

IP TRENDS SUMMIT

IP VIDEO FOR MULTI-CHANNEL TV, VOD & MOBILE TV

An International Summit for the Key Stakeholders in the IP Video Sector

November 29th & 30th, 2005 - Radisson Miyako Hotel, San Francisco, USA

Hear Expert Speakers from:

ADB	MIPS
Alcatel	MobiTV
ANT	Motive
BigBand Networks	Motorola
Bitband	Nagravision
Bell Canada	NTT
BNS	OpenTV
BT	Orca Interactive
Capgemini	Scientific Atlanta
C-COR	SeaChange
Cielo Group	Skystream Networks
Comvatures	Sony Pictures
Concurrent	Sun Microsystems
Eagle Broadband	TANDBERG TV
Entone	Texas Instruments
GoldPocket	TiVo
Harmonic	Verizon
Irdeto Access	Viaccess
Kreatel	Walt Disney
Lucent	Warner Bros.
Microsoft TV	Widevine
Microtune	Zoran
 plus many more

Keynotes, case studies, and panel debates include:

- ▶ Profitable IPTV – Doing it in the Real World
- ▶ Beyond Triple Play – What’s Needed?
- ▶ Raising Funds for IP Video in the Capital Markets
- ▶ Developing Attractive Mobile Media Services
- ▶ Cutting Edge Technology for Delivery of IP VOD
- ▶ The Likely Response of Cable and Satellite
- ▶ Content for Successful IPTV Deployments
- ▶ OS, Middleware, & the User Interface
- ▶ Evolution of the IP Set-Top Box and DVR
- ▶ Market Trends and Predictions for the Future

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SCRUTINIZING / MAPPING THE MARKET OFFERINGS – TRENDS, PREDICTIONS, BEST PRACTICES AND BUSINESS MODELS				
8.00	9.00	9.30	10.00	10.30
Registration & Networking Breakfast	<p>Opening Address: Shaping the Future of Television through Triple Play & IP Video</p> <ul style="list-style-type: none"> • Overview of the current global TV market • Successful delivery strategies - New methods and service proposition • Emerging challenge of IPTV to the current multi-channel environment • Importance of VoIP in the Triple Play offering • Impact of the digital era on content creators • Need for innovation to differentiate service offerings <p>Robert Norcross, VP Telecoms Media & Entertainment Practice, Capgemini</p>	<p>Opening Keynote Address: What are the Potential Business Models for IPTV?</p> <ul style="list-style-type: none"> • Offering advanced IP Video applications - DVR / HDTV/ VOD and SVOD • Multi-channel TV as part of the IPTV package – should telcos partner with DTT or satellite? • What are the winning business models? Success stories • Billing, pricing and marketing strategies to maximize ROI • Identifying new opportunities to increase revenue <p>Yukimasa Ito, President, Global IP Network, NTT Communications</p>	<p>Keynote Address: Managing Digital Content - Combining Accessible Distribution With Compelling Content</p> <ul style="list-style-type: none"> • How do you set about establishing and fostering effective content relationships? • How do the studios perceive IP Video, and how will their relationships with the telcos evolve? • Effective content management - What are the main hurdles to overcome? • How does the industry deal with the piracy issues? <p>Ira Rubenstein, Senior Vice President, Digital Distribution, Sony Pictures Digital Entertainment</p>	Coffee & Networking Break
	<p>11.00</p> <p>Keynote Address: Investing in Digital Media Technologies: A High Stakes Game</p> <ul style="list-style-type: none"> • Where are investors placing their bets? • What types of services are the new technologies enabling? • What effect will this have on media creation - conglomerate vs. niche? • What effect will it have on content distribution & content aggregators? • Where will ad dollars go? • Are there opportunities for start-ups in this brave new world? <p>David Britts, Partner Comventures</p>	<p>11.30</p> <p>Operator Case Study: Deploying Video Services over DSL – What Does it Take to Make it Work?</p> <ul style="list-style-type: none"> • Introducing video services over the existing broadband infrastructure • Upgrading your network for digital delivery of content – what’s needed? • What are the next steps in broadband video delivery? • Making money from additional multimedia services • How to determine the successful strategy <p>Martin Cullum, General Manager, Technology Development Video Networks, Bell Canada</p>	<p>12.00</p> <p>Case Study: Commercial IPTV - Doing it in Europe</p> <ul style="list-style-type: none"> • Lessons learned from 12 commercial IPTV deployments • What content is popular with consumers, and how is it priced? • How did the competitive satellite operators respond on the IPTV launch? • Challenges often being overlooked – how to overcome them • What have been the major problems so far, and how are they being overcome? <p>Owen Holmström, Business Development Director Strategic Partnerships, Kreatel</p>	

