TV Connect

WHERE VIDEO DISTRIBUTION MEETS IP

9-10 May, 2018
Olympia, London

	9th May 2018 - The transition towards IP
08:30	**Registration opens**
09:00	**Chair's opening remarks** *Colin Dixon, Founder and Chief Analyst, nScreenMedia*
09:10	**LeadersIn Video: TV – Where are we?** *Allan McLennan, Chief Executive/Founder, PADEM Group (IP) & TV Connect and LeadersIn Global Video Group Chairman* *Steve Reynolds, President, Imagine Communications*
09:40	**Opening keynote panel: Dissecting the transition to IP** - **Is IP the connection that viewers want?** - What role have viewers played in the drive towards an IP future? - What makes IP so compelling? - The international migration – how rocky is the road? - Designing your path to digital *Moderator: Colin Dixon, Founder and Chief Analyst, nScreenMedia* *David Mowrey, Head of Product, IBM* *Bill Martens, Managing Director, BamTech* *Richard Lindsay-Davies, CEO, DTG* *Andrew Drury, Group Technology Strategy & Insight Director, Liberty Global* *Namrata Sarmah, Senior Digital Director, Viacom*
10:20	**How do you deliver content to customers, prevent piracy, and preserve revenues** *Gregory J Gagnon, Director Business Development, Inside Secure*
	10:40 **Morning coffee break and opportunity to visit the exhibition**
11:35	**Operator spotlight: Going back to basics** - Should operators play in IP distribution and what benefits can it bring them? - The growth potential in providing content across multiple platforms - Is the ROI there for operators to justify investing in video distribution? *Moderator: Jon Watts, MTM* *Anette Schaefer, VP TV Business Europe, Deutsche Telekom AG* *Nikola Francetic, Head of TV, Telekom Austria Group* *Luca Oteri, Telecom Italia* *Bill Gash, Director of Sales, CSG* *Michael Rizzo, Head of IPTV, BT*
12:20	**Introducing "The Secret Life of Streamers Part 2" a nScreenMedia and Conviva Research Study** In this session, we will be launching the second edition of a true, complete census of one of the world's largest multi-publisher streaming video sensor networks with over 3B applications/devices that generate over 15B viewing hours of per year. From this study you will learn how people's viewing behaviour changes across day parts, devices, and locations. We also will explore live vs. long and short form VOD consumption trends. Finally, we will also look at how all these behaviours change over time and geographies. This is the first time this study will be presented!

	Colin Dixon, Founder and Chief Analyst, nScreenMedia *Ed Haslam, Chief Marketing Officer, Conviva*
12:40	**Is the OTT bubble about to burst or expand?** - Can OTTs continue to justify the investment in original content? - Are OTTs expanding internationally too fast? - Can new IP channels keep up with the demand of their audiences? *Moderator: Jon Watts, MTM* *Allan McLennan, Chief Executive/Founder, PADEM Group (IP)* *Olivier Jollet, Managing Director, Pluto TV* *Carlos Tibi, Co-Founder, icFlix* *Nicolas d'Hueppe, CEO & founder, Alchimie* *Alptug Copuroglu, CFO & Head of Business Development, BluTV*
	13:20 **Lunch break and opportunity to visit the exhibition**

Quality of Service – Network optimisation	*Quality of Experience – Maximising your revenue*
14:45 **What is the benchmark and gold standard for Quality of Service today?** - What are the expectations for millennials in quality of service? - Can you ever guarantee 100% quality of service or is best-effort good enough? - Does the benchmark move, depending on the audience? *Moderator: Ian Mecklenburgh* *Teresa Potocka, CEO, sensethefuture pictures* *Elliott Seller, Head of Interactive TV, Sky* *Brendan Hole, Head of TV & Broadband Architecture, BT* *Yasir Manzoor, GM, PTCL* *Alan Evans, Sr Director - Partnerships & Ecosystem Strategy, Ericsson*	**14:45** **Panel Session: How far do we take personalisation?** - How niche and tailored can an experience be before you lose RoI? - Is personalisation more of an ad play than a subscription play? - Is AI's killer application personalisation? *Moderator: Philip O'Ferrall, Executive Vice President, Viacom Velocity International* *Jeff Eales, Director of Systems, Sky* *Claire McHugh, CEO, Axonista* *Matt Stagg, Director of Mobile Strategy, BT Sport* *Aneesh Rajaram, CEO, Vewd*
	15:30 **Knowing your audience: Hopster's approach to creating the best app service** *Nick Walters, CEO, Hopster*
15:30 **International spotlight – CEE: where is the region with its transition?** - Does cable and satellite still have a market? *Ovum* *Irina Gofman, President and CEO, Viasat World*	**15:50** **Data: the new oil?** - How can businesses collect more data? - What is the ceiling for data collection and ad personalisation? - Where does security come into it?

