

# Media Distribution over Open Internet

**EBU Headquarters, 17–18 March 2008**

L'Ancienne-Route 17A, 1218 Grand-Saconnex  
Geneva, Switzerland

## Who should attend

- New media strategists
- Television and radio technologists
- Internet specialists
- Web services developers
- Telecom and mobile operators
- Consumer electronics manufacturers

EBU technical seminar in conjunction with DVB



## Day 1: 17 March 2008

14.00 - 18.30

### Session 1: State-of-the-art

Chair: Franc Kozamernik (EBU)

#### Opening

Lieven Vermaele, EBU

#### Internet – a media platform

Michael Shaw, comScore

#### The future of Internet media

David Kennedy, Eurescom

#### W3C's view of challenges for Video on the Web

Philippe le Hégaré, W3C

#### Open IPTV Forum:

##### Enabling Internet TV services on retail consumer devices

Peter Lanigan, Philips

#### How broadcasters can create audience networks through online syndication and community

Kevin Connor, Axicom/ Brightcove

#### Internet media from the user perspective

James Cridland, BBC

#### How Web2.0 creates opportunity for TV2.0

Werner Ramaekers, VRT

#### Consumer electronic devices for internet TV

Ron van Herk, AHT

## Day 2: 18 March 2008

09.00 - 17.00

### Session 2: Case Studies

Chair: David Wood (EBU)

#### SVT experience in web TV

Frank Hoffsummer, SVT

#### Tribler – launch of new Tribler

Johan Pouwelse, TUD

#### Real-time Description Driven Content Adaptation

Peter Lambert / Erik Mannens, IBBT

#### Miro: open source video distribution for a better viewer experience

Holmes Wilson, Miro

#### Next Generation Interactive TV:

##### the democracy of the Internet in the Living room

Ian Valentine, Miniweb

#### Vividas web TV technology

Andrew Wilding, Vividas

#### QoS in P2P media delivery – Octoshape experience

Stephen Alstrup, Octoshape

Lunch

### Session 3: DVB considerations

Chair: Ralf Schaefer (Thomson)

#### Opening Remarks

Ralf Schaefer, Chair DVB CM-IPTV

#### Content provider perspective

Richard Cooper, BBC

#### CE manufacturer perspective

John Adam, Samsung

#### Network operator perspective

Telefonica

### Session 4: Round Table discussion

Coordinator: Lieven Vermaele (EBU)

Round table discussion: How can standards help to fuel the Open Internet Media Distribution business ?

This seminar will cover a wide range of Internet and media topics including:

- State-of-the-art Internet media and the most successful case studies;
- Market trends in open Internet media distribution;
- Impact of open Internet media distribution on consumer electronics;
- Convergence between the Internet media technologies and the DVB specifications;
- The need and roll of open standards to support the new business models.

#### More information

[www.ebu.ch/en/union/news/2008/tcm\\_6-56752.php?display=EN](http://www.ebu.ch/en/union/news/2008/tcm_6-56752.php?display=EN)

**Registration fee: 200,- CHF**

#### Contact:

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#### Other Internet Media events on 2008:

**Multimedia Meets Radio 2008** Barcelona, 27–28 February  
[www.ebu.ch/en/radio/news\\_and\\_sports/mmr08.php](http://www.ebu.ch/en/radio/news_and_sports/mmr08.php)

**Eurovision CrossMedia2** Luzern, 6 May  
[www.eurovisiontvsummit.com](http://www.eurovisiontvsummit.com)

**Media on the Web** Geneva, 30 September–1 October