Day 1 Afternoon Streams

Stream 1: TELCO NETWORK EVOLUTION – GEARING UP FOR TRIPLE-PLAY AND BEYOND				
14.15	14.45	16.15	16.45	18.00
<p>Case Study: Experiences from the Field - Ensuring Success for the IP Video Network</p> <ul style="list-style-type: none"> • What should operators consider while planning an IP video network? • Successful IP Video deployments – lessons learned for successful roll-outs • Overcoming hurdles – what are the most common problems faced during IP video deployment? • Cost, the critical question – what is the real investment needed to create an IP Video Network? <p>Steve McKay, CEO, Entone Technologies</p>	<p>Panel Debate: Beyond Triple Play - What is Needed for Next Generation Services?</p> <p>What network developments are needed to support new stories?</p> <p>Yukimasa Ito, President, Global IP Network, NTT Communications Christine Heckart, General Manager of Marketing, Microsoft TV Division Martin Cullum, GM Video Technology Development, Bell Canada Walter Delph, Director of Programming & Marketing, Verizon Rob Hull, VP, Business Development, Technology & Innovation, BT Global Bill De Muth, CTO, SureWest Communications, tbc</p>	Coffee & Networking Break	<p>Technology Panel Debate: Is IP Triple Play Really Possible Over DSL?</p> <p>Do existing networks offer sufficient bandwidth and QoS for triple-play? What are the trade-offs in upgrading to ADSL2+, VDSL or FTTH?</p> <p>Moderator: Steven Hawkey, Industry Analyst, Advanced Media Strategies Fabrice Beer-Gabel, Senior Director, Business Dev., BigBand Networks Tom Daniels, VP & General Manager, IPTV Solutions, Eagle Broadband Myrio (Siemens), Speaker tba Steve McKay, CEO, Entone Technologies Matt James, Senior Manager, Access Networks, Division, Alcatel</p>	Cocktail & Networking Party
Stream 2: KEY ENABLING TECHNOLOGIES AND THEIR IMPACT ON THE BOTTOM LINE				
14.00	15.15	16.15	16.45	18.00
<p>Panel Session: Exploring the Technology Offerings for Delivery of IP VOD</p> <p>Are the technologies ready for successful IP VOD mass deployment? What else is needed to roll-out an IP VOD service, and what does it cost?</p> <p>Michael Tudisco, VP, Customer Service & Product Management, Concurrent Scott Dougall, GM, Content Delivery Software, SkyStream Networks Ervin Leibovici, CEO, Bitband Joe Matarese, CTO, Solutions, C-COR Dan McCrary, VP, Marketing & Product M'ment, Path 1 Network Technologies</p>	<p>Panel Session: Video Compression Standards – Are we ready for IP HD?</p> <p>When is multi-stream IP HDTV going to be really viable?</p> <p>David Price, VP MPEGIF & Business Development, Harmonic Jim Beveridge Director of International Standards & Policy, Microsoft, tbc Mike Hawkey, Vice President, Sales & Marketing, ADB Ajay Luthra, Senior Director of Technology, Motorola Connected Home Matthew Goldman, VP of Technology, Compression Systems, TANDBERG TV Dave Pederson, VP Corporate Marketing, Zoran</p>	Coffee & Networking Break	<p>Panel Session: Enhancing IPTV Opportunities through DVR Technology</p> <p>As we move towards an “everything on demand” world, what role will DVR play in IPTV, and how can its potential be extended?</p> <p>Which is the most practical solution for operators, client-side or Network DVR?</p> <p>Tom Rosenstein, VP, Business Development, SeaChange International David Alsobrook, Director of IPTV Products, Scientific Atlanta Jack Guedj, Executive VP, acting CEO, Magnum Semiconductor Inc. Joshua Danovitz, Gen. Manager, TiVo</p>	Cocktail & Networking Party

