

Produced by



Connected TV SUMMIT

Delivering the post-convergence TV experience

18th & 19th May 2011 / RIBA, London

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Event Guide

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Dear Delegate,

Welcome to the second annual Connected TV Summit 2011. The following information should help you get the most out of your time at the event.

BREAKOUT SESSIONS

Between 11:30 and 12:30 on both days of the conference the conference splits into two parallel panel sessions.

Stream One will take place in the main Jarvis Auditorium on the lower ground floor.

Stream Two will take place in the Wren Room on the sixth floor.

AWARDS

The inaugural Connected TV Awards will take place at 17:30 on Wednesday 18th May in the Jarvis Auditorium.

WI-FI

Free access is available throughout RIBA on the 'RIBA Café' network. The password is **ribawifi**.

TWITTER

We encourage you to follow the event on Twitter. Hashtag - **#CTVS11**.

VIDEO

All the conference presentations and panels are being filmed and streamed. Delegates will receive a username and password to access to view the conference on-demand after the event.

CONFERENCE PRESENTATIONS

Presentations will be available to download by Tuesday 31st May. All delegates will be emailed a username and password to allow access.

Should you have any other questions about the programme or the event, please do not hesitate to ask me or one of the Videonet team.

Yours faithfully,

Justin Lebbon - Publisher, Videonet
justin@hubblemedia.co.uk

NETWORKING DRINKS

Drinks take place from 17:45, immediately after the Awards on Wednesday. All speakers, delegates and registered press are invited to attend.

venue: Villandry
170 Great Portland Street
W1W 5QB

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NEXT STEPS IN CONNECTED TV

Differentiating services and preparing for the mass-market



Big questions that we debated at the first Connected TV Summit have been partly or completely answered. Yes, Consumer Electronics manufacturers are determined to take on the Pay TV market as alternative sources of premium content. Yes, online content providers see a huge opportunity to move their services beyond the PC to the TV.

Yes, broadcasters are going to use hybrid broadcast broadband to wrap next-generation interactive TV and advertising around their content and engage consumers for longer. Yes, Pay TV operators will counter the attractions of online content with upgraded platforms and yes, they will exploit connected TV devices to extend their own service reach.

What remains to be seen is how media companies are going to implement their strategies and how they can differentiate themselves in the marketplace. The next phase of Connected TV will almost certainly see an increasing focus on companion screen synchronisation and multi-screen delivery from the CE industry, increasing the threat to Pay TV late adopters. For everybody, content discovery is going to become critical to maintaining the attention of consumers and monetizing it. QoS could become a competitive battleground. These are some of the themes that will be considered in more detail this

by **John Moulding**
Editor
Videonet



year as we try to work out who is best placed to capture or retain the mass-market, rather than just early adopters, for post-convergence TV.

There are other unanswered questions, of course, such as how broadband-delivered content is going to be funded in a sustainable way, and how far the Pay TV and CE industries will cooperate as well as compete. We want to know if more telcos will use Connected TV to replace rather than just complement closed-network IPTV. And there is a big question about how far Pay TV will open its walled garden to OTT partners.

Over the next two days we are also going to discuss whether there is a need for platform and standards consolidation, for the broadcast industry or even CE providers. And of course we will be looking at consumer reaction to existing Connected TV services and making forecasts for long-term uptake.

Interwoven with multi-screen TV and companion screen strategies, Connected TV is at the heart of a new television era that will be characterized by consumer power and hyper-competition between content providers and aggregators. This summit exists to further the understanding of how the TV industry will be disrupted, how different stakeholders can manage change successfully, and what post-convergence TV is going to look like.

The market for connected devices and services is taking off and it is imperative that Pay-TV operators, broadcasters and online content providers are ready to exploit this new distribution model as a complement to their existing businesses. Day One looks at how these key stakeholders are responding, and the challenges of turning Connected TV into a serious business including the role of QoE and apps.

0905 Chairman's opening remarks:
Barry Flynn, Principal Consultant, [Farncombe Consulting Group](#)

0910 Connected TV: Smart, Cloud or Intelligent?

- Early adopter feedback and lessons learned
- Assessing the future impact on the industry value chain
- What Connected TV needs to become
- Prospects for market growth

David Mercer, VP, Principal Analyst, [Strategy Analytics](#)

1 SESSION ONE: PAY-TV IN THE CONNECTED WORLD

Pay-TV providers are responding to the need to deliver more online video and make content available on different screens, often using their own next-generation platforms. They can also harness Connected TV to extend their reach within existing and non-customer homes, but is this enough to maintain their pre-eminence as content aggregators?

