

IBC 2006

MPEGIF Supersession

Standards Based Technologies in IPTV Ecosystems

Room O, RAI Center, Amsterdam

Saturday, 9 September 2006, 9:30 a.m. – 1:00 p.m.

Industry experts representing the most influential players in next generation video entertainment multimedia and standards-based video delivery will exchange views on trends and technologies that are changing the way digital multimedia is created, compressed, delivered and monetized. IPTV today is associated with its adoption by Telco TV. However it is not restricted to that and IP is already being adopted by other means of delivery such as cable and wireless. IP is the technology that is finally creating the converged information delivery infrastructure and an ecosystem is emerging, with new video and audio codecs, new middleware and content protection methods and completely new viewing experiences. Service operators adopting these new video technologies will share their experiences to date as they deploy these new services around the world.

Gain insider perspectives on the future of MPEG-4 AVC/H.264 video and other emerging MPEG technologies, the importance of IP distribution and how unicast delivery will affect the ubiquity of video entertainment; potential business models and preferences for viewing and connecting content in the home, in the office or on the handheld device.

Key questions to be addressed:

- What counts most cool content or cool delivery?
- Are the content owners still scared of the I in IP?
- Will network PVR replace the PVR in the home?
- Is there a role for hybrid where catch up TV and PVR coexist?
- Is DRM doomed to be proprietary and what DRM is expected to be dominant (if any)?
- What is the minimum a new service provider needs to be competitive?
- Will Microsoft IPTV rule the world or will alternative middleware/ecosystems be popular?
- Does Instant channel change (i.e. <250 ms) give a true discriminator against digital cable or satellite?
- When will both SD and HD services be offered and generally available via IP over DSL?
- What effect has the patent pools and the licensing authorities had on standards based technology?
- Will VC-1 have the same license costs as MPEG-4 part 10?
- Will a royalty free codec ever become a reality such as AVS or Dirac?
- How will advertising change over the next 5 years?
- Youtube.com and net neutrality - will the "over the top services" beat the walled garden approach?
- Will "a la carte" be mandated?
- How quickly will cable move to IPTV if the numbers of 40-80m Telco TV subs by 2010 are to be believed?
- How about satellite; are they forced to go to a DBS/terrestrial hybrid solution?

AGENDA

9:30 – 9:45 a.m. Introduction & Welcome

Sebastian Moeritz -- President, MPEGIF / CEO, dicas
David Price -- Vice President, MPEGIF / Vice President, Harmonic Inc.

9:45 - 10:15 a.m. Keynote Speaker

Benjamin Schwarz -- International IPTV Projects Manager - Content Division, France Telekom

10:15 - 11:00 a.m. Panel 1

The IP Video Revolution: Panelists will discuss how the consumer will view video in the future, and the growing importance of IP distribution and the role and importance of the PC and mobile device in how we consume entertainment programming. We will discuss what this means for consumer electronics and whether next generation equipment has to support multiple codecs, multiple rooms and multiple in home connection standards.

Moderator: Sebastian Moeritz -- President, MPEGIF / CEO, dicas

Speakers:

- Benjamin Schwarz -- International IPTV Projects Manager - Content Division, France Telekom
- Nicholas Bry -- Head of Product and Service division, T-Online France
- Helmut Leopold -- Chairman, Broadband Services Forum / Managing Director Platform and Technology Management, Telekom Austria
- Sebastian Kramer -- CEO, Quative

11:00 – 11:15 a.m. Networking Break with Video iPod Drawing

11:15 – 11:45 a.m. Keynote Speaker

Paul Whitehead -- Executive Director Advanced Access, AT&T

11:45 - 12:30 p.m. Panel 2:

And Then How to Make Money: Panelists from the global community of service and technology providers will discuss the new world of video (including mobile video and TV) and the possibility to increase revenues per household through the enormous array of new services that now become feasible in an increasingly complex infrastructure. We will hear about how “on the fly” time shifting can provide significant subscription revenues, the role of the DVR versus network PVR, how incremental services that were previously web based can introduce new additional transaction based revenues. How do operators use new technologies now available to achieve significant increments in the average revenue received from each subscriber?

Moderator: David Price -- Vice President MPEGIF / Vice President, Harmonic Inc.

Speakers:

- David Gillies -- Director of Technology, Pace Micro Technologies
- Toby Russell -- CEO, 3vision
- Paul Whitehead -- Executive Director Advanced Access, AT&T
- Tiaan Schutte -- Vice President Information Communication Entertainment, Alcatel

12:30 – 12:45 p.m. Logo Program Update

Sean McCarthy -- Board Member, MPEGIF / Chief Scientist, Modulus Video

12:45 – 1:00 p.m. Conclusion with Video iPod Drawing

Sebastian Moeritz -- President, MPEGIF / CEO, dicas
David Price -- Vice President, MPEGIF / Vice President, Harmonic Inc.