

# SESSIONS

DAY 1 - 3RD DECEMBER - 03/12/2019

Video Exchange Streaming

3-4 December 2019

Millennium Gloucester Hotel, Kensington  
London

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## Informa Tech Welcome

09:00 - 09:05

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## Chairperson Welcome

09:05 - 09:10

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## Keynote presentation by Fastly

09:10 - 09:30

### Participants

**Speaker:** Hooman Behesthti - VP of Technology, Fastly

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## Keynote Panel: Where does the power lie in the industry? Captivating Content, Innovative Platforms and Next-Gen Technology

09:30 - 10:15

- If Amazon and Netflix own the creation of content whilst Apple and Google, own devices for consumption, how do those different perspectives balance out?
- Power balance between device owners and content owners and competing business models
- What's the game-changing distinction between pure service providers and combined services?

### Participants

**Panellist:** Nicholas Deal - CTO, Orange Sports and Media

**Panellist:** Sergio Oslé Varona - President, Movistar+

**Moderator:** Allan McLennan - President, PADEM

**Panellist:** Olivier Jollet - Managing Director, Pluto TV

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## 5G and creating a new experience for sporting events

10:15 - 10:35

### Participants

**Speaker:** Min Shen - Multimedia Product Marketing Director, ZTE

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## Keynote Panel: Defining new partnerships

10:35 - 11:20

- What is the driving force behind new partnerships between FTA Public Broadcasters and Commercial Broadcaster
- Launching streaming services as a broadcaster
- How do these alliances affect these Broadcasters' traditional linear offerings?
- When will the cost of fixed linear distribution outweigh the revenues through advertising?
- How will costs of technology implicate existing business strategies?

### Participants

**Panellist:** Alexandar Vassilev - CEO, Joyn

**Panellist:** Adam Davies - Product Manager, Synamedia

**Moderator:** Allan McLennan - President, PADEM

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## Networking Break

11:20 - 12:00

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## Keynote Panel: How are 'Brands' going D2C and what does that mean for Broadcasters, OTTs and Telcos?

12:00 - 12:50

- Where do broadcasters, OTTs and Telcos fit into the equation?
- Envisaging how broadcasters can leverage their existing content
- Social Media and distribution
- How are brands building successful media businesses and what does this mean for rights holders?

### Participants

**Panellist:** Peter Wassong - Lead TV Content Hub, Deutsche Telekom

**Panellist:** Oli Thomas - VP, Digital, Viacom International Media Networks (VIMN)

**Panellist:** Ian Zeifman - Product Marketing Lead, Amdocs Media

**Panellist:** Tim Pearson - Senior Director Product Marketing, Nagra

**Moderator:** Allan McLennan - President, PADEM

**Panellist:** Steve Miller-Jones - VP of Product Strategy, Limelight

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## Keynote Fireside Chat: And they all lived happily ever after...

12:50 - 13:15

- The compromise and collaboration in a successful partnership
- Untangling the pain-points of integration partnerships and understanding point of view
- Tangible and strategic pointers on executing successful service integrations
- Understanding the power balance of a partnership, the gives and the takes
- A road map from seamless service integration to bundling and marketing

### Participants

**Moderator:** Denise Parkinson - Former Entertainment Director Global and UK, Telegraph Media Group

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## Lunch

13:15 - 14:15

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## The role of the public broadcaster in the digital era

14:15 - 14:55

At the intersection of Content and User Experience

- What's the best distribution and content strategy for reaching consumers everywhere?
- Crafting a content strategy that serves public desire
- How does streaming and OTT strategies affect content?
- The fight for rights – how access to audience may come to define premium sports rights

### Participants

**Panellist:** Katrine Vogelsand - Head of Fiction, TV 2 Denmark

**Panellist:** Mohamed Ziyaad Hassen - Head of Audience Development and Manager Digital Strategy, TRT World

**Panellist:** Gave Lindo - Executive Director, OTT Programming, Canadian Broadcasting Corporation

**Panellist:** Christian Livadiotti - CEO & Co-Founder, Wildmoka

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## Growing audiences through Personalisation and Optimisation on AVOD

14:15 - 14:45

At the intersection of Product and Technology Strategy

- Sharing the journey of relaunching the ITV Hub through customer research
- Ensuring Personalisation is a prominent part of the Hub's future
- Optimising the Hub for content to be discovered

### Participants

**Speaker:** Stuart Jones - Head of Product – AVOD, ITV

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## Fireside Chat: What can Data, Artificial Intelligence and Machine Learning do in delivering hyper-personalised consumer experiences?

