

Day 1: November 29

- 08:15 Security Check and Registration
Coffee and tea service provided by EBU
- 09:00 **1.0 Welcome** - John Ball, VP, Global Distribution & Technology, Turner | WBU-IMCG Chair
- 09:05 **1.1 Opening Remarks:** Challenges of both public and private broadcasters in the coming years
Noel Curran, Director-General, EBU
- 09:15 **1.2 Cyber Security and Content Piracy**
The attack surface for content piracy has grown with the surge of pirate OTT platforms and pirate devices such as KODI. Nevertheless, traditional live transmissions are not spared. Recent piracy activities on major broadcasters such as beIN illustrate the scale and professionalism of content piracy. How can media companies protect themselves against this ever-growing threat? How can pirate platforms be shut down more efficiently and in a timely manner? What is the business impact of such piracy activities? Is the surge of content piracy a technology, legal or cultural challenge?
- Moderator: Adi Kouadio, Sr. Project Manager, EBU
Panelists:
- Pascal Metral, VP, Legal Affairs, NAGRA/Kudelski
 - Lau Zuydervelt, Product Marketing Specialist, Cyber Security Services, Irdeto
 - Bastien Casalta, CTO, TMG
 - Cameron Andrews, Sr. Legal Counsel, Anti-Piracy, beIN Media Group
- 10:15 **1.3 Transition from SDI to IP Production – The Changes and Challenges Ahead**
To support the speeds and bandwidths of next-generation advanced television systems, broadcasters and their suppliers are migrating rapidly from SDI to IP equipment, software and services. This has resulted in a sea change in conventional approaches to production, maintenance, operations, networking, training, engineering, project management and cyber security. The ground has been literally shifting under every broadcaster's feet. What can broadcasters do to mitigate these impacts and actually get ahead of this tsunami of change?
- Moderator: John Lee, Digital Engineering Consultant, Fox
Panelists:
- Simon Reed, Managing Director (UK), Evertz
 - Karel De Bondt, Media Workflow Innovator, VRT Sandbox
 - Mark Patrick, Lead Architect, BBC Design & Engineering
 - Willem Vermost, Sr. Media over IP Architect, EBU
 - Sophie Jullien, Head, Video Products, AFP
- 11:15 Coffee Break provided by EBU
- 11:30 **1.4 CDNs: Skinny Bundles, TV Everywhere Catch-up Services, VOD, SVOD**
This session will have a broad focus on VOD developments, new services being offered in VOD and SVOD and the challenges that broadcasters and service providers face.
- Moderator: Simon Fell, Chair, WBU Technical Committee
Panelists:
- Bram Tullemans, Project Manager, EBU
 - Ariel Nishri, VP, Product Development, MX1
 - Nina Bargisen, Director, Network Strategy & Partner Engagement Management EMEA, Open Concept, Netflix
 - Paul Tweedy, Lead Technical Architect, Online Technology Group, BBC Design & Engineering
 - David Peek, Director, Solutions Engineering, Massive Interactive

- 12:30 Lunch provided by EBU, 3rd Floor Cafeteria
- 13:30 **1.5 HEVC Interoperability Test Program Results** - Tom Gibbon, Legal and Technical Advisor, NHK
- 14:00 **1.6 Mobile IP Standardization Presentation** - James Goodhand, Sr. Technical Architect, BBC News
- 14:30 **1.7 Presentation on the Use of Blockchain in Media** - Adi Kouadio, Sr. Project Manager, EBU
- 15:00 Coffee Break provided by EBU
- 15:30 **1.8 5G for Production and Distribution**
 Opportunities for media organisations using 5G in production and also the potential for utilising 5G for broadcast delivery once the standards are ratified.
- Moderator: Simon Fell, Chair, WBU-TC
 Panelists:
- Roland Beutler, Distribution Strategy Manager, SWR
 - Khishig Dushchuluun, Head, Radio Systems, IRT
 - Prof. Rahim Tafazolli, Director, Institute for Communication Systems (ICS) and 5GIC, Surrey University
 - Peter Marshall, 5G Principal Lead to King's College London, Ericsson
 - Morten Brandstrup, Head, News Technology, TV 2 Denmark
- 16:30 **1.9 Cloud Issues in Europe - Transitioning to this New Infrastructure**
 While cloud services are pervasively employed in North America, including in the media/broadcasting industries, Europe has been slower to embrace these services. Cloud adoption is however expected to increase rapidly in Europe in the coming years. What do European broadcasters need to do to adopt cloud, what are the challenges and opportunities? How can the cloud service providers spark greater adoption, innovation and efficiencies for broadcasters?
- Moderator: John Lee, Digital Engineering Consultant, Fox
 Panelists:
- Tony Emerson, Managing Director, Worldwide Media & Entertainment, Microsoft
 - Mark Christie, CTO, Píksel
 - Greg Burns, Head, Media Technology, Arqiva
 - Conrad Gouws, Technical Architect, RTE
 - Ariel Nishri, VP, Product Development, MX1
- 17:30 Close of Day 1
- 18:45 Delegates meet in the lobby of the Starling Hotel to walk to the restaurant
- 19:00 - 21:00 **Welcome Dinner**, Restaurant Le Grizzly Sarl, chemin Edouard-Sarasin 26, Grand-Saconnex (approx 10 minutes walk from Starling Hotel)

