



## DIGITAL CONVERGENCE SUMMIT LONDON 25 November 2009

### Programme

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#### **PROMOTING GROWTH AND INNOVATION IN A CONVERGED WORLD**

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**8:30 Registration and Coffee**

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**9:00 Networking Activity**

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

**Bill Scott, Founder and COO, easelTV**

Bill created and led the IBM Digital Media Consulting & Systems Integration practice, which delivered a variety of interactive TV, IPTV and Digital Media projects over 9 years. Bill personally managed end-to-end business-driven projects that often started with strategy and moved through execution to operation. In this role, Bill conceived the original idea behind Project Canvas for the BBC. Bill left IBM in June 2009 to focus on easelTV.

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**9:20 MORNING INSPIRATIONAL TALK: THE VALUE OF BRANDED CONTENT IN DIGITAL CONVERGENCE**

**Mark Boyd, Director of Content, BartleBogleHegarty (BBH)**

After a brief detour via the civil service, Mark has worked to find new roles for brands beyond traditional advertising, working for all of the key stakeholders: agency, media owner and client side. Mark joined BBH as Director of Content in June 2003. Since then, BBH Content has been recognised as setting the agenda in branded content. Mark is also founder and the Chairman of the Branded Content Marketing Association (BCMA), bringing together people interested in branded content from film, music, TV, mobile and gaming industries.

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**9:50 Q & A**

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**10:00 MORNING KEYNOTE: THE CHALLENGES FACING DIGITAL CONVERGENCE**

**Dr. Arjang Zadeh, CEO, Azdio**

Arjang Zadeh Dr Arjang Zadeh is CEO of Azdio Technologies. Previously, Arjang was the Accenture partner managing Network Service Line (NSL) for C&HT globally. Dr Zadeh will identify some of the key challenges facing the media companies and service providers in the age of Digital Convergence and high speed broadband. This will outline some of the business and technological challenges to Digital Convergence. He will then define some conjectures on what are some of the possible emerging scenarios in the new digital convergence market place. The scenarios will paint a number of possible outcomes for the future of service providers as well as media companies.

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**10:20 Q & A**

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**10:30 Coffee Break and Networking**

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**11:00 MORNING PRESENTATION: ENABLING A SERVICE CONVERGENCE PLATFORM**

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**11:20 Q & A**

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**11:30 PANEL ONE: THE BIG PICTURE: INNOVATIVE DELIVERY OF CONVERGED CONTENT AND SERVICES ON CONVERGED NETWORKS**

Today's networks must evolve into a robust, services-oriented platform that supports the different requirements for a multitude of innovative applications. The converged network offers operators compelling benefits such as lower opex, greater flexibility and simplified management through the ability to create applications once and deploy them anywhere. Convergence shifts the focus from reactive case management to proactive innovation delivery.

With voice, video and data technologies starting to blend, it is clear that operators can gain efficiencies by not only merging the physical networks together, but also bringing together previously separate professional resources within a consumer-focused organisational structure to deliver converged services. However, convergence also brings a range of challenges and opportunities for other players within the value chain.

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**Moderator: Cesar Bachelet, Senior Analyst, ANALYSYS MASON**

- **Dr. Myles Macbean, VP Disney Online, DISNEY INTERACTIVE MEDIA GROUP**
- **Richard Halton, Head of Project Canvas, BBC**
- **Elena Branet, Senior Marketing Manager - EMEA, Windows Media Centre TV, Video & Music Business, MICROSOFT**
- **Sylvain Thevenot, Senior Director Products and Alliances, TALK TALK**

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**12:15 Q & A**

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**12:30 Networking Luncheon**

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**13:30 "STRAIGHT TALKING"**

**This part of the Summit will feature a one on one interview on stage with our special guest of honour by our guest interviewer. Previous Interviewer included Jon Snow of Channel 4 News, Adrian Finighan of CNN and Isla Traquair of Five News. Special Guests included Neil Holloway of Microsoft, Peter Bazalgette of Endemol and Richard Lindsay-Davies of DTG Group.**

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**14:10 Q & A**

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**14:20 AFTERNOON KEYNOTE: "SHAPING TOMORROW'S MARKETS THROUGH INNOVATION"**

**Christian Lindholm, Partner and Director, FJORD**

Christian has 10 years design management experience from Nokia. Following his Nokia role he worked at Yahoo as Vice President of Global Mobile Products, overseeing the development of Yahoo's mobile services. He drove the creation of several mobile services at Yahoo, including the award-winning Yahoo Go 2.0. Christian was also the creator of Lifeblog, and a recognised industry innovator. He is a frequent conference speaker. His extensive experience and know-how allows him to ensure solutions meet the needs of the mass market, are scalable for the future and are rich in innovation. At Fjord Christian has been driving product strategy projects for mobile operators, has been advising the BBC on mobile strategy, and has consulted for Nokia on strategic future service and UI solutions.

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**CO-LOCATED CONVERGENCE WORKSHOP ON CHAMBER NO.1  
HOSTED BY ECI TELECOM AND HORSEBRIDGE NETWORKS**

In this hosted joint workshop, ECI and Horsebridge both companies will showcase and highlight some of key technical and business issues that face the industry in the midst of economic downturn and the continuing pursuit of Operator's lower Capex and Opex in delivering multi-platforms services.

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**14:50 Q & A**

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**15:00 NETWORKING TEA**

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**15:30 PANEL TWO: THE ADVENT OF CONVERGED DEVICES AND MOBILE SERVICES: NOT A QUESTION OF IF AND WHEN, BUT WHERE AND HOW MUCH?**

Device technology, such as touch-screen, motion sensors, high speed 3G networks, miniaturized GPS, miniaturized stereo audio, or, integrated radio chipsets, has spurred a phenomenal increase in the complexity and capability in a new generation of devices every year. With the increase in the pace of innovation in new technologies has come the ability to integrate entire systems, such as integrating system on a single chip, thereby allowing a rapid convergence in the hardware itself, resulting in hardware mobile terminals converging and becoming increasingly similar at the high-end.

Manufacturers are now pursuing a vigorous search for the ultimate device, that will sweep consumers feet and adopt not just the killer app but the "ultimate killer experience" as many companies are hoping for.

**Moderator: David MacQueen, Director, STRATEGY ANALYTICS**

- **Tim Hussain, Head of Mobile Advertising, BSKYB**
- **Dr. Mark Loughran Managing Director UK and Ireland NOKIA**
- **Julia DiMambro, CEO and Founder, CHERRYMEDIA S.L.**
- **Robert Hamilton, Produktchef, GOOGLE**

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**16:15 Q & A**

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

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**End of Summit Champagne Networking**