and increasing customer satisfaction through allowing consumers to interact with the brands they want, wherever and whenever they want

Zhang Yuxia, Director of IPTV, CNTV, China

17.20 Panel Discussion: The Future for Multi Screen

- How will Multi Screen expand and develop over time?
- How can service providers, CE manufacturers and content owners work together to benefit most from this new opportunity?
- Making the handover transition to multi screen from older systems as smooth and straightforward as possible
- Expectations for the future

Mr Lim Chin Siang, Director of IT & Technology, MDA, Singapore

Puneet Garg, Managing Director, Bharti Airtel, India

Horst Melcher, President, Deutsche Telekom KK, Japan

17.50 Close of Session

"Positive, good quality and quantity attendees, many promising leads"

19.30 IP&TV Industry Awards Gala Evening

Madame Tussauds, London



PROGRAMME SPONSORSHIP

14.30 Case study: ESPN Star & Mercedes Benz Singapore

- Looking at marketing solutions on cutting edge platforms.
- Advantages of complete customisation for client in regards to content relevance and presentation.
- Strengthening brand association: Mercedes Benz SLS AMG and F1 Singapore Grand Prix.
- Creating a more engaged experience through user ability to simultaneously interact and react via social networking platforms.
- What where the greatest challenges and pitfalls of such a tailored advertising solution and what does the future hold for similar ventures and developments?

Charles Less, SVP, Advertising & Digital Media Sales, ESPN STAR Sports, Singapore

14.50 Increased Importance of Brand Recognition and Association with Content

- With the ever increasing amount of content now available to the viewer through multiple platforms how much importance does brand recognition and association have?
- Are programme advertising idents still effective and how can they utilise increased interactive services at the viewer's disposal?
- From post production embedded product placement to augmented reality, what new innovative technologies are on offer?

Chris Palengat, Worldwide Account Director, Saatchi & Saatchi Fallon

15.10 Panel Discussion: Thinking Outside 'the Box' - Raising Brand profile and Content Association through Ident, widgets and menu advertising

- What is the role of branded idents in the multiplatform content landscape?
- With increased focus on aggregating certain content to a 'second Screen' what news possibilities are there in branding and advertising
- What creative innovations are arising through hybrid and connected TV advertising.

Richard Sunderland, Managing Director, Heavenly Group Ltd

Eudald Domenech, CEO, InOutTV

Fliiss White, Head of Brand Marketing, LOVEFILM.com

Mirek Smyk, Managing Director, Mirek Smyk Consulting Group srl

15.40 Networking Break & Exhibition Visit

INTEGRATED NEW MEDIA CONTENT STRATEGIES

16.40 Funding catch up TV

- Advertising is the most logical way to fund online catch up services but what effects does this have on the greater TV advertising industry.
- Is this creating greater advertising revenues or simply siphoning sources of money from the traditional TV advertising landscape?
- Free access to content may prove the most popular business model for consumers but how much advertising are they prepared to endure?
- What opportunities are there to engage the viewer? Ad selector, relevant programme sponsorship, increased delivery of bespoke advertising measured by viewing habits etc.

Ed Couchman, Commercial Controller, Future & Digital media advertising, Channel 4

17.00 Capitalising on Multi Screen Delivery

- With a move to create and distribute content for multiple screens, can advertiser formulate strategies and campaigns which span across multiple user devices?
- Reaching the viewer as the consume content through handheld devices
- What opportunities are on offer form augmented reality and location based technologies?

Speaker to be announced

17.20 Panel Discussion: TV Everywhere; is advertising welcome too?

- Consumers might want content wherever, whenever and on multiple devices. Whether or not they want to be exposed to advertising everywhere too is a different question.
- What can be done to familiarise the consumer with advertising on new platforms?
- Does increased targeted and personalised advertising hold the key to winning over the consumer
- Is multiple and time shifted advertising a positive driver for the increase of quality in advertising content and strategies.