Stream 3: CONTENT – TARGETING YOUR CUSTOMERS, FACING THE CHALLENGES, & OVERCOMING THE HURDLES				
9.00	9.30	10.45	11.15	12.45
<p>Keynote Address: Content and its Impact on the Future Success of IP-Based TV Marketplace</p> <ul style="list-style-type: none"> •What is the most attractive content for consumers •How do you set about establishing and fostering effective content relationships? •Should you consider using aggregators to obtain content? •Optimizing your pricing to maximize revenues <p><i>Peter Levinsohn, President, Digital Media, Twentieth Century Fox, tbc</i></p>	<p>Panel Session: Content for Successful IPTV Deployments</p> <p>What are the key things that you need to know about content rights acquisition and deployment?</p> <p><i>Jonathan Symonds, VP, Product & Distribution, GoldPocket Interactive</i> <i>Jeffrey Soong, CEO, Broadband Network Systems</i> <i>Bernard Gershon, Senior VP & GM, ABC News Digital Media, tbc</i> <i>Edward Lee, Director, Akimbo, tbc</i> <i>James Riley, Executive VP, Business Development, TVN Entertainment, tbc</i> <i>Walter Delph, Director of Programming & Marketing, Verizon</i></p>	Coffee & Networking Break	<p>Panel Session: Changing Face of Content Protection - Digital Rights Management vs Conditional Access</p> <p>Can the industry allay the security fears of the studios and other content producers? <i>Bo Fern, General Manager, Irdeto Access</i> <i>Alain Nochimowski, Head of DRM, Technology Group, Viaccess</i> <i>Phil Lelyveld, VP, New Technology & New Media Group, Walt Disney, tbc</i> <i>Douglas Light, Senior Vice President, Business Development, Widevine Technologies</i> <i>Robin Wilson, Vice President, Nagravision</i> <i>Rajan Samtani, Director, Sales & Marketing, ContentGuard</i></p>	Lunch & Networking Break

Stream 4: COMPETING SUCCESSFULLY IN THE IP VIDEO MARKET, AND THE LIKELY RESPONSE FROM CABLE & SATELLITE				
<p>Keynote Address: Practical Considerations for Successful IPTV Deployment</p> <ul style="list-style-type: none"> •What do telcos need to know when entering the video distribution business? •What are the technical requirements for successful deployment of IP based video? •Scrutinizing the IPTV advantages & disadvantages •Bringing IPTV to MDUs – what solutions work? <p><i>Jeffrey Soong, CEO, Broadband Network Systems</i></p>	<p>Panel Session: Broadband Networks – Boosting Revenues through Video, Voice and Other Value Added Services</p> <p>What new value-added services are being rolled out on broadband, and how are they being priced? Where should you concentrate your resources first – VolP, IPTV, IP-VOD?</p> <p><i>Owen Holmström, Director Strategic partnerships, Kreatel</i> <i>Bill Correll, Director, Broadband & Digital Media, Sun Microsystems</i> <i>Tom Rosenstein, VP, Business Development, SeaChange International</i> <i>Reed Majors, Director of IPTV Solutions, Amdocs</i> <i>Sanjay Castillino, Vice President, Industry Marketing, Motive Inc.</i></p>	Coffee & Networking Break	<p>Panel Debate: How will Cable and Satellite Operators Respond to IPTV?</p> <p>The head-to-head battles between the telcos and incumbent TV operators are already being seen. What are the competitive advantages possessed by cable, and is it vulnerable? How will the satellite operators respond?</p> <p><i>Moderator: Anna Hunt, Research Director, IMS Research</i> <i>Kenneth Wright, Chief Technology Officer, C-COR</i> <i>Peter Percosan, Director Broadband Strategy, Texas Instruments</i> <i>Dan McCrary, VP, Marketing and Product Management, Path 1 Network Technologies</i></p>	Lunch & Networking Break

