

Hosted by:



**Media City
Bergen**



Norwegian Centres of Expertise
NCE Media

Auditorium, Odd Frantzens Plass 5, Bergen 5008 Norway

08:15 Registration desk open for badge pick-up, Atrium of MCB

09:00 **1.0 Opening Remarks** – Morwen Williams, Chair, WBU-IMCG / Director, UK Operations, BBC News

09:05 **1.1 Welcome Remarks** – Odd Gurvin, Acting CEO, MCB

09:10 **1.2 5G – the Reality is Here and Now**

An examination of opportunities for 5G through the media & entertainment content value chain, and especially in the context of 5G infrastructure.

Moderator: Mark Smith, Head, Accelerator Media Innovation Programme, IBC

Panelists:

- Purminder Gandhu, Technology Transfer & Partnerships Manager, BBC R&D
- Morten Brandstrup, Head, News Technology, TV2 Denmark
- Mario Reis, Director, Telecommunications, OBS
- Tarald Moe Bjølseth, Technical Leader, NRK Production

10:15 **1.3 WRC-23 Access to Spectrum – Threats and Opportunities** – David Hemingway, Sr. Distribution Manager, BBC Distribution & Bus. Devt (remote participation)

As demand for radio services increases, from ever-increasing mobile data consumption and new satellite constellations, to enhanced military use in the face of new global threats, ensuring efficient and effective use of spectrum is assuming an importance and urgency not felt before. All incumbent radio services' access to spectrum is under pressure, and that includes broadcasting. From content production to distribution of finished programmes, we find ourselves being constantly pushed to justify why we still need spectrum. Isn't IP delivery via fixed or third-party networks the best way to move audio-visual content around? We will look at the current pressures we are facing, examine if they are reasonable, and consider how we can counter them.

10:30 Coffee Break sponsored by **SATCUBE**

11:00 **1.4 How Broadcasters are Using Satellites in New Ways**

A discussion on a variety satellite industry challenges and innovations that have forged ahead recently.

Moderator: Sara Shepherd, Operations Executive, Connectivity & Innovation, BBC News

Panelists:

- Ken Fuller, VP, Distribution & Technology, Paramount/CBS
- Matthieu Richard, Manager, Corporate Strategy, Intelsat
- Udani Pettersson, Key Account Manager, Satcube
- Mark Kirley, Director, Connectivity Platforms/Products, OneWeb
- Yasir Hassan, Director, Transmission Operations, Arabsat

12:15 Lunch sponsored by **SATCUBE**

13:30 **1.5 Connectivity Challenges in Special Events**

This panel will explore the tools you need to handle politically and socially sensitive locations.

Moderator: Eivind Halle, Lead Architect, TV2 Norway

Panelists:

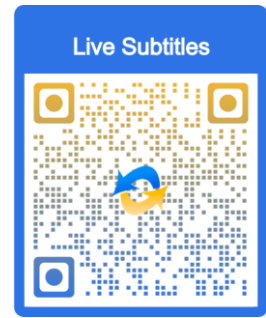
- Peter Taylor, Head, Operations, BBC Studios Events (remote participation)
- Faruna Sanoon, Head, Technical Operations, ABC London
- Bogdan Frusina, Chief Strategy & Innovation Officer and Founder, Dejero
- Mario Reis, Director, Telecommunications, OBS
- Ronan Poullaouec, VP, Remote & Wireless Solutions, Haivision/Aviwest

14:30 **1.6 Is AI Punching its Weight? The Powerful Tools that are Changing the Face of Production**

This session explores how the media publishing industry is honing and developing AI capabilities to improve workflows and make processes more efficient. We'll discuss the use of AI/ML tools such as natural language developments and computer vision and examine how they are offering our content teams new opportunities and possibilities.

Moderator: Laura Ellis, Head, Technology Forecasting, BBC
Panelists:

- Alexandre Rouxel, Sr. Project Manager, Data & AI, EBU
- Steinar Søreide, CTO, Mjoll
- Are Tverberg, Team Lead, Solution Architect, Automation & AI Business Development, Content Technology, TV2 Norway
- Olga Kuryshko, Director, Marketing, SyncWords



15:30 Coffee Break sponsored by **SATCUBE**

15:45 **1.7 IP Implementation Challenges – Does Reality Deliver the Vision?**

This panel will explore the following key areas: the challenges in project planning and implementing IP infrastructure; the issues associated with transitioning to this new technology and thirdly, how best to operate these new IP plants, in terms of staffing, organization structure and training for staff.

Moderator: John Lee, Technical Consultant, NABA

Panelists:

- Maurice Snell, Sr. Product Manager, Orchestration, Grass Valley
- Glodina Lostanlen, Chief Marketing Officer & Chief Sales Officer, Imagine
- Steinar Bjorlykke, Head, Technology, NRK Central Region
- VRT

16:55 **1.8 Closing Remarks / Adjournment**

17:15 Get to Know MCB Tour Presented by: Ketil Moland Olsen

- Attendees who signed up for the tour, please meet in the foyer at 17:00

19:00 Farewell Dinner – Bryggeloftet, Bryggen 11, Bergen (near harbour)

Co-sponsored by:



On-site Demonstrations and Exhibits in Atrium



Featuring:

- Sony CP3 cameras
- Mjoll Mimir
- SyncWords
- Wolftech
- Dejero
- Haivision
- Satcube

WIFI: MCB Guest (Accept Terms to Connect)

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