Deborah Armstrong, SVP of Sales, Fox International Channels

Tess Alps, CEO, Thinkbox

Thomas Curwen, CEO, Kii Marketing

Nigel Walley, Managing Director, Decipher

Paul Haddad, Senior Vice President & General Manager of Media Data & Advertising Solutions, Concurrent, USA

17.50 Close of Session

19.30 IP&TV Industry Awards Gala Evening

Madame Tussauds, London



08.00 to 08.50 ANALYST BREAKFAST BRIEFING

A popular feature of the IP&TV World Forum, this focussed learning & networking opportunity allows you to meet the industry's leading analysts in an informal and relaxed atmosphere, and ask the questions pertinent to your business, whilst networking with peers who share your specific interests. Each Analyst will host a roundtable of up to 10 people discussing a key theme as listed below. Roundtables will be available on the first come, first served basis - arrive early to join your favourite discussion topic. A buffet continental breakfast will be served. For full details of Roundtable Analyst & Topics see www.iptv-forum.com

The Commoditization of IPTV

Benjamin Schwarz, Founder, CTOIC
VoD Content and Trends - Deals with Broadcasters and Channel Groups
Richard Broughton, Senior Analyst
IHS Screen Digest

The Emergence of Social TV: Opportunities for Service Providers

Jose Alvear, Editor/IPTV Analyst, Multimedia Research Group, Inc. (MRG)
TV Apps: Assessing the Business Opportunity
Giles Cottle, Principal Analyst
Informa Telecoms & Media

Multiplatform Video Distribution

Aditya Kishore, Senior Analyst, Heavy Reading

DAY THREE KEYNOTE PLENARY SESSION: PUTTING THE USER AT THE CENTRE OF THE TV EXPERIENCE

08.00 Doors Open & Distribution of the IPTV World Forum Daily

Vincent Dureau, Head of TV Technology, Google Inc

Vincent Dureau is head of TV technology at Google. A well respected industry veteran, he launched his engineering career in 1984 at Thomson Consumer Electronics research department in Paris, France, later moving to Thomson's research lab in Los Angeles. He then went on to found OpenTV, a provider of software solutions for PayTV operators. Since 1987, he has led numerous technical developments in the field of multimedia, consumer user interfaces, video compression, interactive television and television advertising. He is active in several industry groups.

Geeta Chaudhary, Vice President, Multimedia Integration Practice, Alcatel-Lucent

Geeta has worldwide responsibility for delivering the global business plan for Alcatel-Lucent's integration services in the multimedia domain covering IPTV, Mobile TV and related areas such as applications, advertising, content management and multiscreen. In this role, Geeta is responsible for defining and driving innovative solutions portfolio with in-house and partner products and building a competitive services delivery strategy. Ms. Chaudhary draws on an extensive background that includes more than 18 years of experience in telecommunications and IT with senior positions at service providers and vendors in the North American and Asia Pacific markets. Previously, Ms. Chaudhary served as the Vice President of Marketing & Product Management for Reliance Infocomm, India's largest mobile service provider. She began her career at AT&T, holding several senior management positions before moving to India in 1998 to set up and manage her own venture-funded eCommerce business.

Bill Holmes, Vice President, Business Development, Netflix, USA

09.00 Chairman's Opening Remarks

Dr. William Cooper, Founder and Chief Executive, informitv



Mr Wu Dongli, General Manager of Video Operation Center, China Telecom Group & Vice President of Shanghai Telecom Corporation

Mr Wu is responsible for the management of the world's largest IPTV deployments. China Telecom were winners of the 2010 IP&TV Industry Award for Best Subscriber Growth Achievement for their 2010 to 8.5 million, and reach 31 million by 2014.



Ted Hsiung, Chief Marketing Officer, Digital Home Product Line, Huawei

Mr Ted Hsiung, is a senior executive with excellent ability to deliver key financial results contributing to business success for over 35 years. Before joining Huawei as Chief Marketing Officer, Digital Home Product Line, Ted held various senior positions with PCCW and Cable & Wireless HKT for over 16 years. His last position was Head of Business Development in International Projects of PCCW, responsible for new business development of PCCW operation expertise and solutions e.g. IPTV and telecom license projects for markets in China, South East Asia and Middle East. From 1993 to 2007, he held positions as Head of Business Development of Cascade Ltd. President Business Development & Management, President Commercial Services, Director of Wholesale, Director of Customer Service Operations, Director of Business Process Re-engineering and Director of Procurement.

