

**Day 1: May 21**

08:00 Security Check and Badge pick-up, Lobby  
Continental Breakfast available, foyer of Conference Rooms

09:00 **1.0 Welcome** - John Ball, VP, Global Distribution & Technology, WarnerMedia | WBU-IMCG Chair  
**1.1 Remarks** - Bruno Fromont, Sr. VP, Strategy and Planning, Intelsat

09:15 **1.2 Satellite Matters: Challenges and Solutions**  
Moderator: Michael McEwen, Director-General, North American Broadcasters Association (NABA)

**Part A: Conversation with C-Band Alliance (CBA) - C-Band and How North America Will Be Impacted**

Since satellites first began their long service to our industry, over 50 years ago, C-Band has been critical to the collection and distribution of our content and signals. That's about to change with the FCC initiated process to clear some of the historic broadcast C-Band spectrum for 5G. The satellite companies have responded with a proposal that basically says both 5G and broadcasting can be accommodated. Can they really?

Panelists:

- Bob Weller, VP, Spectrum Policy, NAB
- Dianne VanBeber, VP, Investor Relations, Intelsat
- Steve Corda, CTO, C-Band Alliance

**Part B: Evolution/Innovation of Satellites Globally**

By any measure, the satellite industry is a mature technology but (like broadcasting) it continues to evolve to meet the needs of a changing environment made possible by technology innovation. Today we'll explore some of this evolution and assess what may work and what won't for broadcasters in this new IP environment.

Panelists:

- Bill O'Hara, General Manager, Media, Intelsat
- Steve Corda, VP, Americas, Media Platform, SES Video
- Christoph Limmer, Sr. VP, Global Business Development, Video, Eutelsat
- Rob Webber, Distribution Manager, BBC

11:00 Coffee Break

11:30 **1.3 Terrestrial Alternatives for B-to-B Distribution of Live International Channels: Costs, Coverage and Reliability**

Terrestrial IP that utilizes the public internet in whole or in part has become a viable method for international broadcasters to deliver linear channels to MVPDs and other video platforms. This panel will explore the costs, reliability, and philosophy behind the different strategies for such video delivery, as well as the issues that broadcasters must address as they move to a terrestrial IP delivery network.

Moderator: Tom Gibbon, Legal and Technical Advisor, NHK

Panelists:

- Dr. Jonathan Stanton, VP, Technology, LTN
- Gordon Brooks, CEO, Zixi
- Jeremy Dujardin, CTO, Global Media and Entertainment Services, TATA
- Tim Stevens, Global Leader, Vertical Marketing, Verizon
- Akira Negishi, Senior Manager, Global Strategy Division, NHK
- Kevin Fernandes, VP, Revenue, Dejero

13:00 Lunch Break

14:30 **1.4 WBU Interference to Satellite Services Working Group Report** - Nigel Fry, Director, Distribution, BBC World Services

14:45 **1.5 Content Security and Piracy**

Piracy of video content is a scourge of the media industry, depriving business of revenue and in some cases funding criminal activity. The ubiquitous use of digital transmission and distribution systems means that content can be illegally replicated without loss of quality. The panel will consider how the media technology sector can help efforts to eliminate this problem.

Moderator: Nigel Fry, Director, Distribution, BBC World Services

Panelists:

- Bill Check, Sr. VP, Technology & CTO, NCTA
- Diane Hamer, Head, Business & Legal Affairs, Brand Protection, BBC Studios
- Jan van Voorn, EVP & Chief, Global Content Protection, Motion Picture Association of America
- Cameron Andrews, Legal Director, Anti-Piracy, bein (remotely)

15:45 Coffee Break

16:15 **1.6 Roll-out and Reliability of 5G for Video Transmission**

The session will explore the technologies, use cases for media and entertainment, performance testing, and planned and completed deployments of 5G networks. We will also include a discussion on how 5G networks compare to other networks that are available for use by media and entertainment, like bonded cellular and ATSC 3.0.

Moderator: Winston Caldwell, VP, Spectrum Engineering & Advanced Engineering, Fox

Panelists:

- Bogdan Frusina, Founder, Dejero
- Ian Wagdin, Chair, 5G Production Group, EBU / Sr. Technology Transfer Manager, BBC R&D
- Tim Stevens, Global Leader, Vertical Marketing, Verizon
- Chris Stark, Head, Strategy & Business Development, Nokia

17:15 Close of Day 1

17:20 **Intelsat Tour:** 20-mins tour of Intelsat's East Coast Satellite Operations Center (meet in foyer)

18:00-20:00 **Dinner** - Lebanese Taverna, Palm Room - Tysons Galleria - 1840 International Dr., McLean, VA

Co-Sponsored by:



**Day 2: May 22**

08:00 Security Check and Badge pick-up, Lobby  
Continental Breakfast available, foyer of Conference Rooms

09:00 **2.0 Welcome** - Joe Shimizu, Director, Newsgathering, NHK / WBU-IMCG Vice-Chair

09:05 **2.1 OTT / IP Delivery - The Challenges**

With the continued growth of broadband IP delivery to the home, particularly via OTT services, how does this affect broadcasters' distribution strategies? What are the challenges in delivering an all-IP service to consumers? We will address the issue of IP training as well.

Moderator: John Lee, Digital Consultant, Fox

Panelists:

- John Mailhot, CTO, Networking & Infrastructure, Imagine Communications
- Wes Simpson, President, Telecom Product Consulting
- Jean Macher, Director, Market Development, Harmonic
- Eric Wolf, VP, Technology Strategy & Planning, PBS
- Soo Kim, Executive Director, Media Operations, CBC/Radio-Canada

10:15 Coffee Break

10:45 **2.2 ATSC 3.0 Moving Forward**

This session will begin with an update on the roll-out plans for ATSC 3.0 in the US from broadcast organizations. Technical challenges and industry issues to be resolved will then be discussed as well as future opportunities made possible by the new platform.

Moderator: Lynn Claudy, Sr. VP, Technology, NAB | Board Chairman, ATSC

Panelists:

- Jerry Fritz, EVP, Strategic & Legal Affairs, ONEMedia (Sinclair Broadcast)
- Madeleine Noland, President, ATSC
- Winston Caldwell, VP, Spectrum Engineering & Advanced Engineering, Fox
- Joel Wilhite, Sr. Systems Design Engineer, Harmonic

11:45 **2.3 Broadcast Payout and Security on AWS**

- Mark Stephens, Global Segment Lead, Media & Entertainment, Amazon AWS

12:30 **2.4 Announcement and Closing Remarks** - John Ball, WBU-IMCG Chair

12:45 Close of Day 2

13:00 **Intelsat Tour:** 20-mins tour of Intelsat's East Coast Satellite Operations Center (meet in the foyer)

**Demos available on both days**

- **Intelsat C-Band Demo**

Video showing the recent demonstration that was conducted at Intelsat in Ellenwood that showed different live test scenarios of satellite C-Band operating with adjacent 5G signals.

- **Intelsat/Dejero IronRoute Demo**

Live demonstration of a new joint solution from Dejero and Intelsat which was announced at NAB. The solution offers high quality/high reliability video distribution over multiple networks (fixed broadband, LTE and satellite) blended together.