



## 4<sup>th</sup> ANNUAL BROADBAND CONNECT SUMMIT LONDON 24<sup>TH</sup> June 2010

### Programme

---

#### ***“BUILDING A SUSTAINABLE NEXT GENERATION BROADBAND CONVERGENCE: UNIVERSALITY VS. SPEED”***

---

**8:30 Registration and Coffee**

---

**9:00 Networking Activity**

---

**9:10 Welcome Introduction by Summit Chair**

**Dr. William Cooper, CEO and Founder, informitv**

Principal consultant at informitv, Dr William Cooper specialises in interactive media services across multiple platforms. As an independent consultant on strategy and implementation, he advises clients ranging from start-up companies to major corporations. As head of interactive at BBC Broadcast, William operationally managed the successful launch and delivery of landmark interactive services on satellite, terrestrial and cable television across multiple channels and territories. A regular contributor to international conferences, with papers published at both IBC and NAB, William is a recognised commentator on interactive media and edits the online news service informitv.com. He is co-author of IPTV: Broadband meets broadcast — the network television revolution and the IPTV Guide.

---

**9:20 MORNING WELCOME PRESENTATION: “OVERVIEW: THE NEXT-GEN BROADBAND FUTURE”**

**Antony Walker, CEO, BROADBAND STAKEHOLDER GROUP (BSG)**

Antony Walker, CEO of the Broadband Stakeholder Group will give an overview of what the next generation future in the UK might look like. The broad policy direction set out in the Labour Government’s Digital Britain review is set to be revisited by the new coalition Government. The ruling parties may have changed but the challenges have not. Antony will use this session to look at the issues that need to be considered when supporting an effective transition to Next Generation Broadband in the UK against the backdrop of changing and growing commercial developments and deployments.

Antony is Chief Executive of the Broadband Stakeholder Group (BSG), which was set up by government to advise on the development and implementation of the UK’s broadband strategy. Antony has a background in communications policy and the impact of convergence on the high tech-sector. He has been closely involved in broadband policy development since the BSG was established and is the author of several major broadband related reports to government. The BSG is based in Intellect, the high tech trade association, where Antony is director of strategy and communications. Prior to joining Intellect, Antony spent six years working in Brussels for the American Chamber of Commerce and as a consultant to the European Commission. Antony is a graduate of Aberdeen University and has an MA from the Institute of European Studies, KU Leuven, Belgium.

---

**9:50 Q & A**

---

**10:00 OPENING KEYNOTE: INCA: “BUILDING NEXT GENERATION BROADBAND BRITAIN”**

**Malcolm Corbett, CEO, INDEPENDENT NETWORKS COOPERATIVE ASSOCIATION (INCA)**

First generation broadband has transformed the way that many of us live, work and play. Next generation broadband promises even more far-reaching transformation. INCA’s vision is to achieve 100% coverage of next generation broadband as quickly as possible, nobody left behind. To get there, particularly in harder to reach areas, INCA advocates a partnership approach bringing together public, private and community sectors to plan next generation coverage regionally and locally. It is our belief that by working together, sharing knowledge and experience, we will facilitate investment, encourage innovation and speed up deployment for a truly next generation broadband Britain.

---

**10:25 Q & A**

---

**10:30 Coffee Break and Networking**

---

---

**11:00 PANEL ONE: THE NEXT GENERATION BROADBAND CHALLENGE: UNIVERSALITY VS. SPEED"**

In economic terms, the telecoms sector is one of Europe's most important, with annual turnover expected to approach euro 300 billion in 2009, and accounting for around 4% of jobs in the EU. Market liberalisation since the mid 1980s has brought significant benefits for consumers and competition together with regulatory measures have brought down prices for all services.

In broadcasting, the switch to digital TV has already been completed in some countries. When analogue transmission ceases in 2012, Europe will be able to exploit valuable spectrum which has been locked up for some 50 years. Most governments have assigned certain spectrum to specific purposes, or will allow its use on a technology-neutral basis, meaning that it can be utilised for a variety of purposes including digital TV and mobile broadband. This will dramatically push forward consumer use of converged services, made more widely available as operators seek to popularise bundled packages.