15:50 **Presentation brought to you by Azdio** *Senior Rep, Azdio*	*Susie Buckridge, Director of Product and Business Development, YouView* *Matt Bryan, Head of Data and Insight, YouView*

16:10 **Afternoon coffee break and opportunity to visit the exhibition**

16:30 **Chasing Fractions. Validating, understanding and acting on the data we see.** Monitoring products, analytics tools and the dashboards we rely on are invaluable for successful day to day OTT platform operations, but do they tell the whole story? As a greater number of off the shelf point products come to market, how do we validate the data they present and understand the areas they don't typically cover? More importantly – how do we understand and adapt the platform to make things better? Do our error and buffering rates really mean poor CDN performance? **Chris Wood, CTO, Spicy Mango** **Ian Munford, Director of Product Marketing, Akamai**	**16:30** **The rise of cut-price pay TV - virtual MVPDS** - Exploring the shift towards low cost/high volume services - How skinny can these bundles really be? - OTT skinny bundles – which sectors are leading the way - What is this the new competitive edge for operators? *Moderator: Rukshan Mehra, MTM* *Alptug Copuroglu, CFO & Head of Business Development, BluTV* *Heather Killan, CEO, Horse & Country* *Mahesh Ramachandra, Chief Product Officer, Azoomee* *Milagros Leon Mendoza, Head of Global Product Roadmap & Value Proposition for PayTV and OTT services, Telefonica Digital* *Jorge Sousa, Consultant*
16:50 **The rise of the multiscreen – the TalkTalk approach** *Rob David, Head of Product – TV, TalkTalk*	**17:15** **The rise of the 'live' sports fan** - How will sport impact other consumer demographics in terms of content discovery? - How is tech being used as a test bed in sport – which ones are definitely transferable to other sectors? *David Bailey, Head of Digital, F1*
17:10 **The Great Codec War** - HEVC vs AV1: understanding the battleground - Are there alternative? What can effectively be done today? - Can codecs ensure the future of your service through differentiating services	**17:35** **Targeted Advertising – understanding the new delivery models** - With the overall advertising market shifting rapidly towards digital, programmatic, targeted or addressable models, broadcasters are faced with the challenge of addressing this shift towards new delivery models.

- In a fragmented video delivery world, is it really one size fits all? ***Moderator: Abi Bhat, Dazr*** ***Dror Gill, CTO, Beamr*** ***Guido Meardi, CEO, V Nova*** ***Jeff Webb, Principal Streaming Architect, Sky*** ***Ian Nock, Principal Consultant***	- DVB has set up a group to define the commercial requirements for a specification for a standardized approach to tackling this challenge. ***Angelo Petazzi, Mediaset, Co-Chair DVB CM-TA, DVB***
17:45 End of Day One	

