

WBU-IMCG Forum

May 31-June 1, 2017
Hosted by NAB
1771 N Street, NW
Conference Room A, B, C
Washington, DC, USA

May 31, 2017

- 08:00 Registration desk opens in the foyer of conference room
Light Continental Breakfast available
- 09:00 **1.0 Welcome** – John Ball, VP, International Distribution Technology, Turner Broadcasting System International | WBU-IMCG Chair
- 1.1 Opening Remarks – So You Say You Want An Evolution**
Technology and the rapid pace of change present opportunities and threats faster than ever before. Thoughts on how and why broadcasting will thrive and the importance of global scale.
- Sam Matheny, EVP & CTO, NAB
- 09:15 **1.2 What Happened and What was Learned**
What we need to know and what I, as a broadcaster, should be doing.
- Moderator: Kelly Williams, Senior Director, Engineering & Technology Policy, NAB
Panelists:
- Shawn Henry, President, CrowdStrike
 - Vinit Duggal, CISO, Intelsat
 - Denis Onuoha, CISO, Arqiva
 - Mario Vecchi, CTO, PBS
 - Ron Hinderer, Sr. Security Architect, CISCO Global Service Provider Group
- 10:15 Coffee Break
- 10:45 **1.3 Common Cyber Security Issues Facing Media/Content Companies**
Common infrastructures, common vulnerabilities, common threats, and ever increasing convergence of technologies lead to shared issues. How unique businesses tackle these issues can be shared without breaching due care concerns of a business. This session will share some lessons learned, best practices, and mechanisms for mutual support in this ever increasingly risky world in which we operate.
- Moderator: John Lee, Engineering Consultant, Fox | NABA Technical Committee Chair
Panelists:
- Stephen Fridakis, CISO, HBO
 - Yusuke Mita, Sr. Manager, System Development Division, Information System Dept., NHK
 - Bill Wishon, Sr. Architect, Media Office of the CTO, Akamai
 - Amanda Cody, VP, Information Security, National Geographic
 - Pete Chronis, CISO, Turner
- 12:00 **1.4 Remarks by Helen Jackson**, Section Chief, Industry Engagement and Resilience Branch, Office of Cybersecurity and Communications, US Department of Homeland Security

12:30 **Lunch at Teddy and Bully Bar**, 1200 19th Street NW, Elkhorn & Sagamore Private Rooms
co-sponsored by:



14:00 **1.5 Piracy: Prevention, Counteraction, Watermarking, OTT**

Moderator: Tom Gibbon, Legal Counsel, NHK

Panelists:

- Stavros Hilaris, CTO, Mediavision Cloud
- Jeff Geiser, VP, Solutions Engineering, Verizon Digital Media Services
- Mark Beariault, General Counsel, Head, Legal Affairs, Nagra | Kudelski Group
- Wendy Frank, Global Leader, Copyright Infringement Practice, PwC
- Lucas Catranis, Product Marketing Manager, Piracy and Cybercrime Management, Irdeto

15:00 **1.6 Spectrum Matters**

With the next World Radio Conference (WRC) just over two years away and preparations well under way, the industry is on a glide path to the event. Broadcasters have an interest in many sectors that either support production or distribution of content. Spectrum requirements are evolving with innovation and the panel will look ahead to how WRCs (and in particular WRC-19) are addressing this, including the dilemmas facing broadcasters and others, and how collaboration could be improved.

Moderator: Elena Puigrefagut, Sr. Engineer, EBU

Panelists:

- Winston Caldwell, VP, Spectrum Engineering, Advanced Engineering, Fox Networks Group
- Pascale Dumit, Manager, Spectrum Management & Development, SES World Skies
- Lasse Wieweg, Ericsson
- Axel Spies, Special Legal Consultant, Morgan Lewis representing Shure

15:45 Coffee Break

16:00 **1.7 New Trends in Global Network Design for Video Transport**

Sharing innovations in global video network design; discussing issues experienced by major global broadcasters/programmers.

Moderator: Jeff Young, Legal Counsel, NHK

Panelists:

- Paul Cohen, VP, Distribution and Satellite Engineering, Fox Networks
- Simon Fell, Director, Innovation and Technology, EBU
- David Chilson, Director, Broadcast Distribution Services, CBS
- Stuart Baillie, SVP, Media Engineering & Global Distribution, Viacom

17:00 Close of Day 1

18:00-20:00 **Welcome Reception sponsored by NHK**

LOTG, PLLC, Law Office of Gibbon, Young & Hitchcock,
which works exclusively with NHK and NHK World TV.
1634 Eye Street NW, Suite 725, Washington,
just a few blocks from NAB.