14:45 - 15:15

At the intersection of Product and Technology Strategy

- Understanding what makes customers churn and what broadcasters and service providers can do about it
- Building enhanced ad-based business models with data
- How can operators continue customer journeys based on online transactions?
- How will GDPR implicate processes?

### Participants

**Speaker: Melanie Moeller** - Senior Product Lead and Senior Research Engineer (IoT & AI) - Emerging Products, Sky

**Moderator: Colin Dixon** - Founder and Chief Analyst, nScreenMedia

**Speaker: Roland Sars** - CEO, Media Distillery

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## Panel: Different States of Growth: Profiting from Scale

14:55 - 15:35

At the intersection of Content and User Experience

- Levelling the balance between access to mass audiences and revenue conversion.
- Beyond mass audience growth, looking at the balance between AVOD and SVOD services for monetisation
- Bundling and unbundling for profit
- The future of interactions and the changing nature of relationships between telcos, OTTs and broadcasters
- Exploring niche content verticals as a strategy for growth and scalability
- Assessing states of growth, subscribers and long-term longevity

### Participants

**Panellist: Tom Hines** - Senior Content Manager, Arsenal F.C.

**Panellist: Will Ennett** - Head of Pay TV, TalkTalk

**Panellist: Bill Gash** - Director of Sales, CSG

**Panellist: Agnieszka Oleszczuk** - Senior Product Manager, OTT, TV, VOD, Play

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## Fireside Chat: Learning from recent broadcaster experiments with immersive and engaging experiences

15:15 - 15:45

At the intersection of Product and Technology Strategy

- Analysing the latest experiments in AR/VR for live events
  - Delivering an 'experience' alongside 'content'
  - The impact of 5G on live event features
  - extra capabilities in those networks to deliver more opportunities for interactivity in 360-degree video & immersive content.
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## Afternoon Networking Break

15:35 - 16:05

At the intersection of Content and User Experience

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## Afternoon Networking Break

15:45 - 16:30

At the intersection of Product and Technology Strategy

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## Fireside Chat: Content for Contextual Environments

16:05 - 16:35

At the intersection of Content and User Experience

- A content strategy that invites scalability
- What types of content do people watch when they are commuting?
- What content do people watch more of on their phones?
- Understanding the content desires of the consumer from the context of their home

### Participants

**Speaker: Caroline Cardozo** - Head of Content Discovery & Personalisation, Sky

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## Fireside Chat: Building an OTT service that is better than Broadcast

16:30 - 17:00

At the intersection of Product and Technology Strategy

- Have we reached a new era of entertainment?
- With the growth in streaming how can service providers make the experience for OTT better than that in Linear
- Ensuring the service follows the consumer on whatever device they want to watch on whether that's Online, offline, in the kitchen, in the car
- Building brand new customer services workflows

### Participants

**Panellist: Barney Withers Green** - Sales Director EMEA, Bitmovin

**Panellist: Dominique Willeme** - Director Digital Strategy, ARTE

**Moderator: Magnus Svensson** - Media Solutions Consultant, Eyevinn Technology

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## Getting to the heart of what it is to be a consumer

16:35 - 17:05

At the intersection of Content and User Experience

- Adapting tone of voice for different audiences and delivering personalised recommendation campaigns
- Content discovery and platform enhancements
- Understanding, predicting and mitigating churn

### Participants

**Speaker: Loic Schorter** - Group Entertainment Lead Design, Orange

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## Fireside Chat: On the uptake of new formats

17:00 - 17:30

At the intersection of Product and Technology Strategy

- In the uptake of devices - does the consumer understand the different types of formats available to them?
- To what extent does audio format have on UX?
- Ultra HD Forum, 4K & 8K, what do they imply - does it make a difference?
- Can human vision provide clarity?
- How do operators deliver better services, with the improvement in the video and audio quality?

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## **Fireside Chat: Striking the balance between investment in content and investment in technology**

17:05 - 17:30

At the intersection of Content and User Experience

- Weighing up the balance of investment between content acquisition and service innovation
- What's more important in the relative spending between Content or UX?