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Day 2: November 30

- 08:15 Security Check and Registration
Coffee and tea service provided by EBU
- 09:00 **2.0 Welcome** - Joe Shimizu, Director, Newsgathering, NHK / WBU-IMCG Vice-Chair
- 09:02 **2.0.1 Keynote: Media in the Age of Cloud** - Anshul Kapoor, Media Sales-EMEA, Google Cloud
- 09:30 **2.1 Spectrum Issues - What Does the Future Hold and Should Broadcasters Care?**
In light of the recent ITU Plenipotentiary and forthcoming WRCs (WRC-19 in Nov and WRC-23), we'll look at spectrum use in relation to changes being embraced by many broadcasters:
- where WBU members might want to ensure the continued viability of traditional platforms using broadcast spectrum allocations
 - where broadcasters rely on the spectrum allocations of other services (specifically looking at satellite services in C-Band, L-Band and Ka-Band)
 - where broadcasters need to think "outside the box" in terms of terrestrial or satellite spectrum use, in terms of new developments
- Moderator: Cath Westcott, Communications Regulation Specialist, BBC
Panelists:
- Elena Puigrefagut, Sr. Project Manager, EBU
 - Mohaned Juwad, Sr. Manager, Spectrum Policy, Intelsat
 - Daniel Cooper, Head, Aid, NGO, Media & Events, Inmarsat
 - Vicky Wong, Sr. Engineer, Asiasat
 - Roland Beutler, Distribution Strategy Manager, SWR
- 10:30 Coffee Service provided by EBU
- 10:45 **2.2 NHK Launch of Super Hi-Vision Channel & Technical Details Presentation** - Joe Shimizu, Director, Newsgathering and Kosuke Ueda, Engineer, NHK
- 11:00 **2.3 WBU Intentional Interference to Satellite Services Working Group Report / Update** - Nigel Fry, Head, Distribution, BBC World Service
- 11:15 **2.4 Radio Issues**
This session will explore the impact on radio stations of digital transition. We will explore the benefits and challenges of digitising radio distribution, the content opportunities that open up and the experiences of those who have made the transition. Frequency issues like interference to AM, lack of spectrum in FM, freeing up band III for DAB, etc., will be part of the discussion. The panelists bring their experience from around the world.
- Moderator: Lindsay Cornell, Principal Systems Architect, BBC Research & Development
Panelists:
- Bassil Zoubi, Director, Technology and Development, Arab States Broadcasting Union (ASBU)
 - Michael Beach, VP, Distribution, NPR
 - Jorn Jensen, Sr. Advisor, NRK
 - Ahmed Nadeem, Director, Technology Dept., Asia-Pacific Broadcasting Union (ABU)
- 12:00 **2.5 Broadcasters' Roundtable**
Where does the promise of technology evolution take us in the next 2-3 years? What do broadcasters need to do to adapt to the challenges we currently face – especially with many consuming our products in increasingly different, digital ways. Younger audiences are turning away from TV, and choosing "sit back" entertainment choices - and this appears to be a global phenomenon. How do we need to change our storytelling and delivery techniques to attract these younger audiences and keep a finger on the pulse as broadcast dynamics change – and use that evolving technology to halt this decline?
- Moderator: Morwen Williams, Head, Newsgathering Operations, BBC News
- Opening Video: The Audience Challenge for Broadcasters – The View from the BBC
 - Presentation - Dr. David Fernandez Quijada, Manager, Media Intelligence Services, EBU

Panelists:

- David Fernandez Quijada, Manager, Media Intelligence Services, EBU
- Marc Lauriac, Sr. Director, Customer Success, Europe, FreeWheel, A Comcast Company
- Bruce MacCormack, Head, Business Strategy, Media Technology, CBC/Radio-Canada
- Tatsuichiro Yasuda, Senior Producer, Digital Contents Team, Current Affairs Division, NHK

13:00 **Announcements / Closing Remarks**

13:15 Buffet Deli Lunch provided by EBU

Demonstrations Available Both Days

- **EBU Showcase of UHD TV**
Some video clips are shot in 2160p100T BT.2100/HLG during the 2018 European Athletics Championships in Berlin. The content is encoded in HEVC at 28 Mbps.
- **NHK Super Hi-Vision Video**
NHK will launch a Super Hi-Vision channel on December 1st. This is a promotional video for 4K8K Channel in Japan.
- **MX1-360**
Live cloud delivery system with a secure IP-based news distribution workflow.
- **AFP**
Come discover afptvlive.com, a web platform dedicated to AFP's video news live coverage used by broadcasters and publishers around the world.

afptvlive.com enables users to get real-time information on AFPTV's live feeds, to plan ahead and to select the live feeds they're interested in at any time, via a secure IP delivery.
- **LiveU Matrix: From Satellite to IP Distribution**
LiveU Matrix is the next generation video contribution and distribution platform designed for broadcasters, by broadcasters. Architected from the ground up with usability in mind, Matrix allows broadcasters to quickly and easily get and share content, replacing or offsetting the use of satellite and fiber transmissions.
- **Irdeto Cyber Security Services**
Including Live forensics on an ISD, what are the important technical and forensic aspects to keep in mind. How can Cyber Threat Intelligence be used for protecting media and Irdeto's IRIS customer portal.
- **Inmarsat BGAN**

On Site Contact: Anh Ngo | anh@nabanet.com
WiFi Network: WBU-IMCG Password: WBe-ImCG2018