

## FORECAST'13

### MISSION CRITICAL FOR PUBLIC SERVICE MEDIA

#### WEDNESDAY 6 NOVEMBER

08.30 **Registration**

#### OPENING SESSION

09.00-09.05 **Welcome** Simon Fell EBU

09.05-19.15 **Introduction to FORECAST'13** David Hemingway BBC

09.15-09.30 **Keynote: The value of Public Service Media** Annika Nyberg  
Frankenhaeuser EBU

#### SESSION 1: SETTING THE SCENE

09.30-10.00 **Changing media consumption paradigms** Lluís Borrell Analysys Mason

10.00-10.30 **Spectrum Policy in Europe & Wireless Broadband** Jim Connolly ComReg

10.30-11.00 *Tea, coffee, demos & networking*

11.00-11.30 **WRC-15: who really cares?** Christoph Dosch IRT

11.30-12.00 **Delivering broadcast services in a multi-platform world** Christoffer Godt-Hansen DR

12.00-12.30 **A TV manufacturer's view on the terrestrial broadcast market** John Adam Samsung

12.30-14.00 *Networking Buffet Lunch*

#### SESSION 2: BROADCASTING – THE NEXT GENERATION

14.00-14.30 **UHDTV, Why? When? How?** Stephan Heimbecher Sky Deutschland

14.30-15.00 **DVB: the third decade, the third generation** Nick Wells BBC

15.00-15.30 **Combining fixed and mobile reception with DVB-T2 and T2 Lite** Gino Alberico RAI

15.30-16.00 *Tea, coffee, demos & networking*

16.00-16.30 **Implementing the next generation** Lars Backlund DigiTAG

#### PANEL DISCUSSION

16.30-17.15 **What should broadcasters be doing to adapt to the new media landscape?** Christoffer Godt-Hansen DR  
Stephan Heimbecher Sky Deutschland  
Moderator: Jochen Mezger (IRT) Lluís Borrell Analysys Mason

17.15-19.00 *Drinks, snacks and networking*

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## THURSDAY 7 NOVEMBER

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### SESSION 3: HYBRID NETWORKS – HYPE OR HOPE?

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09.00-09.30	<b>Meeting broadcasters' requirements with today's access networks</b>	Roland Beutler	SWR
09.30-10.00	<b>Is the Tower Overlay concept feasible for the broadcast and broadband worlds?</b>	Frieder Juretzek	Technical University of Braunschweig
10.00-10.30	<b>Latest developments in Hybrid TV</b>	Patrick Rabu	Httv
10.30-11.00	<i>Tea, coffee, demos &amp; networking</i>		
11.00-11.30	<b>On the waves of Mobile BroadCast</b>	Gerard Faria	TeamCast
11.30-12.00	<b>Broadcast services at the centre of convergence</b>	Simon Mason	Arqiva
12.00-12.30	<b>Convergence and media delivery at EU level – an overview of the latest developments</b>	Wouter Gekiere	EBU
12.30-14.00	<i>Seated Lunch</i>		

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### SESSION 4: "AT THE HEART OF MEDIA DELIVERY"

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14.00-14.30	<b>The road ahead for media delivery over satellite</b>	Thomas Wrede	SES
14.30-15.00	<b>The road ahead for media delivery over mobile broadband</b>	Helmut Schink	NSN
15.00-15.30	<b>FoBTV: building a global broadcasting system</b>	Phil Laven	FoBTV
15.30-16.00	<i>Tea, coffee, demos &amp; networking</i>		
16.00-16.45	<b>THE GREAT DEBATE</b> <i>"Terrestrial broadcasting will be at the heart of media delivery for the foreseeable future"</i> Moderator: Peter MacAvock (EBU)		
16.45-17.00	<b>Seminar Wrap-up</b>		

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PDF versions of the slides presented, plus videos (audio + slides) will be available from: [tech.ebu.ch/forecast13](http://tech.ebu.ch/forecast13)

Please take a few moments to provide us with feedback via the online survey. The link will be sent as the event closes.