### **Participants**

**Moderator: Colin Dixon** - Founder and Chief Analyst, nScreenMedia

**Speaker: Christian Harris** - Head of Digital Entertainment, Three

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## **Networking Drinks Reception & Video Tech Awards**

17:30 - 20:30

# SCHEDULE

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TIME	AT THE INTERSECTION OF CONTENT AND USER EXPERIENCE	AT THE INTERSECTION OF PRODUCT AND TECHNOLOGY STRATEGY
<b>09:00</b>	<b>09:00</b> - Informa Tech Welcome <b>09:05</b> - Chairperson Welcome <b>09:10</b> - Keynote presentation by Fastly <b>09:30</b> - Keynote Panel: Where does the power lie in the industry? Captivating Content, Innovative Platforms and Next-Gen Technology	<b>09:00</b> - Informa Tech Welcome <b>09:05</b> - Chairperson Welcome <b>09:10</b> - Keynote presentation by Fastly <b>09:30</b> - Keynote Panel: Where does the power lie in the industry? Captivating Content, Innovative Platforms and Next-Gen Technology
<b>10:00</b>	<b>10:15</b> - 5G and creating a new experience for sporting events <b>10:35</b> - Keynote Panel: Defining new partnerships	<b>10:15</b> - 5G and creating a new experience for sporting events <b>10:35</b> - Keynote Panel: Defining new partnerships
<b>11:00</b>	<b>11:20</b> - Networking Break	<b>11:20</b> - Networking Break
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<b>14:00</b>	<b>14:15</b> - The role of the public broadcaster in the digital era <b>14:55</b> - Panel: Different States of Growth: Profiting from Scale	<b>14:15</b> - Growing audiences through Personalisation and Optimisation on AVOD <b>14:45</b> - Fireside Chat: What can Data, Artificial Intelligence and Machine Learning do in delivering hyper-personalised consumer experiences?
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<b>16:00</b>	<b>16:05</b> - Fireside Chat: Content for Contextual Environments <b>16:35</b> - Getting to the heart of what it is to be a consumer	<b>16:30</b> - Fireside Chat: Building an OTT service that is better than Broadcast
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# SESSIONS

DAY 2 - 4TH DECEMBER - 04/12/2019

Video Exchange Streaming

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## Chairperson's Welcome

09:00 - 09:10

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## How to increase discoverability and engagement by bringing your content forward

09:10 - 09:30

- Building a content-centric experience: How the "content forward" approach helps increase discoverability and engagement for media streaming apps
  - What are the tools available for streaming apps creators, developers and content owners?
  - What type of media content is resonating with Amazon Fire TV customers?
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## Participants

**Speaker:** Mario Viviani - Manger Developer Marketing & Evangelism, Amazon Fire TV

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## Keynote Panel: "Who controls the UX, controls the audience"

09:30 - 10:15

- Do operators need control of UX?
  - Third party platform integrations and content discovery
  - Being Active Curators of User Experience or Partnering up?
  - Understanding the control and balance between platforms and OTTs
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## Participants

**Panellist:** Michael Roedel - Head of TV Experience and Design, Vodafone Group

**Panellist:** Ben Lavender - Chief Product Officer, DAZN

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## Keynote Panel: At the turn of the decade... growth, scale, longevity

10:15 - 11:00

- What does it mean to be a PayTV Operator, OTT or Telco in the current climate?
  - Who is going to be the player flexible enough to move into new territories and quickly?
  - Finding the business model with the right mix of features that ensures scalability
  - Understanding the content strategies and business models that enable services to travel across borders
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## Morning Networking Break

11:00 - 11:45

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## Keynote Fireside Chat: How Automation, Machine Learning and Artificial Intelligence is revolutionising different parts of the value chain

11:45 - 12:15

- What do the possibilities of an integrated AI & ML mean for Content and Programming?
  - How do you combine the capabilities of Automation, ML and AI into an experience that is meaningful to the consumer?
  - Placing Automation, ML & AI on the roadmap, where does it come into play?
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## Keynote Panel: Agile Teams and the Future Roadmap

12:15 - 13:00

- How will the changing nature of traditional OTTs, Broadcasters and Telcos affect these converging entities?
  - Is it profitable for telcos to keep offering bundles or does it make sense for them to launch their own platforms?
  - Are all PayTVs going to become OTTs on the roadmap?
  - How will content acquisition change in the next age?
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## Lunch

13:00 - 14:00

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## Panel: How do we keep people engaged in content through user experience?

