



3rd ANNUAL MEDIA CONTENT WORLD SUMMIT LONDON 31st March 2010

Programme

ENABLING THE FUTURE OF THE DIGITALLY-CONNECTED HOME: Telco VoD or OTT Video?

8:30 Registration and Coffee

9:00 Networking Activity

9:10 Welcome Introduction by Summit Chair

Bill Scott, COO and Founder, easelTV

Bill Scott is one of the founders of **easelTV** and its Chief Operating and Commercial Officer. The company's vision is to enable brands to build high quality TV experiences using low-cost web components, fast. **easelTV** will help its clients to exploit broadband connected TVs and in doing so will help to shape the future of television. 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**. Bill has 25 years experience of managing IT projects to deliver business value.

9:20 OPENING KEYNOTE: "THE IMPERATIVES OF INTEROPERABILITY"

Dr. Mohammed Dadas, Vice-chair, OPEN IPTV FORUM

The Open IPTV Forum was created in March 2007, to provide an IPTV solution enabling a "plug and play" experience for the end-users and filling an industry gap making it independent from the technology behind it. The "easy to use" experience usually requires quite a lot of advanced techniques behind the scenes so to say, to be able to provide that "plug and play" experience for the end-user and the end to end IPTV solution is not an exception. This implies that the different players in the IPTV value chain needed to have a "tool" to easily develop their own products to fit into the "plug and play" solution. The "tool" is the open standards that are created in this Open IPTV Forum.

The Open IPTV Forum is a pan-industry initiative with the purpose of producing end to end specifications for IPTV that will take the next generation of IPTV to the mass market. The forum is fully open to participation across the communications and entertainment industries. Today the Open IPTV Forum has many members that have joined the effort to develop this "tool", an open, end to end specification for IPTV based upon existing technologies and open standards that could help to streamline and accelerate deployments of IPTV technologies and help to maximize the benefits of IPTV for consumers, network operators, content providers, service providers, consumer electronics manufacturers and home and network infrastructure providers.

The Open IPTV Forum founding members are Ericsson, France Telecom, Nokia Siemens, Panasonic Corporation, Philips, Samsung Electronics, Sony Corporation, and Telecom Italia.

9:50 Q & A

10:00 MORNING PRESENTATION: "THE SMARTER HOME?"

Jeanette Carlsson, Business strategy and New Media Leader, IBM GLOBAL SERVICES

Communications Sector Strategy & Business Transformation Executive with 15 year track record of delivering high value strategic and business transformation services to Tier 1 telco and media clients. In her current role, she is responsible for sales and delivery of business strategy and transformation engagements within IBM's Communications sector practice focusing on the New Media space (Mobile, Mobile Internet, Web 2.0 and Social Media) including Digital Customer Dialogue, Advertising, Ad-supported Business Models, Advanced Analytics, Service & Business Model Innovation and Transformation

10:25 Q & A

10:30 Coffee Break and Networking

11:00 PANEL ONE: THE NETWORKED HOME AND THE MULTI-SCREEN WORLD

As the uptake of internet and mobile video increases, broadcasters, content owners and service operators are looking at distributing their offering in multiple formats, via a growing number of platforms and to a host of devices. There remains little doubt that this is the way that consumer habits are moving. As an industry, there is a clear roadmap towards multi-platform on-demand covering the TV, PC and mobile. Companies understand how consumer demands are changing and that younger viewers especially expect content on their own schedules and which is also available on any screen.

For network providers who are able to acquire content, the start-up cost involves putting VOD servers in place and dimensioning the network capacity to support the additional load. The benefit for the network operator is that, by providing good content, customer churn will be reduced. Once a VOD infrastructure is already in place, growing on-demand services like catch-up TV is relatively straightforward since VOD management, content ingest, distribution and playout systems are already in place. However the landscape is unlikely to remain as simple as this. It is not just web-access or catch-up via set-tops that operators and broadcasters now need to consider; the demand for web-based video has also received a leg up from the ubiquity of the internet across consumer electronics devices, including the PC, smart phones, gaming consoles and media players. The full integration of the three-screen world is now becoming a reality. The capabilities we have today are just the tip of the iceberg. We are probably looking at three years before we have an integrated three-screen world and probably further away before we have a sustainable business models such that all stake holders are compensated properly

