



WBU-IMCG FORUM
WBU-IMCG Forum
June 2-3, 2016
Hosted by PBS
PBS Headquarters
2nd floor Conference Center
2100 Crystal Drive, Arlington, VA 22202 USA



Wednesday, June 1, 2016

18:00 -19:30 **Opening Reception** hosted by NHK at the Law Office of Thomas Gibbon, 1634 Eye Street, N.W., Suite 725, Washington, DC 20006

Thursday, June 2, 2016

08:30 Registration Desk Open / Security Check and Badge Pick-up
Light Continental Breakfast provided by PBS

09:00 **1.0 Welcome Remarks** – Akira Ogawa, Director, Global IT Innovations, NHK | Chair, WBU-IMCG

09:05 **1.1 Opening Remarks** – Paula Kerger, President, PBS
Paula Kerger will discuss how PBS is embracing technology to deliver on its mission to educate, engage, and inspire our audiences.

09:20 **1.2 The Future of Linear & Broadcast Channels: How do we evolve? What is the role/business of the broadcaster in 10 years?**

Moderator: Jayme Swain, SVP, Strategy, PBS

Panelists:

- Fred Mattocks, Head, Technical Strategy, CBC/Radio-Canada
- Richard Friedel, EVP & GM, Engineering & Operations, Fox
- Michael McEwen, Director-General, North American Broadcasters Association
- David Chilson, Associate Director, Broadcast Distribution Services, CBS

10:30 Coffee Break provided by PBS

11:00 **1.3 Next Generation of Broadcasting – A Technical View**

Moderator: Mario Vecchi, CTO, PBS

Panelists:

- Chris Homer, VP, Operations and Engineering, PBS
- Lynn Claudy, SVP, Technology, NAB
- Anne Schelle, Managing Director, Pearl TV
- Jerry Fritz, EVP, Strategic & Legal Affairs, ONEMedia/Sinclair Broadcast Group

12:00 Buffet Lunch provide by PBS / Kora Restaurant, located at 2250 Crystal Drive, Arlington, VA

13:30 **1.4 IP: Enabling a Paradigm Change in Production Contribution**

Co-Moderators: John Ball, VP, Int'l Distribution Technology, Turner | Vice-Chair, WBU-IMCG
Arnie Christianson, Sr. Manager, Program Management, Data Mobility, SES

Panelists:

- Jeff Geiser, VP, Solutions Engineering, Verizon
- Bill Wishon, Architect, Media Office of the CTO, Akamai
- Bogdan Frusina, Founder & CTO, Dejero
- Daniel Pisarski, VP, Engineering, LiveU
- Arnie Christianson, Sr. Manager, Program Management, Data Mobility, SES
- Richard Buchanan, VP, Comcast Wholesale

15:00 **1.5 WBU Intentional Interference of Satellite Services WG Update** – Cath Westcott, Communication Regulation Specialist, BBC World Service

15:30 Coffee Break provided by PBS

16:00 **1.6 A Conversation with Satellite Industry Executives**

Moderator: John Ball, VP, Int'l Distribution Technology, Turner | Vice-Chair, WBU-IMCG

Panelists:

- Sabrina Cubbon, VP, Marketing & Global Accounts, AsiaSat
- David Bair, CEO, Eutelsat America
- Ken Lee, SVP, Space Systems, Intelsat
- Elias Zaccack, SVP, Commercial Americas / MSC Data Mobile Leader, SES

17:00 **Close of Day 1 / Media Centre Operations Tour: participants who signed up, meet at Registration Desk**

18:00-19:30 Welcome Reception Co-Sponsored by AsiaSat, Intelsat and SES
Jaleo, located at 2250 Crystal Drive, Arlington, VA





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Friday, June 3, 2016

- 08:30 Registration Desk Open / Security Check and Badge Pick-up
Light Continental Breakfast provided by PBS
- 09:00 **2.0 Welcome Remarks** – Kazimir Bacic, Director, Technical Dept., HRT | Vice-Chair, WBU-IMCG
- 09:05 **2.1 Security and Piracy as Broadcasters Adapt to OTT**
Moderator: Christine Ehrenbard, Director, Broadcast Distribution, CBS
Panelists:
- Jeff Geiser, VP, Solutions Engineering, Verizon
 - Bill Wishon, Architect, Media Office of the CTO, Akamai
 - Dana Golub, Sr. Director, Public Programs, PBS
 - Dr. Jonathan Stanton, Senior Scientist, LTN Global Communications
- 10:30 Coffee Break provided by PBS
- 11:00 **2.2 Tutorial on UHD** – Matthew Goldman, SVP, Technology, TV & Media Strategy, Ericsson
1. What is meant by UHD
 2. Overview of the immersive viewing experience
 - a) Spatial resolution and the proper viewing distance
 - b) High frame rate
 - c) High dynamic range overview
 - d) Wide color gamut
 - e) High sample bit depth and its importance
 3. The role of video compression
 4. State of standardization (UHD in general and HEVC compression)
 5. Impact on existing broadcast ecosystem
- 12:00 Buffet Lunch provided by PBS / Kora Restaurant, located at 2250 Crystal Drive, Arlington, VA
- 13:30 **2.3 The Importance and Significance of High Dynamic Range (HDR) to Broadcasters**
Moderator: Thomas Gibbon, Legal Counsel, NHK
Panelists:
- Yukihiro Nishida, Sr. Research Engineer, NHK Labs
 - Craig Todd, SVP & CTO, Dolby
 - Matthew Goldman, SVP, Technology, TV & Media Strategy, Ericsson
 - Don Eklund, SVP, New Formats, Sony Corporation of America
 - Alan Stein, VP, Technology Development and Standards, Technicolor
- 15:00 Coffee Break provided by PBS
- 15:30 **2.4 Media Content Delivery in a Next-Gen Mobile Networking World**
Moderator: Martin Turner, Managing Partner, Full Frame Technology
Panelists:
- Hossam H'mimy, Head, Mobile Network Strategy, Region North America, Ericsson
 - Mohammad Marashi, VP, Innovation, Intelsat
 - Frank Weith, General Manager, Connected Services, Volkswagen Group of America
 - Bogdan Frusina, Founder & CTO, Dejero
- 17:00 **Closing Remarks and Adjournment**

PBS Show and Tell, please have a look during the breaks (in the foyer)

PBS KIDS Digital – Thursday to Friday (until 11 am break)

PBS WARN – Thursday to Friday

PBS LearningMedia – Thursday 9-5pm / Friday am only

PILOT Home Gateway demo – Thursday only

Conference Wi-Fi:

Conference File Server (via DropBox):

On-Site Contact

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