14:00 - 14:45

At the intersection of Content and User Experience

- Catering for niche audiences with different needs
  - Multiverse Video Content
  - Interactivity capabilities to compliment specific content verticals
  - Cross between UX and Content Technology challenges
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## Participants

**Panellist:** Damian Pellicone - CEO & Co-Founder, Revry

**Panellist:** Mahesh Ramachandra - Chief Product Officer, Azoomee

**Panellist:** Estelle Lloyd - Founder, Azoomee

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## Panel: Live Events – How Sports and Major Events are Catalysing Innovative Distribution Methods

14:00 - 14:40

At the intersection of Product and Technology Strategy

- How are operators dealing with the shift from traditional broadcast viewing to individual viewing?
  - Understanding change in consumption habits whilst ensuring excellent QoS
  - The evolution of broadcast tech
  - Finding the best way to scale networks for major events and adaptive streaming strategies
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## Participants

**Panellist:** Jim Hall - Senior Sales Engineer, Fastly

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## Presentation: QoE Snapshot: Video Services and Live TV Monitoring

14:40 - 15:00

At the intersection of Product and Technology Strategy

Yoann Hinard, COO at Witbe, will present the result of our latest QoE Snapshot, analyzing live TV monitoring measurements of operators across the world, with a deep-dive look into the most important KPIs to monitor (channel change time, channel availability, guide availability, and metadata banner appearance), and the best-practices to monitor and troubleshoot issues that could arise in the field (unavailable channels, black screen, absence of sound...)

Our QoE Snapshots is a series of reports that tests digital services, with multiple configurations and in various environments, to provide a global overview their performance. Each Snapshot is composed of several analytical frames, highlighting interesting findings about the KPIs that were measured.

## Participants

**Speaker:** Yoann Hinnard - Chief Operations Officer, Witbe

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## Vodafone Spain: 'On integrated partnerships'

14:45 - 15:10

At the intersection of Content and User Experience

- From commercial and content partnerships to UX and UI
  - Delivering unprecedented customer experience
  - Integrating content and product strategy
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## Participants

**Speaker:** Ignacio Garcia-Legaz - TV Director, Vodafone Spain

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## Fireside Chat: The Optimisation of networks and the evolution of distribution with 5G

15:00 - 15:25

At the intersection of Product and Technology Strategy

- How can 5G enable the effective distribution for content for consumers on the move?
- Are there still more operators can get from 4G networks?
- What implication does 5G have for broadcasters?
- Could internet TV become a broadcast medium again with 5G?
- Ensuring network and network stability and seamless operational capability

### Participants

**Speaker: Matt Stagg** - Director of Mobile Strategy at BT Sport, Head of Media & Entertainment Technology, BT Sport

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## Fireside Chat: The role of voice in streaming media

15:10 - 15:30

At the intersection of Content and User Experience

- New devices and digital disruption in voice
- Types of content that warrant voice activation
- Learning from the music streaming giants
- Interoperability in the Smart Home

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## How to fight new video content piracy threats with dedicated anti-piracy services

15:25 - 15:50

At the intersection of Product and Technology Strategy

- The new video piracy challenges : how hackers are leveraging on OTT technologies to steal and redistribute content?
- Focus on watermarking: is it the silver bullet that will stop Piracy
- In moving from satellite to IP, how can broadcasters mitigate security risks?
- How to build an effective anti-piracy strategy ?
- What's next in the field of piracy?

### Participants

**Speaker: Kevin Le Jannic** - Product Director, Security, Viaccess Orca

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## Fireside Chat: Interactivity, e-sports and social sharing

15:30 - 15:45

At the intersection of Content and User Experience

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## Afternoon Networking Break

15:45 - 16:15

At the intersection of Content and User Experience

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## Afternoon Networking Break

15:50 - 16:20

At the intersection of Product and Technology Strategy

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## Fireside Chat: HBO Max Case Study: How will the launch of a new streaming service enable a renewal of beloved titles?

16:15 - 16:45

At the intersection of Content and User Experience

- How has the new HBO MAX business model enabled the creation of new programming?
- What makes programming different when thinking about traditional linear vs streaming platforms?
- Does HBO Max look to cater for a different audience segment to traditional HBO entities?