0930 Building the next generation of Pay TV

- Building the next generation of Pay-TV
- Blending the best of Pay-TV and Web entertainment
- The importance of whole-home viewing for managed and OTT content
- Harnessing the power of HFC to give the best broadband entertainment experience
- Changing the way people discover and engage with content
- Convergence in practice: Virgin Media and the next-generation TiVo DVR

Ian Mecklenburgh, Director, Digital Entertainment CPE, [Virgin Media](#)

0950 Connected TVs and Pay-TV operators: marriage made in heaven?

- How Connected TVs can be used to increase revenues for pay-TV operators
- A new holistic approach for pay-TV delivery
- Supporting new Multi-room offerings with Connected TVs
- Benefits to the pay-TV operators and consumers
- Implementation examples and experience so far

Vassilis Seferidis, Phd. Director, European Business Development, [Samsung Electronics Europe](#)

1020 PANEL: Can Pay TV keep winning in a connected world?

- Can the pay model be sustained in a connected world - and what about margins?
- What is needed to keep consumers within the Pay TV 'walled garden'?
- What impact will connected devices have on the Connected Home?
- How can Pay TV operators exploit multi-screen TV beyond customer loyalty?
- What happens when every Pay TV provider is available in every home?

Chair: *Graham Lovelace, Director, [Lovelace Consulting](#)*
Paula Byrne, Managing Director, [Pushbutton](#)
Andrew Heselwood, Head of Media & Entertainment, [BT](#)
Paul Bristow, VP, Strategy, [ADB](#)
Bo Olofsson, Director, Product Research, [BSkyB](#)

1100 REFRESHMENT BREAK AND NETWORKING

1130 BREAKOUT SESSIONS:

1 STREAM ONE: MEETING HIGHER QUALITY EXPECTATIONS MAIN CONFERENCE THEATRE

Chair: Benjamin Schwarz, CEO, CTOi Consulting
To succeed, Connected TV/Hybrid Broadcast Broadband services have to deliver the kind of picture quality and reliability viewers are accustomed to on their living room widescreen TV. This session considers how content delivery is evolving to improve Quality of Experience (QoE) for over-the-top video to connected TVs and their companion screens.

1130 Delivering a unified and quality multi-screen TV experience

- Consumer attitudes to multi-screen video: Ericsson Consumer Lab findings
- Network and content management implications: delivering quality content everywhere
- When will Connected TV be ready for prime-time?

Noel Matthews, Head of TV Business Development, CTO Group, [Ericsson](#)

1150 PANEL: Is Internet delivery the future for all television?

- The role of new streaming technologies in delivering consistent OTT video
- The impact of new CDN models on QoE for Connected TV
- Are new business models and partnerships needed to take CTV mainstream?
- What is the future for private network VOD - will it migrate to Internet delivery?
- Is Internet video the future for all television?

Lesley Mackenzie, Group Digital Officer, [LOVEFiLM](#)
Norocel Munteanu, Former Product Development Manager, [RomTelecom](#)
Fearghal Kelly, Vice President Media Solutions, [Iko](#)
Eddie Abrams, CEO, [IP Vision](#)
Manjit Sidhu, Head of Business Development - Media Services, [TeliaSonera International Carrier](#)

2 STREAM TWO: MAKING APPS PART OF THE TV EXPERIENCE UPPER CONFERENCE ROOM

Chair: Dan Simmons, Senior Analyst, TV Technology, Screen Digest
Apps are at the heart of the Connected TV experience, providing gateways to content and a range of engaging and potentially revenue generating services. This session looks at which apps work for TV, how they contribute to the business model for aggregators and content providers, and whether they represent a new economic model for interactivity on TV.

1130 Making apps pay for Pay-TV
David Gibbs, Head of Mobile Applications & Services, [BSkyB](#)

1150 PANEL: Engaging audiences and making money with apps

- Making a home for Pay TV on connected devices with apps
- Can CE platforms or video providers differentiate through apps?
- What kind of non-content apps will work for the living room TV?
- Consumer engagement and revenue opportunities through apps
- The new economics of applications development
- Do we need consolidation of apps development environments?