Day 2 Afternoon Streams

Stream 5 - DELIVERING VIDEO SERVICES TO MOBILE DEVICES				
14.00	14.30	15.45	16.00	17.00
<p>Keynote Address: Mobile Media Content – How to Capitalize on the Mobile Media Opportunity</p> <ul style="list-style-type: none"> • What makes good mobile content • Building successful mobile content market – Exploring revenue opportunities • What are the key issues of the mobile content market? • Creating effective strategies with regards to mobile content • What distribution possibilities might there be for content? <p><i>Dave Whetstone, Chief Marketing Officer, MobiTV</i></p>	<p>Panel Session: Enabling Technologies for Mobile Media Services – What's the roadmap?</p> <p>Delivering content to mobile networks – What does it take to make it work?</p> <p><i>Moderator: Ian Weightman, Vice President, IMS Research</i> <i>Keith Chappell, VP, Global Comms, Lucent Worldwide Services</i> <i>Dean Macri, CEO, Cielo Group</i> <i>Vinh Tran, Vice President, Mobile Devices Business, Motorola</i> <i>Albert Taddiken, Chief Operating Officer, Microtune</i> <i>Michael Schueppert, President, Mobile Media, Crown Castle, tbc</i></p>	Break	<p>Leadership Lecture: Developing Attractive Mobile Media Services for Consumers</p> <p>How can operators publish their own interactive applications that always reside on their customers' mobile phones for use throughout the day every day. Rather than appear as one of many video channels on a linear mobile TV service, operators can have a branded product that combines audio and video streaming with news and interactive features.</p> <p>What are the differences between mobile applications that connect directly with consumers and alternatives such as messaging and WAP-browser approaches?</p> <p><i>Dean Macri, CEO, Cielo Group</i></p>	Close of Summit

Stream 6 - COMPLETING THE IPTV EQUATION, SET-TOP BOXES, SOFTWARE, AND THE HOME NETWORK				
13.45	15.00	15.45	16.00	17.00
<p>Panel Debate: Evolution of the IP Set-Top Box – Will it Become the Media Gateway?</p> <p>What developments can we expect from the STB manufacturers & silicon vendors?</p> <p><i>Moderator: Paul Erickson, Market Analyst, IMS Research</i> <i>Mike Hawkey, Vice President, Sales & Marketing, ADB</i> <i>Noam Shendar, Director, Strategic Marketing, MIPS Technologies</i> <i>Vikram Shrivastava, Senior Strategic Marketing Manager, Zoran</i> <i>Eduardo Perez, Vice President Marketing, Media Excel</i></p>	<p>Panel Session: Software Essentials – from the OS Through Middleware to the User Interface</p> <p>What are the essential software elements needed for a competitive IPTV solution? • What role will MHP/GEM and Linux play in IPTV.</p> <p><i>Moderator: Steven Hawley, Industry Analyst, Advanced Media Strategies</i> <i>Stephen Reeder, Executive Director, Marketing & Sales, ANT</i> <i>Esteban Sardera, Vice President, IPTV Solutions, OpenTV</i> <i>Yosi Glick, Executive VP, Business Development, Orca Interactive</i></p>	Break	<p>Leadership Lecture: Content Everywhere/ Integrating the TV into the Multimedia Home Network</p> <ul style="list-style-type: none"> •What is the vision for the fully integrated home – How close are we? •AV home networks – Can 802.11 or HomePlug AV really do the job? •Sharing stored video content throughout the home – What are the most effective solutions today? •Beyond the home – sharing the content to mobile devices and the car •Getting the message onto the street <p><i>Speaker tba</i></p>	Close of Summit