- Challenges multi-platform, multi-device content delivery.
- Managed on demand Networks, Telco VOD or OTT Video
- Content Convergence and the role of new format in advertising
- DRM and Content Protection
- sustainable business models
- The need for innovation
- Future strategies

Moderator: Dan Cryan, Head of Broadband, SCREENDIGEST

- **Lucas Bauge, Head of Strategy, ORANGE FRANCE TELECOM**
- **Peter Bale, Executive Producer, MSN UK**
- **Steve Plunkett, Director of Customer Innovation, RED BEE MEDIA**
- **Alex Gulland, Creative Partner, OGILVY ENTERTAINMENT**

11:45 Q & A

11:50 MORNING PRESENTATION: SHAPING THE FUTURE OF THE NEXT-GENERATION NETWORKS FOR THE DIGITALLY-CONNECTED HOME

Dave Wilkinson, Director of Network Architecture, ECI TELECOM

ECI Telecom is a leading supplier of networking infrastructure for carrier and service provider networks worldwide. From tier-one national network operators to city carriers, ECI's equipment serves as the platform for key applications including business services, voice, video and wireless backhaul.

What sets ECI apart from the rest of the market is ECI's 1Net, a business framework focused on optimizing the way carriers transition their networks to Next-Generation Networks. Through ECI's unique combination of innovative and multi-functional equipment, fully integrated solutions and agile approach to services, they provide customers the highest level of flexibility as they evolve their networks.

12:20 Q & A

12:30 Networking Luncheon

13:30 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.

14:00 Q & A

14:10 AFTERNOON KEYNOTE: SHAPING TOMORROW'S TV IN A DIGITALLY-CONNECTED HOME
Steve Morris, Systems Architect at ANT, HbbTV

Hybrid Broadcast Broadband TV or "HbbTV" is a major new pan-European initiative aimed at harmonising the broadcast and broadband delivery of entertainment to the end consumer through connected TVs and set-top boxes. The HbbTV specification was developed by industry leaders to effectively manage the rapidly increasing amount of available content targeted at today's end consumer. It is based on elements of existing standards and web technologies including OIPF (Open IPTV Forum), CEA, DVB and W3C

HbbTV products and services will provide the consumer with a seamless entertainment experience with the combined richness of broadcast and broadband. This entertainment experience will be delivered with the simplicity of one remote control, on one screen and with the ease of use of television that we are used to. Through the adoption of HbbTV, consumers will be able to access new services from entertainment providers such as broadcasters, online providers and CE manufactures – including catch-up TV, video on demand (VoD), interactive advertising, personalisation, voting, games and social networking as well as programme-related services such as digital text and EPGs.

14:40 Q & A

15:00 NETWORKING TEA

15:30 PANEL TWO: CATCH UP AND FOLLOW ME CONTENT TV

The popularity of catch-up TV has been one of the big stories of the last year – exemplified by the online success of the BBC iPlayer in the UK. But as the popularity of such services grows, how can service providers benefit from this new phenomenon?

Subscribers are looking for a more personalised TV experience where they have more influence on what they watch and when they want to watch it. As a result, many cable operators and broadcasters have made catch-up services an integral part of their service or subscription package, allowing viewers to watch as much content as they want for a monthly fee. This has been influenced by the theory of the long tail content and the availability of video content from non-traditional TV service providers such as the internet. The industry has responded to these requirements and challenges by offering more time shifted content services like catch-up, start-over, network DVRs and DVRs. Today's networks must evolve into a robust, services-oriented platform that supports the different requirements for a multitude of innovative applications.

At one time experts were warning that catch-up TV could bring the internet to a grinding halt. This panel will cover

- Monetising Digital content on catch up TV
- Product placements and Rights Agency
- Role of wireless technologies in content delivery
- Internet TV vs. Pay channels including sport channels
- "Cord Cutters" and Free online TV
- Benefits of catch-up to consumers and providers

Moderator: Cesar Bachelet, Senior Analyst, ANALYSYS MASON

- **Sarah Rose, Head of VOD and Channel Development, CHANNEL 4**
- **Troy, Head of Content release, BBC VISION**
- **Melanie Stewart, Director Wireless technologies, TURNER BROADCASTING**

16:15 Q & A

16:30 Summary of the day from Summit Chair

Networking Drinks at the Bar (Cashbar).

End of Summit