Tassilo Raesig, Vice President & General Manager, Sony Europe Ltd, [Sony Media Software & Services](#)
Brian MacSweeney MD & Founder, [BooLabus](#)
Alex Terpstra, CEO, Civolution, [Civolution](#)
David Gibbs, Head of Mobile Applications & Services, [BSkyB](#)
Kai Henniges, Managing Director & Co-Founder, [Viewstar AG](#)

1230 Presentation: Stefan Jenzowsky, VP, Head of Media, Siemens Communications, Media & Technology

1240 KEYNOTE SESSION: A Pay-TV operator's perspective on connected TVs

- DIRECTV's hybrid delivery (satellite and broadband) strategy
- Putting DIRECTV services and branding onto more TVs in the home
- DVRs, set-tops and connected TVs: what are their respective roles?
- Standards considerations for the multi-screen home: MoCA, RVU, DLNA, DTCP, etc.
- DIRECTV's multi-room server product roadmap and home networking evolution

Steve Dulac, Director Engineering, [DIRECTV](#)

1300 Q&A WITH STEVE DULAC, Director Engineering, [DIRECTV](#)

1310 LUNCH & NETWORKING

2 SESSION TWO: GIVING ONLINE CONTENT A NEW HOME

Connected TV devices give online video providers the chance to reach consumers where they are most receptive to movies and TV entertainment - on the television. We consider the implications for mainstream VOD services and for long-tail and niche content that traditionally was found on the PC. This session also looks at how Pay-TV operators can harness developments in connected devices, OTT and social media.

1400 The Connected TV VOD opportunity: it's not just about the rentals

- Consumer VOD usage on connected TV screens versus the PC
- Making VOD views available on multiple devices from one account
- Beyond movie rental: breakthrough year for digital content sales
- The birth of cloud-based, multi-device and multi-territory movie services
- Delivering HD quality streamed video to the widescreen TV
- Will early-adopter enthusiasm extend to the mass-market?

Leslie Golding, Co-Founder & CMO, [Acetrax](#)

1420 OTT platforms - competition and cooperation in the CE and Pay-TV worlds

- What connected consumer electronics devices mean for TV platform operators
- Social Media, Internet and television, and next-generation Pay-TV offers
- Creating companion screen TV experiences with tablets and apps
- How can TV platform operators counter and embrace connected OTT at the same time?

Jonathan Bevan, Director IPTV, [NDS](#)

1440 PANEL: The Connected TV opportunity for VOD and mid-tail content

- What is the market for online entertainment brands moving onto connected TVs?
- Do consumers want the long-tail on the living room TV?
- Will established niche channel owners switch to Connected TV?
- Is new money available or must subscription and ad revenues be spread more thinly?
- How can Connected TV movie services compete with HDTV, Blu-ray or 3DTV?
- Does the digital movie business mean the end for rental stores?

Chair: *Toby Russell, CEO, [3Vision](#)*
Neale Dennett, Head of Video on Demand, [ITV](#)
Maria Ingold, Head of Technical Operations, [FilmFlex Movies](#)
Stacey Seltzer, Consultant, Smart TV, [LG Electronics](#)
Stephen Petheram, Marketing Director, [PayWizard](#)

Yariv Erel, CEO, [Justad.tv](#)
Mihai Crasneanu, CEO, [Grey Juice Labs](#)

1520 AFTERNOON BREAK, REFRESHMENTS & NETWORKING

3 SESSION THREE: CONNECTING BROADCASTERS AND AUDIENCES

Broadcasters could be the biggest winners from the convergence of Internet and television, providing the means to deliver catch-up TV and more compelling interactive TV services with direct customer relationships. This session assesses the opportunities and accompanying challenges for the broadcast industry.

1550 Lessons learned from pioneering Connected TV in Spain

- Reaching out to new audiences through multiplatform TV
- The impact of Connected TV on audience reach and share: first year statistics
- What connected TVs mean for catch-up TV and linear viewing
- Applying the lessons of MHP to a new world of interactivity and engagement
- Getting onto every screen possible: the technology choices and lessons

Toni Comerma, CTO, CCRTV Interactiva, [Catalan Broadcasting Corporation](#)

1610 What Connected TV means to broadcasters

- Opportunity for broadcasters presented by Connected TV
- Using Connected TVs to differentiate and target new consumers
- How to exploit the advertising opportunity presented by Connected TVs
- Using apps to expand reach and engage new audiences.

Pieter Vervoort, Vice President Net TV, [Philips Consumer Lifestyle](#)

1630 New models for consumer reach and engagement for cable operators

- Delivering the right TV experience on the right screen at the right time
- What connected TV devices enable that is unique and compelling
- Opportunities presented both within the network and over-the-top
- Multi-screen options and solutions for cable operators

Thomas Helbo, Operations & Development Manager, [Stofa A/S](#)

1650 PANEL: Connected TV and broadcasters: where is technology leading us?

- How does Connected TV change the economics of interactive TV?
- Do we need pan-European harmonisation for Hybrid Broadcast Broadband?
- Is Connected TV the beginning of the end for linear TV, or a new dawn?
- How will consumers find content - is the concept of channels out of date?
- Can commercial broadcasters monetize Connected TV, and how?
- Will Connected TV lead to more quality channels and events coverage?