### Participants

**Speaker: Sandra Dewey** - President of Business Affairs and Production, HBO Max

**Speaker: Sarah Aubrey** - Head of Original Content, HBO Max

**Moderator: Manori Ravindran** - Editor, Television Business International

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## Fireside Chat: Launching Portugal's OTT service, delivering an OTT proposition across multiple devices

16:20 - 16:45

At the intersection of Product and Technology Strategy

- Dealing with the diversity of different services and harmonising the distribution of content across devices.
- How can we move from Mobile OTT to TV OTT?
- Developing an affordable and quality service
- Will there soon be one method for delivering to mobile, to a set top box, another, to a console?

### Participants

**Speaker: Fernando Oliveira** - Head of OTT Mobile Development and Product, NOS Portugal

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## Panel: Evaluating the merits of AVOD, TVOD and SVOD and what this means for content acquisition

16:45 - 17:15

At the intersection of Content and User Experience

- Diversifying revenue streams
- How are platforms selling their product in innovative new ways?
- How do advertising and transactional business models affect content acquisition?
- Taking the holistic view between ads and subscription services
- More points of access, cost of subscriptions lowering due to at one point they can make the same with ad funded and sub funded at that point becomes choice of consumer.
- Online services with channels are the fastest growing area of paid online video

### Participants

**Moderator: Daniel Gadher** - Research Manager, Ampere Analysis

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## Panel: From Multicast to Unicast

16:45 - 17:25

At the intersection of Product and Technology Strategy

- Exploring trials in IPTV multicast technology
- When and how should operators introduce unicast and OTT?
- How long is it profitable to keep maintaining IPTV?
- How can operators make the migration in cost effective way?
- Scalability and latency in live streaming

### Participants

**Speaker: Marcin Ratkiewicz** - Director for TV and Consumer Devices, Orange Polska

**Moderator: Jason Thibeault** - Executive Director, Streaming Video Alliance

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## Panel: When will the SVOD stacking consumer start considering a clear-out?

17:15 - 17:50

At the intersection of Content and User Experience

- Is expecting the consumer to choose new subscriptions for multiple unique services a sustainable supposition?
- With the rise of 'self-bundling', assessing how consumers behave against bundling packages and impact on ARPU
- How will the d2c revolution upset the economics and pricing points of bundles?
- How should operators ensure their distribution and pricing strategies can adjust to a post-mature SVOD market?
- Thriving in the overlap and finding the subscription sweet spot

### Participants

**Panellist: Loic Schorter** - Group Entertainment Lead Design, Orange

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## Fireside Chat: Is Streaming Killing the Environment and Draining your Wallet?

17:25 - 17:45

At the intersection of Product and Technology Strategy

- If cooling data centres make up 2% of global electricity use, what can we be doing to make streaming more sustainable?
- Could circular economy concepts reduce the impact of streaming?
- How could sustainable streaming strategies affect cost bases

### Participants

**Moderator: Will Ennett** - Head of Pay TV, TalkTalk

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## End of Video Exchange Streaming 2019

17:50 - 18:50

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<b>10:00</b>	<p><b>10:15</b> - Keynote Panel: At the turn of the decade... growth, scale, longevity</p>	<p><b>10:15</b> - Keynote Panel: At the turn of the decade... growth, scale, longevity</p>
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<b>14:00</b>	<p><b>14:00</b> - Panel: How do we keep people engaged in content through user experience?</p> <p><b>14:45</b> - Vodafone Spain: 'On integrated partnerships'</p>	<p><b>14:00</b> - Panel: Live Events – How Sports and Major Events are Catalysing Innovative Distribution Methods</p> <p><b>14:40</b> - Presentation: QoE Snapshot: Video Services and Live TV Monitoring</p>
<b>15:00</b>	<p><b>15:10</b> - Fireside Chat: The role of voice in streaming media</p> <p><b>15:30</b> - Fireside Chat: Interactivity, e-sports and social sharing</p> <p><b>15:45</b> - Afternoon Networking Break</p>	<p><b>15:00</b> - Fireside Chat: The Optimisation of networks and the evolution of distribution with 5G</p> <p><b>15:25</b> - How to fight new video content piracy threats with dedicated anti-piracy services</p> <p><b>15:50</b> - Afternoon Networking Break</p>
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<b>17:00</b>	<p><b>17:15</b> - Panel: When will the SVOD stacking consumer start considering a clear-out?</p> <p><b>17:50</b> - End of Video Exchange Streaming 2019</p>	<p><b>17:25</b> - Fireside Chat: Is Streaming Killing the Environment and Draining your Wallet?</p> <p><b>17:50</b> - End of Video Exchange Streaming 2019</p>