



Agenda

2008
MPEGIF Master Class
The Transition to a New Television Experience

IBC 2008

MPEGIF Master Class

The Transition to a New Television Experience

Room A,
Thursday, 11 September 2008, 10:00 a.m. – 5:30 p.m.

In this Master Class, produced by the MPEG Industry Forum (MPEGIF) in cooperation with the Open IPTV Forum, television service providers, network operators and content owners will exchange their views on the progress and evolution in technologies and business models (including an insight into IP delivered personalized video and the latest trends for targeted, perfect profile advertising) that are fundamentally changing the way digital television is created, delivered and monetized.

The transition from analogue TV to digital TV is well underway across the world with the power of IP creating the converged information delivery infrastructure. Now this is being combined with the arrival of next generation High Definition (HD) facilitated by the world's most advanced compression technology, MPEG-4 AVC/H.264. Together, IP and HD are bringing compelling personalized viewing experiences to the viewers. There are numerous and fundamental questions surrounding the transition path from the conventional services deployed today and the future in which consumers will enjoy new services based on personalized delivery to many different forms of display. The way in which operators and content owners can get the best return from their investment in this new world will be introduced, discussed and explained by an unrivalled line-up of speakers and panelists.

This Master Class is the latest in a series of events focused on these topics and follows the hugely successful Master Classes staged by MPEGIF at NAB and IBC over the past 5 years.

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PROGRAM

10:00 – 10:10 a.m. Introduction and Welcome

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

10:10 – 10:30 a.m. Keynote:

Roderick Snell – Founder, Snell & Wilcox

10:30 – 11:10 p.m. Panel: Show Me the Money

Moderator: **David Price** – Vice President, MPEGIF/Vice President, Harmonic

Speakers:

Roderick Snell – Founder, Snell & Wilcox
Nick Hopkins – Head of Technology, Virgin Media
Clyde Smith – Senior VP Global Broadcast Technology & Standards, Turner Broadcasting Systems
Gian Paolo Balboni – Head, Innovation Trends, Telecom Italia
Dieter Engels – Head of Product Development, T-Online

The capability of latest digital video technology has now surpassed the way in which the business structures can accommodate the new services enabled by these new technologies. Legal issues surround network storage (that is key to an anything on demand service) and privacy issues cloud the ability to achieve the type of advertising revenues enjoyed in the internet sector. Mobile video has been shown to reduce churn but is it going to generate real revenues on a standalone basis. Can “Over the Top” compelling content live side by side with the business model of operators owning the last mile delivery network. This panel will examine the achievements and the challenges still facing network operators and content providers as they roll out advanced television services.

11:10 - 11:20 a.m. Guest Speaker

Introduction **Rich Mavrogeanes** – MPEGIF Board Member/ CTO, VBrick

Speaker: **Patrick Griffis** – Senior Director, Connected Entertainment Interoperability, Microsoft

11:20 - 11:30 a.m. Break

11:30 – 11:35 a.m. MPEGIF Logo Qualification Program Update

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

11:35 - 1:00 p.m. Panel: Next Generation Television Landscape In the Russian Federation

Moderator: **Sebastian Moeritz** – President, MPEGIF/CEO, dicas

Speakers:

Mikhail V Soslavinsky – Head, Federal Agency for Press and Mass Media, Russian Federation
Eduard M Sagalaev – President, National Association of Television and Radio Broadcasters of Russia
Yury I Pripachkin – President, Russian Association of Cable Television
Gerassim S Gadiyan – President, The Association for High Definition Television and Digital Cinema
Oleg A Urushev – General Director, Yugra

The next generation television landscape in the Russian Federation is enormous and extraordinarily promising considering the opportunities both on the technological as well as economical side

A Unique and exceptional speaker line up representing highly reputed, internationally known and experienced top level senior experts from a governmental, commercial and industrial advocacy organizations will provide an unparalleled insight into the possibilities and challenges of this vast and important market also focusing on the transition from analogue to digital television which will be completed in 2015.

1:00 - 2:00 p.m. iPod Drawing & Lunch

2:00 – 2:10 p.m. Welcome Back

David Price - Vice President, MPEGIF/Vice President, Harmonic
Sebastian Moeritz - President, MPEGIF/CEO, dicas
Monika Gadhammar – Vice Chair Open IPTV Forum Marketing Workgroup

Program

2:10 – 2:40 p.m. **Keynote: How can The Open IPTV Forum Improve Your Business Via Standardization?**

Keynote: **Yun Chao Hu** – Chairman Open IPTV Forum

Today the e2e IPTV market is full of hurdles and problems to really make it “plug & play” and “easy to use” experience, both for the vendors in the e2e IPTV value chain as well as the end-user. We will show you how that can be solved in an “easy” way via standardization e2e IPTV solution specification ready to be used for you to succeed in the IPTV business also when moving into the mobile and converged world.

2:40 - 3:30 p.m. **Panel 3: IPTV Standardization Issues And Solutions**

Moderator: **Monika Gadhammar** - Vice Chair Open IPTV Forum Marketing Workgroup

Speakers: **Stephen Christian** – VP Marketing, Verimatrix
Luca Pesando – Standard Manager for Fixed Access and Transport and IPTV, Telecom Italia
Thomas Stockhammer – Senior Researcher, Digital Fountain
Sven Reuter – LG Electronics

How do the different parts of the IPTV end to end value chain players see the standardization issues and how we can solve them to ensure IPTV sales? Let us discuss how a few of the Open IPTV Forum members see their benefits of joining the forum and how they will benefit from the jointly developed end IPTV solution specification and how you can do the same.

3:30 - 3:40 p.m. **Break**

3:40 – 4:10 p.m. **Keynote: Taking A Deeper Look At The End To End IPTV Solution Specification**

Keynote: **Luca Pesando** – Standard Manager for Fixed Access and Transport and IPTV, Telecom Italia

What will it imply for the different players in the end to end value chain?

4:10 - 4:50 p.m. **Panel 4: End to End IPTV Solutions In The Value Chain**

Moderator: **Monika Gadhammar** - Vice Chair Open IPTV Forum marketing workgroup / Senior Marketing Manager, Ericsson

Speakers: **Thomas Nasstrom** – Head of Connected Home, Ericsson
Stephen Christian – VP Marketing, Verimatrix
Mats Nilsson – Portfolio Manager, Business Unit Multimedia, Ericsson
Luca Pesando – Standard Manager for Fixed Access and Transport and IPTV, Telecom Italia
Huw Price-Stephens – Principal Consultant, Ipsios/Marketing Ambassador/Open IPTV Forum

Which parts of the standardization bodies IPTV standards has been taken into the end to end IPTV solution specification that Open IPTV Forum has created and how has been “merged” into the end to end specification? What will this imply for the different type of players in the end to end IPTV value chain?

4:50 – 5:30 p.m. **Summation**

Moderator: **Gary Schultz** – President, MRG Inc.

Speakers: **Sebastian Moeritz** - President, MPEGIF/CEO, dicas
David Price - Vice President, MPEGIF/Vice President, Harmonic
Yun Chao Hu – Chairman Open IPTV Forum
Stephen Christian – VP Marketing, Verimatrix

5:30 **iPod Drawing**