10.30 Networking Break & Exhibition Visit



ATTEND ANY STREAM:

IP PLATFORMS FOR TV

MOBILE TV & MULTIMEDIA

11.30 **Chairman's Introduction & Speed Networking**
Claus Sattler, Executive Director, bmco Forum, Germany

EXAMINING THE BUSINESS MODEL FOR MOBILE TV

11.40 **Leadership Insight: Migration of Mobile towards Internet and the Delivery of TV content to Mobile**
Ed Candy, Group CTO, Three, UK

12.00 **Scrutinising Usage Patterns for Mobile TV**
 • Broadcast experience vs streaming
 • Examining the consumers' use of Mobile TV: on the go or at home as a second screen?
 • How will home access affect the industry?
 • Managing TV experience via handheld devices
Hanadi Ayoub, Vice President Network Architecture, Network Delivery Management and VAS, Du, UAE

12.20 **Boosting Subscription Numbers for Mobile TV**
 • Educating the users about benefits of Mobile TV
 • Creating the business proposal for TV accessed via Smart Phones & Droids
 • The role of the Tablet in the Mobile TV access
 • Place Shifting affecting the business concept of Mobile TV
Vadi Dipcin, Telco Product/Service Strategies, Turkcell, Turkey

12.40 **Panel Discussion: Defining Mobile TV in 2011: What Does it Stand For Now?**
 • How has Mobile TV concept changed in the past few years?
 • Will mobile streaming have a negative effect on the Mobile Broadcast industry?
 • How to create an attractive and appealing service using the maximum network capacity?
 • Partnering to make the service profitable across the value chain
Dr. Akil Al Akil, Vice President and Head of Regulatory Affairs, Mobily, Saudi Arabia
Ian Mullins, CEO, Yamgo, UK
Ken Blakeslee, Chairman, WebMobility
Simon Orme, Director Content Services, BT Wholesale, UK

13.10 **Networking Lunch & Exhibition Visit**

NETWORK OPTIMISATION

CONTENT DELIVERY NETWORKS

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11.30 **Chairman's Introduction & Speed Networking**
Rob Gallagher, Principal Analyst, Broadband, Informa Telecoms & Media

11.40 **Leadership Insight**
 • Strategies for managed vs. unmanaged video content
 • Operator choices for increased quality of experience as the CDN ecosystem develops
 • Case study results of operators managing Netflix and OTT content
Charlie Baker, Director of Product Management, PeerApp Inc.

CDN & TELCOS: OPPORTUNITIES AND CHALLENGES

12.00 **Benefits of Building an In House CDN**
 • Using own networks to provide an improved structure via building a CDN
 • Investing in infrastructure to support video over the IP
 • Having the opportunity to partner with other CDNs to offer content internationally
Rory Murphy, Head of Digital Media Propositions & Customer Engagement, BT Wholesale

12.20 **Accomplishing Efficient Local Distribution of Content to Domestic Market**
 • Highlighting the importance for regional content for domestic markets
 • Professional long form content as the most viable business opportunity
 • Managing traffic of content to Connected TVs and advanced Set Top Boxes
 • CDN as a best answer to the increased demand for high quality video & live broadcasting
 • The evolution of digital video consumption
Bernard Rapaille, Head of TV, Belgacom, Belgium

12.40 **Panel Discussion: Interconnection of Regional CDNs to Deliver International Service**
 • How to make separate smaller CDNs work well together
 • Partnering to deliver not only regional but also an international service
 • Wider audience reach by creating partnerships between telcos and smaller CDNs
 • Creating the business case behind the partnership model - is there enough space for everyone?
Thang Vu Duong, R&D Chief NGN & Content Network Architect, Head of CORE Audiovisual (Content Delivery) Program, Orange Labs Networks and Carriers
Gian Paolo Balboni, Head of Strategy and Innovation, Telecom Italia, Italy
Oskar van Deventer, Senior Scientist, TNO Information and Communication Technology, Netherlands

13.10 **Networking Lunch & Exhibition Visit**

SERVICE MANAGEMENT

USER EXPERIENCE

11.30 **Chairman's Introduction & Speed Networking**
Sebastian Becker, CEO, The Brain Behind