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- 08:00 Registration desk opens in the foyer of conference room
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- 09:00 **2.0 Welcome** – John Ball, VP, International Distribution Technology, Turner Broadcasting System
International | WBU-IMCG Chair
- 09:05 **2.1 HEVC Interoperability Test Program Status Update** – Tom Gibbon, Legal Counsel, NHK
- 09:35 **2.2 Mobile IP Video Standardization**
A panel to discuss the future of video contribution and acquisition by leveraging the public internet and its path towards standardization. In this panel you will hear from camera manufacturers and from encoder vendors on what they are doing to provide a common way to acquire content from the field and bring it to the broadcast facility by leveraging public internet.
- Moderator: Phil Schoene, Senior Director, Engineering & Technical Maintenance, PBS
Panelists:
- Bogdan Frusina, CTO and Founder, Dejero
 - Fred Wood, Workflow Consultant, Sony Electronics
 - Jonathan Stanton, Senior Scientist, LTN
- 10:30 Coffee Break
- 11:00 **2.3 Facebook Video: Building Together** – Jason White, Media Partnerships, Facebook
- 11:10 **Convergence of Social Media and Broadcasting**
Moderator: Rajini Vaidyanathan, Digital US Correspondent, BBC News
Panelists:
- Jason White, Media Partnerships, Facebook
 - Mark Frankel, Social Media Editor, BBC News (via Skype)
 - Gloria Stitt, GM, Local Media, Shareablee
 - David Common, Correspondent, CBC News

12:00 **Lunch at Teddy and Bully Bar**, 1200 19th Street NW, Elkhorn & Sagamore Private Rooms
co-sponsored by:

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- 13:30 **2.4 Future of IP in Satellites**
Moderator: John Ball, VP, Int'l Distribution Technology, Turner Broadcasting System | WBU-IMCG Chair
Panelists:
- Barrie Woolston, Chief Commercial Officer, AsiaSat
 - Christoph Limmer, SVP, Commercial Development & Strategic Partnerships, Eutelsat
 - Mohammad Marashi, VP, Innovation & Service Architecture, Intelsat
 - JP Hemingway, EVP, Product, Marketing and Strategy, SES Networks

- 14:30 **2.5 ATSC 3.0 Update**
 ATSC 3.0, the new terrestrial television broadcast standard, has been launched in Korea and detailed planning is underway in the US. Business use cases and transition plans for ATSC 3.0 from station groups and networks will be laid out in this session.
- Moderator: Lynn Claudy, SVP, Technology, NAB
 Panelists:
- o Jerry Fritz, EVP, Strategic and Legal Affairs, OneMedia / Sinclair Broadcasting Group
 - o Eric Wolf, VP, Technology Strategy & Management, PBS
- 15:15 Coffee Break
- 15:30 **2.6 EBU Flow Multi-CDN Pilot Project:** OTT Distribution with dynamic switching among multiple real-time simultaneous CDNs.
- o Simon Fell, Director, Technology & Innovation, EBU
- 16:00 **2.7 Cloud Infrastructure / Evolution of Broadcast Industry**
 Cloud has been overused in the last little while as marketing term. In this panel we will discuss the limitation of the cloud and what type of content should the cloud be used for. How does bandwidth, latency, loss of your internet connection affect the things you can do in the cloud. What does work very well and what you should stay away from, not forever but for now.
- Moderator: Martin Turner, Managing Director, Full Frame Technology
 Panelists:
- o Patrick Foody, Cloud Solutions Consultant
 - o Paul Cohen, VP, Distribution and Satellite Engineering, Fox Networks
 - o Greg Burns, Principal Technology Architect, Arqiva
 - o Jean Macher, Director, Broadcast Market Development, Harmonic
- 17:00 **Closing Remarks and Announcements** – John Ball, VP, International Distribution Technology, Turner Broadcasting System International | WBU-IMCG Chair

On-Site Contact:
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NAB Wi-Fi:
 Network:

Map to Lunch and to the Reception

