

**November 30, 2017**

- 08:00 Shuttle pick up from Novotel to Betzdorf, meet in hotel lobby
- 08:45 Security Check & Registration, main entrance - ABC building / Coffee & Tea service available inside MPC Hall
- 09:00 **1.0 Welcome** - John Ball, VP, Int'l Distribution Technology, Turner Broadcasting / WBU-IMCG Chair  
**Opening Remarks** - Ruy Pinto, CIO & Deputy CTO, SES
- 09:15 **1.1 Cyber Security** - Moderator: John Lee, NABA Technical Committee Chair / Digital Engineering Consultant, Fox  
*This panel will explore the current cyber attack landscape as well as the specific threats to broadcasting/media companies. It will also address successful mitigation strategies and how broadcasters can protect themselves in the future as they migrate to an all IP infrastructure.*
- Panelists:
- Denis Onuoha, CISO, Arqiva
  - Ruy Pinto, CIO & Deputy CTO, SES
  - Adi Kouadio, Sr. Project Manager, EBU
  - Aigerim Issabayeva, Cybersecurity Specialist, Cisco
- 10:00 **1.2 Mixing SDR content with HDR content in Live Broadcast** - Dr. Maciej Pedzisz, Senior Engineer, Compression Business Line, Ericsson
- 10:20 Coffee Break
- 10:50 **1.3 5G for Video** - Moderator: Darko Ratkaj, Sr. Project Manager, Technology & Innovation, EBU  
*This panel will address a role that 5G might play in the production and distribution of audiovisual media services in the future.*
- Panelists:
- Dr. Roland Beutler, Spectrum Manager, SWR
  - Morten Brandstrup, Head, News Technology, TV 2
  - Aarti Holla Maini, Secretary-General, EMEA Satellite Operators Association (ESOA)
  - John Lillistone, Head, Products, Arqiva
  - Mauricio Aracena, Manager, Media Standardization, Ericsson
- 12:00 Buffet Lunch
- 13:00 **1.4 WBU Intentional Interference to Satellite Services WG Update** - Nigel Fry, Head, Distribution, BBC World Service
- 13:20 **1.5 Making Satellites Better - Innovations in Traditional Satellite Services for Broadcasters**  
 Moderator: Jeff Young, Legal Counsel & Business/Technical Advisor, NHK  
*What are the latest developments for satellite services for video and how is the satellite industry innovating to better serve broadcasters? The Panel will discuss the migration to HD and UHD, HDR, HEVC, and the future of C-band, as well as advancements in electric propulsion, satellite servicing, fully-digitized payloads, open platform encryption, and ground antenna technology.*
- Panelists:
- Ken Takagi, Director, Media Services Innovation, Intelsat
  - Mike Antonovich, CEO, Eutelsat Americas
  - Edgar Milic, VP, Strategic Business Innovation, SES
  - Daniel Cooper, Head, Media & Events, Enterprise, Inmarsat
  - Adi Kouadio, Sr. Project Manager, EBU
- 14:15 **1.6 Making Satellites Invisible - Seamless Integration of Satellite for IP Video Transport**  
 Moderator: Oscar Teran, Head, Technology & Solutions, Eurovision
- Panelists:
- Richard Lamb, Director, Occasional Use, SES
  - Hans Massart, Market Director, Newtec
  - Bogdan Frusina, Founder, Dejero Labs
  - Ken Takagi, Director, Media Services Innovation, Intelsat
  - Robert Mellberg, Business Development Director, Satcube
  - Steven Soenens, VP, Product Marketing, Skyline Communications
- 15:15 Coffee Break

- 15:45 **1.7 HEVC Contribution Codec Interoperability Program Update** - Tom Gibbon, Legal Counsel & Business/Technical Advisor, NHK
- 16:00 **1.8 HEVC: Will Skinny Video Help Your Content?**  
Moderator: Sara Shepherd, Assignments Editor, Mobile Journalism and Innovation, BBC News  
*The aims of our discussion will be to outline the path of H.265 development; where it's at now; where it's had good penetration and where there are sectors of broadcasting being shy about implementing it.*
- Panelists:
- Dr. Rainer Schaefer, General Manager, Media Services and Platforms, IRT
  - Amir Kamzel, Sr. Product Manager, LiveU
  - Tom Christophory, General Manager, Video & IP Technology, SES
  - Claude Stoffel, Director, Sales, Ateme
- 16:45 **1.9 Mobile IP Standardization Project Update** - Bogdan Frusina, Founder, Dejero Labs
- 17:00 Adjournment / Shuttle back to Novotel
- 18:30 - 22:00 Welcome Dinner hosted by SES at La Table du Belvedere, 4 Place de l'Europe, Luxembourg

### December 1, 2017

- 08:00 Shuttle pick up from Novotel to Betzdorf, meet in hotel lobby
- 08:45 Security Check & Registration, main entrance - ABC building  
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- 09:00 **2.0 Welcome** - John Ball, VP, Int'l Distribution Technology, Turner Broadcasting / WBU-IMCG Chair
- 09:05 **2.1 Broadcasting - Looking into the Future of a Connected World**  
Moderator: Michael McEwen, Director-General, North American Broadcasters Association (NABA)  
*As we all embrace media over IP, we are slowly beginning to understand the powerful new tools available to broadcasters. But like all new technologies, many of the benefits are still in development as the panel explores the Connected Future.*
- Panelists:
- Clémence Weber, Manager, EMEA Media & Entertainment Partnerships, Google
  - Rainer Kellerhals, Industry Lead, Media & Entertainment, EMEA, Microsoft Deutschland
- 10:00 Coffee Break
- 10:15 **2.2 VR and 360 for News** - Moderator: Dr. Vinoba Vinayagamorthy, R&D Engineer, BBC  
*The panel will explore the challenges broadcasters face in presenting compelling immersive experiences to users in the home. When should content be immersive, how are audiences consuming it and how is that picture likely to develop in the near future?*
- Panelists:
- Kay Meseberg, Head, VR/360, Arte
  - Atsushi "Ucci" Uchino, Executive Producer, Production Division, Wowow
  - Dmitry Keshishev, Chief Digital Officer, Ruptly
  - Tim Fiennes, Audience Insight for Emerging Technology and Distribution, BBC
- 11:15 **2.3 Artificial Intelligence (AI)** - Moderator: Morten Brandstrup, Head, News Technology, TV2  
*How will AI transform and affect our businesses, what are the possibilities ahead, and how can AI be used in media production? Will AI takeover jobs and functions, can AI help solve the industry resources constraints, makes us more efficient and improve the quality of media production? We will get a sneak preview on how AI can work as a service in production workflow, and discuss what role this will play in the future.*
- Panelists:
- Dominic Stone, Media Industry Executive, Business Development, Cloud Objective Storage, IBM
  - Rainer Kellerhals, Industry Lead, Media & Entertainment, EMEA, Microsoft Deutschland
  - Craig Dwyer, Senior Director, Global Strategic Solutions & Presales, Avid Technology
- 12:00 **2.4 Announcements / Closing Remarks** - John Ball, WBU-IMCG Chair
- 12:15 Light Lunch
- 12:30 Guided Tour of SES Facilities
- 13:15 Shuttle and taxis available to take delegates to airport or hotel.

**On-Site Contact:** Anh Ngo: [anh@nabanet.com](mailto:anh@nabanet.com)

**Wi-Fi:** Network: WBU-IMCG | Password: SES2017WBU