EBU
OPERATING EUROVISION AND EURORADIO

BROADTHINKING 2013
WHERE BROADCAST MEETS BROADBAND

WEDNESDAY 27 MARCH

09.00-09.30	**Registration**		

Moderator for Day 1: Bram Tullemans (EBU)

SESSION 1: BROADBAND DELIVERY – THE BIG PICTURE

09.30-10.00	**Introducing the programme and the demos**	Bram Tullemans	EBU
10.00-10.30	**A regulatory perspective on Broadband Networks and Services**	Anna Herold	European Commission DG "Communications Networks, Content and Technology"
10.30-11.00	**Broadcast vs. Online Delivery: how do the costs stack up?**	Guy Bisson	IHS
11.00-11.30	*Tea, coffee, demos & networking*		
11.30-12.00	**Is the audience moving to online consumption?**	Jeroen Verspeek	NPO
12.00-12.30	**Case Study: The challenge of increasing online services while attempting to reduce the UK's energy and traffic footprints**	Janet West	BBC
12.30-14.00	*Networking Buffet Lunch*		

SESSION 2: ESSENTIAL TRENDS IN ONLINE DISTRIBUTION

14.00-14.30	**Multiscreen services architecture**	Nicolas Weil	Challenge2Media
14.30-15.00	**New screens, new delivery networks, new ecosystems... what solutions to enable the transition?**	Lionel Bringuier	Elemental Technologies
15.00-15.30	**HEVC and MPEG-DASH: hybrid solutions for delivering personalized multi-screen services**	David Price	Ericsson
15.30-16.00	*Tea, coffee, demos & networking*		
16.00-16.30	**DASH Developments: the essential update**	Thomas Stockhammer	Qualcomm
16.30-16.45	**Metadata - the missing link**	Alexander Adolf	Condition-ALPHA
16.45-17.00	**Metadata models for online distribution**	Jean-Pierre Evain	EBU
17.00-17.30	**HTML5 – unifying video delivery**	Jose Velazquez	Kaltura
17.30-19.30	**Drinks, snacks and networking**		

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THURSDAY 28 MARCH

Moderator for Day 2: Peter MacAvock (EBU)

09.00-09.30	**Recap of Day 1**	Bram Tullemans	EBU

SESSION 3: WHICH CDN MODEL FITS BROADCASTERS' DEMANDS?

09.30-10.00	**Building your own CDN; a broadcaster's perspective**	Martin Boronski	M6
10.00-10.30	**CDN topologies and the live multicast use case**	Nivedita Nouvel	Broadpeak
10.30-11.00	**Broadcaster requirements for CDNs**	Luke Gaydon	Brightcove
11.00-11:30	*Tea, coffee, demos & networking*		
11.30-12.00	**Leveraging client side technologies to enable a TV like experience**	Stuart Cleary	Akamai Technologies
12.00-12.30	**Initial experiences with CDN Federations**	François le Faucheur	Cisco
12.30-14.00	*Seated Lunch*		

SESSION 4: NEXT GENERATION OF HYBRID PLATFORMS

14.00-14.30	**YouView – hybrid in the UK**	Jeff Hunter	YouView
14.30-15.00	**An overview of HbbTV adoption and rollout**	Hans-Martin Schmidt	ARD
15.00-15.30	**New developments with the HbbTV 2.0 spec**	Peter MacAvock	EBU
15.30-16.00	*Tea, coffee, demos & networking*		
16.00-16.30	**MPEG DASH coming to life for broadcasters with HBBTV 1.5 and Cloud Services**	Thierry Fautier	Harmonic
		Xavier Heusghem	NAGRA Cloud Services
16.30-17.00	**A hybrid MHP scenario: *tivùon!***	Gino Alberico	RAI
17.00-17.30	**Conference wrap-up**	Bram Tullemans	EBU

DEMOS

- HbbTV 1.5 services and interoperability
- MPEG-DASH players
- Viewer-specific bitrate adaption
- (more to be confirmed...)

INFORMATION & REGISTRATION: **tech.ebu.ch/broadthinking2013**