

Media Distribution over Open Internet

EBU Headquarters, 17–18 March 2008

L'Ancienne-Route 17A, 1218 Grand-Saconnex
Geneva, Switzerland

Who should attend

- New media strategists
- Television and radio technologists
- Internet specialists
- Web services developers
- Telecom and mobile operators
- Consumer electronics manufacturers

EBU technical seminar in conjunction with DVB



Day 1: 17 March 2008

14.00 - 18.30

Session 1: State-of-the-art

Chair: Franc Kozamernik (EBU)

Opening

Lieven Vermaele, EBU

Internet – a media platform

Michael Shaw, comScore

The future of Internet media

David Kennedy, Eurescom

W3C's view of challenges for Video on the Web

Philippe le Hégaré, W3C

Open IPTV Forum:

Enabling Internet TV services on retail consumer devices

Peter Lanigan, Philips

How broadcasters can create audience networks through online syndication and community

Kevin Connor, Axicom/ Brightcove

Internet media from the user perspective

James Cridland, BBC

How Web2.0 creates opportunity for TV2.0

Werner Ramaekers, VRT

Consumer electronic devices for internet TV

Ron van Herk, AHT

Day 2: 18 March 2008

09.00 - 17.00

Session 2: Case Studies

Chair: David Wood (EBU)

SVT experience in web TV

Frank Hoffsummer, SVT

Tribler – launch of new Tribler

Johan Pouwelse, TUD

Real-time Description Driven Content Adaptation

Peter Lambert / Erik Mannens, IBBT

Miro: open source video distribution for a better viewer experience

Holmes Wilson, Miro

Next Generation Interactive TV:

the democracy of the Internet in the Living room

Ian Valentine, Miniweb

Vividas web TV technology

Andrew Wilding, Vividas

QoS in P2P media delivery – Octoshape experience

Stephen Alstrup, Octoshape

Lunch

Session 3: DVB considerations

Chair: Ralf Schaefer (Thomson)

Opening Remarks

Ralf Schaefer, Chair DVB CM-IPTV

Content provider perspective

Richard Cooper, BBC

CE manufacturer perspective

John Adam, Samsung

Network operator perspective

Telefonica

Session 4: Round Table discussion

Coordinator: Lieven Vermaele (EBU)

Round table discussion: How can standards help to fuel the Open Internet Media Distribution business ?

This seminar will cover a wide range of Internet and media topics including:

- State-of-the-art Internet media and the most successful case studies;
- Market trends in open Internet media distribution;
- Impact of open Internet media distribution on consumer electronics;
- Convergence between the Internet media technologies and the DVB specifications;
- The need and roll of open standards to support the new business models.

More information

www.ebu.ch/en/union/news/2008/tcm_6-56752.php?display=EN

Registration fee: 200,- CHF

Contact:

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Other Internet Media events on 2008:

Multimedia Meets Radio 2008 Barcelona, 27–28 February
www.ebu.ch/en/radio/news_and_sports/mmr08.php

Eurovision CrossMedia2 Luzern, 6 May
www.eurovisiontvsummit.com

Media on the Web Geneva, 30 September–1 October