SOCIAL MEDIA & THE CONNECTED TV

12.00 **Case Study: Developing the next generation media experience**
Matthias Kroemer, Head of Marketing, Video & Connected Home, Vodafone

12.20 **Creating next generation UI**
 • Understanding consumer needs
 • Technology challenges
 • Mass market roll out
 • Best practice Telecom Austria UI deployment
Marco Hartmann, Director Residential & Small Business Marketing, Telekom Austria
Ove Anebygd, Head of IPTV & Connected Home, Ericsson
Antonio Gioia, Project Manager, DTT Content Factory, Mediaset, Italy

12.40 **Panel Discussion: Integrating Social Media into the TV Experience**
Martin Harris, COO, Slipstream, UK
Andrew Curry, Director of strategic futures consultancy, The Futures Company
Antonio Gioia, Project Manager, DTT Content Factory, Mediaset, Italy

13.10 **Networking Lunch & Exhibition Visit**

CONTENT DISCOVERY IN THE CONNECTED TV ENVIRONMENT

14.30 **Mapping the Future Path of Content Discovery in the world of Connected TV**
Dennis Miloskeski, Head of Design, Google TV

14.50 **Forget HD, forget 3D: The Next TV Revolution is CD (Content Discovery)**
 • Bridging between Walled Garden and Open Garden
 • Discovering Content and "Content about Content"
 • Threading the Experience Across n-screens
Sely Ariely, VP Sales and Marketing, Orca Interactive

15.10 **Case Study: Moving from IPTV to OTT**
 • FASTWEB first IPTV player in Italy;
 • FASTWEB IPTV story;
 • Digital TV market competition in Italy;
 • IPTV vs. OTT TV solutions for FASTWEB;
 • How to manage CB migration from IPTV to OTT TV, without losing money;
Angelo Busato, Head of TV Experience, Media & TV, Fastweb, Italy

15.30 **Networking Break & Exhibition Visit**

THE BUSINESS OF CONTENT

ON DEMAND EVOLUTION

11.30 **Chairman's Introduction & Speed Networking**
Mihai Crasneanu, CEO, GreyJuiceLab

EVOLVING THE ON DEMAND MODEL IN THE CONNECTED TV ENVIRONMENT

11.40 **Viewpoint: Delivering a Compelling Three-Screen VoD Service**
 • Understand how customers perceive subscription video, and the implications for usage models
 • Clarifying the need to build upon whole home PVR with additional consumption mobility in three screen delivery
 • Balancing local delivery with TV in the cloud
 • Understanding which genres customers enjoy consuming on demand, where, and the implications for business models
 • Integrating C3 data to enable growth in the ad supported model
Franz Kurath, Executive Director, Programming, AT&T, USA

11.50 **Viewpoint: Device Convergence**
 • understanding how consumer want to
 • consumer content on any device, anywhere
 • Learning from Sky's experience of making TV available on TV, PC, mobile and gaming consoles
 • Examining usage patterns on multiple devices
 • Planning for the future multiplatform on demand world or TV
Griff Parry, Director of On Demand, BSkyB

12.10 **Panel Discussion: Will Connected TV and Disaggregation Bring about The Death of Channels?**
 • What does the rise of on demand viewing and multiplatform content availability mean for the future of channels?
 • Understanding the drivers of different viewing behaviours
 • Clarifying the ongoing value of channels in an increasing disaggregated content world
Franz Kurath, Executive Director, Programming, AT&T, USA
Jonathan Lewis, Head of Digital Media, Channel 5, UK
Andrei Kholodny, Head of TV, Svyazinvest, Russia
Toby Russell, Chief Executive Officer, 3Vision
Gidon Coussin, VP Business Development & Co-founder, Boxee, USA

13.30 **Networking Break & Exhibition Visit**

Internet Television & IPTV: 21-22 March 2011, London

This course explores the business models and technologies that underpin Internet Television and IPTV services and explains the options for network operators to deliver services to customers. The course introduces the concept of Internet and IPTV services and examines service offerings to analyse the business models being employed in this emerging market segment. The technology choices for the delivery of television are also examined to explain the features and capabilities that can be supported and to allow a comparison with other forms of entertainment service delivery.