- Evolution of Broadband Access and convergence in assessing current penetration strategies
- Investment opportunities in providing more viable and economic business models for Next-Gen Access. Is Open access the answer to generate a competitive market?
- Establishing Broadband as a utility resource, is there a room for Telcos and ISPs in this new interactive broadband landscape?
- The role of satellite technology in Universal Service Obligation (USO)
- Challenges and opportunities for Next Generation Broadband: universal coverage vs superfast broadband
- The future of Fibre optics (FTTx) in delivering super-fast broadband, is there business case?
- Sharing infrastructure and opening of ducts and sewers
- The role of public sector intervention or market-led initiatives
- Future network strategies to accommodate higher bandwidth and digital inclusion

---

**Moderator: Ian Watt, Analyst, ENDERS ANALYSIS**

- **Nick Thompson, Director consumer and publishing services KINGSTON COMMUNICATIONS**
- **Javier Garcia Gonzales, Head of Strategy, TELEFONICA EUROPE**
- **Chris Stening, Managing Director, EASYNET CONNECT**
- **Peter Agnew, Technology Strategy, COLT TELECOMS**
- **Mark Logan, NGA General Manager, BT OPENREACH**

---

**11:45 Q & A**

---

**11:50 SHOWCASE:**

This part of the Summit will showcase a company that addresses some of the technology and business challenges in the industry, bringing its innovation to the fore and delivering products and services to enhance "so-called" consumer's experience. Part of the showcase will be a video presentation at the in-house cinema, featuring some of their current clients, their future strategies and how they are able to help broadcasters and service providers in finding answers in this digital transformation in the most cost-effective way.

---

**12:20 Q & A**

---

**12:30 Networking Luncheon at the Roof Terrace (subject to good weather)**

---

**13:30 AFTERNOON KEYNOTE: THE CHALLENGES OF THE NETWORK INVESTMENT FOR DIGITAL EUROPE**

**Michael Bartholomew, Director, European Telecommunications Network Operators Association (ETNO)**  
ETNO is a key interlocutor on a wide range of regulatory and policy matters pertaining to the sector. The association closely monitors the implementation of the regulatory framework throughout the EU. ETNO aims at promoting an investment-friendly and harmonised regulatory environment; the creation of a level playing field for all e-communications stakeholders and a progressive move towards a sector primarily driven by competition law, as markets are increasingly open. This section will keep you updated on ETNO's latest positions on EU regulatory developments.

---

**14:00 Q & A**

---

---

**14:10 AFTERNOON PRESENTATION: BEYOND TRIPLE PLAY: WHERE NEXT?****Cesar Bachelet, Senior Analyst, ANALYSYS MASON**

Cesar has 20 years' experience of the telecoms industry, and specialises in triple-play services, with a focus on pay TV. He has conducted research and delivered presentations on a wide range of topics, including fixed voice, broadband and video services, as well as bundling and convergence strategies. Before joining Analysys Mason, Cesar worked for various analyst companies, including Ovum. He has also worked for the telecoms operator BT, where he held a range of positions, including those of Competitor Analyst in the Consumer Division (now BT Retail) and Market Analyst in BT Ignite's ASP (application service provision) unit (now BT Global Services). Cesar has a degree from the Open University, with a specialisation in politics, economics and history.

---

**14:40 Q & A**

---

**15:00 NETWORKING TEA**

---

**15:30 PANEL TWO: THE NEXT GENERATION BROADBAND CONVERGENCE: WIRED, CABLE OR WIRELESS?**

The convergence of both fixed networks and wireless networks has attracted much research aiming to bring together the high speed of wired networks and the wider coverage of wireless networks (typically represented by GPRS/UMTS/LTE). As the hardware and protocols of wireless networks get mature, the demands from higher-level applications and services in integrated networks are rapidly growing, especially when wireless LAN (WLAN) technology becomes increasingly popular for providing IP connectivity and 3G is undergoing deployment stage. This session will discuss issues from the services perspective by introducing the idea of context-awareness to the integrated services operating on next generation networks.

This panel will cover:

- Identifying Broadcast and Content owners strategies to secure market share
- The impact of Digital Content delivery including HD/3D as consumers increase demand for high quality interactive TV and faster speed, increased bandwidth and wider broadband access
- The convergence of Mobile and Fixed Broadband: possible scenarios
- Constraints to investment in next generation networks, content and services
- Network convergence (seamless access across different networks); service convergence (web 2.0 mash-up services); industry convergence (cooperation between different industry groups); and terminal convergence (WiFi/GSM devices).

**Moderator: Sylwia Boguszewska, Analyst EMEA, PYRAMID RESEARCH**

- **Jeff Jones, VP Strategy and Business development, DISNEY INTERNET**
- **Sharifah Amirah, Independent Technology consultant**
- **Dr. Jonathan Sandbach, Head of regulatory economics, VODAFONE**
- **Naunton Dickins, UK Managing Director, THE CLOUD**

---

**16:15 Q & A**

---

**16:30 Summary of the day from Summit Chair**

---

**Networking Drinks at the Bar (Cashbar).****End of Summit**

NOTICE: Technosummits, a division of Global Film Festivals (UK) Ltd. reserves the right to change the elements of the Programme with respect to time, speakers, subjects and formats as it deems necessary Copyright© 2010 TechnoSummits. All rights reserved.