

DAY 1 – Monday, November 1, 2010

19:00 Welcome Reception
Riyadh II Room, Karthago Le Palace

Sponsored by:



DAY 2 – Tuesday, November 2, 2010

08:30 Bus Transportation from hotel to ASBU HQ, meet in main lobby

09:00 Arrival, Registration, delegates pick-up name badges, Main Lobby
Coffee & Tea Service available, foyer of Main Conference Room

09:30 1.0 Welcome Remarks

- Dick Tauber, VP, Transmission Systems & New Technology, CNN News Group & WBU-ISOG Chair
- Dr. Riyadh Najm, President, ASBU

09:45 1.1 Approval of Tunis forum Agenda

- 1.1.1 WBU-ISOG Executive Elections Notification

09:50 1.2 Approval of the Summary Notes from Nov. 30-Dec. 1, 2009 Geneva Forum

09:55 1.3 WBU-ISOG Project Updates

- 1.3.1 MPEG-4 Interoperability Test: Round 4 – Tom Gibbon, Project Chair and Legal Counsel, NHK
- 1.3.2 HD Standards Converters – David Wood, Deputy Director, Technical Dept., EBU
- 1.3.3 Quality Criteria Requirements for MPEG-4 Digitally Compressed Feeds for both Contribution and International Program Exchange – David Wood, Deputy Director, Technical Dept., EBU
- 1.3.4 Satellite Interference Initiatives
- 1.3.4.1 Carrier ID Update – Martin Coleman, Director, Colem Communications
- 1.3.4.2 Carrier ID and Certification/Training for WBU-ISOG Distribution – Dick Tauber, WBU-ISOG Chair
- 1.3.4.3 Training Initiative – Jonathan Higgins, Managing Director, BeaconSeek
- 1.3.4.4 Spectrum Issues – Martin Coleman, Director, Colem Communications

11:00 Coffee Break

11:30 1.4 Satellite Operators' Panel – Moderator: Alan Williams, Managing Editor, Asiavision, ABU

- Bertrand Persehaye, Sr. Advisor, Sales, ArabSat
- Sabrina Cubbon, General Manager, Marketing, AsiaSat
- Rhys Morgan, Managing Sales Director, Europe & Middle East, Intelsat
- Yo Ikeno, Manager, Global & Mobile Bus. Div., Space & Satellite Bus. Group, SKY Perfect JSAT Corporation
- Eddy Frankland, Managing Director, SES Astra UK
- Mohamed Youssif, CEO, YahLive

13:00 Lunch

14:30 1.5 Arab Media Landscape, Challenges and Opportunities – Moderator: Dr Riyadh Najm, ASBU President & Chair, Arab HDTV Group

- Major & Rapid Changes of Satellite Broadcasting in the Arab Region – Riyadh Najm, ASBU
- Coverage of News & Sports Events – Bassil Zoubi, Head, Transmission Section, ASBU
- HDTV Introduction & Challenges in the Arab Region – Ines Gdoura, Production, ASBU
- ArabSat DTH Platform – Bertrand Persehaye, Sr. Advisor, Sales, ArabSat

16:00 Coffee Break

16:30 1.6 MENOS Developments – Moderator: Abdelrahim Suleiman, Director, Technical Dept., ASBU

- ASBU MENOS Deployment – Mohamed Abdalla, Head, Satellite Section, ASBU
- MENOS-FNG and HDTV Contribution – Simon Pryor, Manager, Product Marketing, Broadband Sys., Newtec
- MENOS Servicing Africa – Abdelrahim Suleiman, Director, Technical Dept., ASBU
- MENOS Global – Serge Van Herck, CEO, Newtec

18:00 Close of Day 1

18:15 Bus Transportation from ASBU HQ to restaurant

19:30 Dinner
Dar el Jeld Restaurant

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21:30 Bus Transportation from restaurant to respective hotels

DAY 3 – Wednesday, November 3, 2010

08:30 Bus Transportation from hotel to ASBU HQ, meet in main lobby

09:00 Arrival, Registration, delegates pick-up name badges, Main Lobby
Coffee & Tea Service available, foyer of Main Conference Room

09:30 2.0 Welcome Remarks

- Dick Tauber, WBU-ISOG Chair
- Abdelrahim Suleiman, Director, Technical Dept., ASBU

09:35 2.1 Will You Stick Your Neck Out for 3D? – Moderator: David Wood, Deputy Director, Technical Dept., EBU & Chair, 3D Groups in DVB Project and ITU

- Claude Stoffel, Director, Sales EMEA, Ateame
- Damon Semprebon, VP, Business Development & Product Management, International DataCasting
- Abderrahmane Bessaih, VP, Middle East, Africa, Genesis Networks

11:15 Coffee Break

11:45 2.2 Use of Low Cost VSAT Antennas for SNG – Moderator: Jonathan Higgins, Managing Director, BeaconSeek

- Rob Stanley, Director, Business Development, Sat-Comm Ltd.
- Ashley Dove, Director, Product Marketing, Vislink
- Richard Lamb, Director, Media Development, SES World Skies
- Martin Turner, Head, Operations, BBC Newsgathering

13:00 Lunch

14:30 2.3 Ingenious Methods for Program Transport – Moderator: Kazimir Bacic, Director, HTV Technical Dept., Croatian Radiotelevision (HRT) & Vice-Chair, WBU-ISOG

- VoIP over ACM / VCM – Serge Van Herck, CEO, Newtec
- Practical Applications – Kazimir Bacic, HRT

15:15 2.4 Contribution via Satphone Services

- Mike Seery, Business Development Manager, Land Mobile Services, Inmarsat
- Tariq Al Suwaidi, Media Business Development, Thuraya

16:00 Coffee Break

16:30 2.5 Lessons from Major Events – Moderator: Howard Fine, VP, Broadcast Services, Pacific Television Center

- On the ground in Haiti – Martin Turner, Head, Operations, BBC Newsgathering
- Haiti & World Cup – Rhys Morgan, Managing Sales Director, Europe & Middle East, Intelsat

17:30 Closing Remarks and Announcements

17:45 Bus Transportation from ASBU HQ to hotels

19:30 Car transfers from hotel to restaurant, meet in main lobby

20:00 Farewell Dinner
Utic Room, Regency Hotel
Les Cotes de Carthage

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22:00 Car transfers from restaurant to respective hotels

DAY 4 – Thursday, November 4, 2010 (Excursion Day)

- 08:30** Meet in hotel lobby for bus pick-up
- 09:00** Transit / Tour of Sousse & Hammamet (Lunch included)
- 15:00** End of Excursion (transport to airport for some)
- 16:00** Return to Tunis