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- Service Delivery & Management

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 Web: www.telecomsacademy.com

DEVELOPMENTS IN STRUCTURAL DESIGN FOR IMPECCABLE STREAMING

14.30 Creating Economically Sustainable Mobile TV Services
OPERATOR
 • Supporting on-net and OTT TV services
 • Optimising network cost and user experience
 • Leveraging assets to derive new revenue streams from content providers
Simon Orme, Strategy Director Content Services, BT Wholesale

14.50 Using Different Networks (CDMA, GSM, WCDMA) to Deliver MBB for End Users
OPERATOR
 • Taking a closer look at the telecom market in Sudan
 • MBB growth in Sudan
 • Sudan case history: Growth of customer base and traffic
 • Assisting in enlargement of TV coverage in Sudan
Mohammed Osman Mohammed Ahmed, Data Services Manager, Marketing Department, Sudani (Sudatel), Sudan

15.10 Panel Discussion: Achieving Balance Between Mobile Broadcast, Mobile Streaming and Place Shifting
OPERATOR
 • How to make Mobile TV, mobile streaming and Place shifting devices work alongside each other
 • The advantages and disadvantages of Place Shifting Technology
 • Differentiating between Place Shifting and Time Shifting
 • Clarifying the business case for Mobile broadcast
Nora Goodman, President, Finally! TV, USA
Jaskirat Singh Gill, General Manager – Entertainment, Bharti Airtel Limited, India

15.40 Networking Break & Exhibition Visit

MULTIMEDIA, APPLICATIONS & AUGMENTED REALITY FOR MOBILE TV

16.40 Augmented Reality, Rich Content and Personal Mobility
 • Is augmented reality a new enabler for rich interactive infotainment content?
 • The emerging market for AR content and applications.
 • The relevance, timing and impact on the media industry.
 • Augmented Reality content and applications examples
 • Technology enablers for AR to succeed
 • The role of AR in monetisation of rich content delivery
Ken Blakeslee, Chairman, WebMobility

17.00 Content as a Commodity in Mobile TV
 • Making content for mobile work with content for TV
 • Long form vs short form
 • Mobile streaming as a way to increase revenue
Richard Hicks, Mobile Sales Manager, ITV, UK

17.20 Differentiating Services by Personalisation Improving Mobile TV Using Apps
Shaun Gregory, Managing Director, O2 Media, UK

17.50 Close of Conference

INNOVATIVE ARCHITECTURAL CHOICES IN CDN DESIGN

14.30 Case Study: International CDN service to Stimulate Content Delivery in Developing Markets
OPERATOR
 • Taking a close look at CDN infrastructure in the Middle East
Mario Pino, Director, Business Development and Strategy, Digital Media Services Unit, Etisalat, UAE

14.50 Cloud Computing, Telcos and CDN
OPERATOR
 • How Cloud Computing benefits multiple CDNs
 • How it fits together with the business model for pure CDN
 • How telcos and the cloud ecosystem must evolve to offer better customer experience
Sam Farraj, AVP Content Services, AT&T, USA

15.10 Successfully Delivering Content to Scale and Performance
CONTENT PROVIDER
 • Managing partnerships between broadcasters and CDNs
Charles Heslop, Content Delivery Network Manager, Perform, UK

15.30 Utilising CDNs in Maturing TV Markets in Malaysia
SATELLITE
 • Broadcasters and operators partnering to deliver high quality of TV viewing experience
 • Looking at the latest development within CDN delivery
Mustafa Mamat, Head of Strategy, MEASAT, Broadcast Network Systems Sdn Bhd, Astro, Malaysia

15.50 Networking Break & Exhibition Visit

CDN ECOSYSTEM

16.30 Panel Discussion: Identifying the Key Players in the CDN Ecosystem
OPERATORS
 • Drivers vs Barriers to CDN Ecosystem Development
 • Wholesale perspective on CDN
 • Identifying the business strategy across the value chain – are we heading towards consolidation?
 • Who will stay and who will go in the consolidation stage?
Mattias Fridstrom, Director, Portfolio Management, TeliaSonera International Carrier
Matthias Maurer, Head of Customer Value Management, Deutsche Telekom ICSS, Germany
Emilio Sepulveda, Manager Strategy & Business Innovation, Telefonica International Wholesale Services, Spain
Michael O'Donnell, CEO, Skytide
James Segil, CEO, EdgeCast Networks