	10th May 2018 - The IP future: what it is going tech?
08:30	**Registration opens**
09:30	**Chair's opening remarks** *Allan McLennan, Chief Executive/Founder, PADEM Group (IP) & Chairman, LeadersIn Video Group*
09:50	**'The challenger': If you had to invest in one technology what would it be?** Budgets aren't endless but technologies disrupting the distribution market seem to be. Operators, Broadcasters and OTTs have so much to choose from, what do you pick? This interactive session will place 5 major technology pioneers under the spotlight and will question why now and in the future their solutions are the most business critical to those who hold the budget. *Moderator: Allan McLennan, Chief Executive/Founder, PADEM Group (IP)* *Bjarne Andre Myklebust, Head of Distribution, NRK* *Phil Sellick, Lead Architect/Technologist, Advanced Video, Innovations and Trials Team, Liberty Global* *Pablo Hesse, Founder & CEO, Teltoo* *Mike McKeown, Senior Director, Business Development, Cisco* *Christian von Reventlow, Chief Product/Innovation Officer, Deutsche Telekom AG*
10:30	**OTT in a Linear World** - Addressing the area of transitioning a profitable, and very popular, linear TV world into an OTT one *Peter Siebert, Head of Technology, DVB*
	10:50 Morning coffee break and opportunity to visit the exhibition
11:30	**Breakthrough Hybrid TV Experiences Powered by Data: A Com Hem/Gracenote Case Study**
12:10	**Where does AI and automation fit into the video distribution picture?** - What is AI's killer app when it comes to video distribution? - What is the ceiling for AI and automation? - How will AI and automation affect your infrastructure? - Is AR/VR a component to compliment and accelerant for AI? *Moderator: Nathalie Lethbridge, Founder, Atonik Digital* *Bram Tullemans, EBU*

Paul Kanareck, Managing Director, ITV *Dimitar Radev, Head of Content Distribution and New Platforms, NOVA Broadcasting Group / Modern Times Group*	

12:50   **Lunch break and opportunity to visit the exhibition**

Quality of Service – Core tech infrastructure	*Quality of Experience – Engaging with your audience*
14:00 **Deep Dive: How much of your business should be in the cloud?** - Does cloud infrastructure make hardware irrelevant? - Where do the traditional CDNs fit in to the future cloud picture? - What are the benefits in service delivery vs traditional models? - What are typical timelines for migrating to cloud - What can we learn from the HBO hacks? *Moderator: Rob Gallagher, Ovum* *Chris Harris, Head of Service Management, YouView* *Alan Evans, Sr Director - Partnerships & Ecosystem Strategy, Ericsson*	**14:00** **Panel Session: Exploring content discovery as your differentiator: how much do the technologies have to offer?** - AI's role in content discovery - How diverse and personal can you make content discovery? *Moderator: Donatas Nemura, MTM* *Naser Refaat, Technical Services Exec, Rotana* *Sylvain Thevenot, Managing Director, Netgem* *Jaakko Lempinen, Head of Customer Experience, Yle* *Sion Wynn-Jones, Product Director, YouView* *Olivier Jollet, Managing Director, Pluto TV*
14:40 **Going all-in: How Cloud is giving Media companies the edge** - What are the benefits of cloud-based video? - Can cloud improve the viewing experience? - How Machine Learning is enabling intelligent video services *Simon Frost, Head of Marketing EMEA, AWS Elemental* *Bård Farstad, CEO, Crystallize*	**14:40** **Can apps really help differentiate a video service?** - Do apps represent the new competitive battle ground? - How can you really differentiate your app? *Carter Pilcher, CEO, Shorts TV*

15:00   **Afternoon coffee break and opportunity to visit the exhibition**

15:30 **From Data to Wisdom: Best Practices (and very bad ideas) in QoE KPI/Data Collection** In this session, the audience will learn about the different methodologies to collect Quality of Experience data. QoE may be inferred from user-activity data (ie software agent), but directly collecting QoE measures (ie active robots) enables further analysis by drilling down and rolling up relevant data. Analysis transforms QoE information into actionable knowledge of improvement areas so	**15:30** **The Accelerating Content Bubble: How close are we to the bubble bursting?** Understanding the factors at play: - commissioning strategy - consumption patterns - ROI for TV networks and SVOD services - The role of the tech majors in prolonging the bubble *Tim Mulligan, Research Director and Senior Analyst, MIDiA Research*

QA engineers and network operations teams can make wise decisions. *Luke Carriere, Technology Evangelist, Witbe*	
15:50 **HbbTV framework as a multi platform app** *Daniel Ekelof, Deputy CTO, SVT*	**15:50** **How will Voice recognition change the game for quality of experience?** - What is the end goal and how realistic is it? - How far does voice recognition go beyond the TV? *Moderator: Matthew Thomas, MTM* *Noriko Matsuoka, Principal Architect of Emerging Tech, BBC*
16:30 **End of TV Connect 2018**	