17.00 Broadcaster perspective on CDN
CONTENT PROVIDER
 • Increasing customer base through CDNs
 • OTT and CDN, how to set up a win / win relationship?
 • Achieving Improved Quality of Service
Samer Salameh, Director General, Totalplay, Mexico

17.20 Examining the CDN Operator Experience
OPERATOR
 • Developing the business case for pure play CDNs
 • Acquiring licensing contracts with telcos
 • How do you make CDN scalable and available?
 • How do different players cooperate?
Brian Joe, Senior Planner, Verizon Communications, USA

17.40 Case Study: Building Wholesale CDN Solutions
 • Differentiated CDN services to ISPs and Content owners
Baris Polat, Project Manager, Turk Telekom, Turkey

18.00 Close of Conference

BEST PRACTICE TV USER EXPERIENCE DESIGN

16.30 Case Study: Developing a Best in Class EPG solution
CABLE OPERATOR
 • A recent in depth survey found the Unitymedia user experience to be one of the best available in Europe.
Dr. Daniel Hesselbarth, Senior Manager Innovation & Interactive, Unitymedia, Germany

16.50 Case Study: Three Screen Navigation
OPERATOR
 • Developing and deploying a new user interface for multiplatform TV service.
Geert Kelchtermans, Manager, TV, Belgacom

17.10 Case Study: UI development for a Hybrid System
OPERATOR
 • Combining DTT and IP for a strong on demand enriched experience
Håkan Brander, Director Product Management & Development, Boxer, Sweden

17.30 Panel Session: Key Considerations in Developing a Customer Focussed UI
SERVICE PROVIDER
 • Understanding how users will find content in an increasing complex & disaggregated world
Darren Dadpour, User Experience Lead & Technical, Lead, BT Vision
Tobias Bauchhage, CEO, Moviepilot
Trenton Moss, Director, Webcredible, UK
Tanya Lidstone, Director of User Experience, ioko

18.00 Close of Conference



"Unquestionably a must-have next-year calendar blocker for everyone in the TV industry. The only opportunity for industry experts to share their vision in a common place and confront it with other's ideas."

General Manager of TV Business, Romtelecom

INTERACTIVE SERVICES

14.30 Developing Interactive Services for the Next Generation of Consumers
CONTENT PROVIDER
 • Assessing the progress of the kids entertainment market to meet the growing digital appetite of children
 • Personalising services for children through interactive and 'clever' technology
 • Developing a content package which offers children the flexibility of on-demand television whilst reinforcing online content security, incorporating parental control
Paul Robinson, Global CEO, KidsCo

14.50 Mapping the future Landscape for Interactive Services – where will the good business opportunities lie?
INVESTOR
 • What are the key trends shaping the landscape?
 • Who are the main players?
 • Where is the innovation occurring?
Jason Purcell, CEO, First Capital

15.10 Case Study: On Demand evolution using Multiple Devices
OPERATOR
 • Implementing a TV Everywhere strategy
 • Integration of services across multiple devices
 • Increasing personalization of the IPTV service
Dennis Andersson, Director, Global Product Management - Content, TeliaSonera

15.30 What Makes the User Interface a Major Key to Success of a VoD Service?
 • Understanding why the UI needs to be part of your USP
 • Identifying the challenges when developing a UI for different devices
 • Measuring and analysing the User Experience
Anna Soisch, Head of Webportal Product, Maxdome, Germany

15.50 Close of Session & Exhibition Visit



"Great event! It was a great way to understand the market."

Product Development Director, Afero

"It's a very good opportunity to learn about market trends, do a lot of networking and start new business."

IPTV Manager, ETB

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Meeting Rooms are situated on Level 1

New! TV App Hub

Organised in association with WipJam developer community, this one day training summit is free to developers. Discover how you profit from this growing market segment or influence the developer community through giving a presentation. Learn how to develop application for the Appstore environment, and how to develop the appropriate relationship to monetise TV Appstore applications.



New! IP Workflow Summit

Examining the impact of utilising a full IP implementation from the initial point of content capture and throughout the TV workflow. The session will analyse how the implementation of file based workflows can accelerate and optimise the production of content, enable the adoption of new efficient production practices such as remote production teams, and enhance the interface of content with multiplatform distribution systems to enhance the availability of long tail content.



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New! Connected TV Zone

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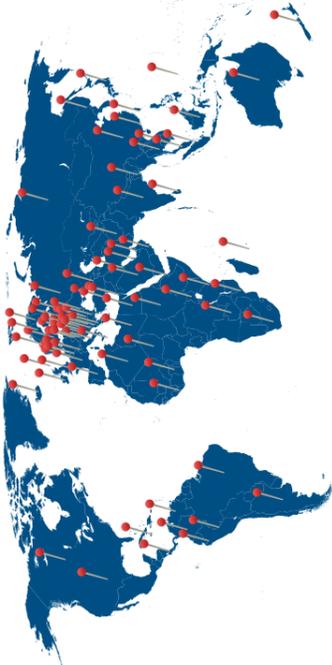
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<p>3 DAY PLATINUM PASS (includes IP&TV World Forum keynotes plus four stream agenda, attendance at the IP&TV Industry Awards Gala Dinner plus VIP analyst briefing and entrance to Exhibition)</p>	<p>Registrations booked and paid for by 10th February 2011</p> <p><input type="checkbox"/> £1699 plus VAT @20% = £2038.80</p>	<p>Registrations booked and paid for after 10th February 2011</p> <p><input type="checkbox"/> £1899 plus VAT @20% = £2278.80</p>
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I would like to attend the Internet Television & IPTV Training Course. To register, please telephone +44 (0) 20 7017 4414

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TERMS AND CONDITIONS

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IP&TV Industry Awards

AWARDS

Wednesday, 23rd March 2011, Madame Tussauds, London 19:30 - 23:30

2011 Awards Categories:

The 2011 Awards have been expanded to reflect both the growing range of service providers implementing IP broadcast and the growing range of application of IP:

- Best On-Demand Solution or Implementation for IP, Hybrid or Connected TV
- Best Quality Improvement Solution for IP, Hybrid or Connected TV
- Best Enabling Silicon, IP or Component Technologies for IP TV
- Best IP TV, hybrid or Connected TV Service Growth Achievement
- Best IP Cable, Hybrid Broadcast or Connected TV Service
- Best Network or Access Network Technology for IP TV
- Best IP Workflow Solution or Implementation for TV
- Best Service Delivery Platform for IP TV
- Best IP TV Consumer Device or CPE Service Growth Achievement
- Best TV App

Announcing IP&TV Awards Entries Open! Independent Judging Panel includes:

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JEFF FINKELSTEIN Director of Network Architecture Cox Communications, USA	KEVIN BAUGHAN Director of Technical Strategy Virgin Media, UK	DIEGO MASSIDA Director of video & connected home Vodafone Group Services, UK
WILLIAM COOPER CEO, Informity	STEVEN C. HAWLEY Principal Analyst & Consultant tstrategies	VICTOR BELOW Director, Service Platforms & Networks COMSTAR-UTS, Russia
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WANG WENBIN Director, CCTV Internet Center, VP, China International Television Corporation and General Manager, CCTV.com		

For more details, please visit www.iptvawards.com



The IP&TV Industry Awards celebrate excellence in the global IP & Connected TV industry, and are presented at a prestigious gala networking dinner at Madame Tussauds in London.

2010 Roll of Honour:

Most Innovative New Service: PCCW for eye2	Best Subscriber Growth Achievement: China Telecom	Best Interactive TV Service / Application: ADB for 'n'	Best Consumer Device / CPE: Amino for Freedom	Best Quality Improvement Solution: Witbe	Best Hybrid Broadcast-IP Video Delivery Solution or Service: Echostar Europe for Singl.Loaded™ HDS-600 R hybrid HD DVR	Best On-Demand Technology for IPTV: Ericsson for the WatchPoint® Content Management System (CMS)	Best IPTV Service Delivery Platform or Client Software: Netgem	Best Internet TV Technology / Solution: Cisco for Cisco Content Delivery System	Best Client Software / Intellectual Property Solution: First Media for m-GMTM	Special Merit Award for Outstanding Industry Contribution: Raoul Roberto, Executive Vice-President for New Growth Business and Transformation, Orange
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