Chair: *Bill Scott, Chief Operating & Commercial Officer, [easeltv](#)*
Angelo Pettazzi, Head of DTT Content Factory, [Mediaset](#)
Gideon Summerfield, Project Manager, BBC iPlayer on TV, [BBC](#)
Francisco Asensi, Strategy Director, [New Media-RTVE](#)
Adriana Whiteley, Director, [Farncombe Consulting Group](#)

1730 CONNECTED TV AWARDS 2011 CEREMONY THEN NETWORKING PARTY STARTING AT 17:45 AT VILLANDRY - 170 GREAT PORTLAND STREET, SEE PAGE 2 FOR DIRECTIONS

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Connected TV will be the key ingredient in any multi-screen TV strategy and on Day Two we consider how this platform can be used to extend the reach of premium content without undermining existing business models. The conference considers whether Connected TV is a complement to full IPTV or a potential replacement for it, and hears from the CE industry about its strategies for competition and cooperation with Pay-TV. We address the practical challenges of standards development and content discovery.

- 0905 Chairman's opening remarks:**
Giles Cottle, Senior Analyst, Informa Telecoms & Media
- 0910 OPENING KEYNOTE: How the advertising and agency worlds can help monetise Connected TV**
- Advertising as part of the Connected TV business model
 - Targeting and measurability
 - Critical mass and advertising opportunities
 - Presenting Connected TV to agencies
- Joe Lampert, Managing Director, Harris Advertising Solutions Group*

1 SESSION ONE: MAKING SUBSCRIPTION TV WORK ON MULTIPLE SCREENS

Connected TV is a key component of any multi-screen TV strategy and in this session we look at what it means for premium content owners and aggregators who need to expand service reach beyond the set-top box without undermining their subscription business. Maintaining the value of content and subscribers in a connected, multi-screen world is the biggest challenge Pay-TV has faced.

- 0940 Vodafone Internet TV: Launching a successful hybrid video platform**
- Vodafone Internet TV - Overview, subscriber uptake and reasons for early success
 - Using innovation to compete in competitive environments
 - Hybrid DTT/OTT model: why it's the preferred choice
 - Where Connected TVs fit into this service delivery platform
 - Next steps for Vodafone: Deeper internet experience, new markets, multi-device
- Juan A. Latasa, Head of Strategic Projects, Vodafone*

- 1000 Outlining strategies for a connected future**
- Connected TVs and the impossible revenue share-equation. Who will be winners and who will lose?
 - How to get paid in a world of free content: the importance of bundling across platforms
 - Strategic relationships with connected TV manufacturers: a short case study
 - Can we cope with the vertical movement in digital media and entertainment: download next episode of Boardwalk Empire at McDonalds...
 - Next generation consumers are already here. How can we serve both an ageing TV audience as well as first-mover teenagers?
- Tore Meling, Digital Entertainment Director, Canal Digital*

- 1020 PANEL: Making the Pay-TV model work across multiple screens**
- Is multi-screen TV a 'must-have' and can Pay-TV operators monetize it?
 - Are premium content owners backing the TV Everywhere model?
 - Are content rights keeping pace with consumer demand for multi-screen TV?
 - Challenges of moving from single device CA to multiplatform authentication
 - Can multi-screen TV expand the audience for subscription TV?
- Chair:** *Ben Reneker, Head of Global Research, & Senior Analyst, Kagan*
Christopher Schouten, Senior Director, Solutions Marketing, Irdeto
Pierre Hunter, VP of Sales EMEA, Verimatrix
Ian Walker, Director, EchoStar Europe
Steve White, Head of Information Systems and Technology IPTV, BT
Tore Meling, Digital Entertainment Director, Canal Digital

1100 REFRESHMENT BREAK AND NETWORKING

1130 BREAKOUT SESSIONS:

1 STREAM ONE: CONTENT DISCOVERY BECOMES BUSINESS CRITICAL MAIN CONFERENCE THEATRE

In front of their television and on tablets and smartphones, consumers have an ever-growing choice of content from managed and unmanaged sources. There is a role for someone to be their trusted guide, making it easy to explore and consume content in a lean-back environment. Content discovery can become a service differentiator, and the means by which service providers of all kinds compete for eyeballs.

- 1130 ONE-ON-ONE INTERVIEW**
The content discovery challenge in a converged TV environment
- The future of the EPG, and how broadband-enhanced guides change TV
 - Why editorialized content discovery can boost video consumption
 - The importance of metadata and the difference it makes to a TV business
 - How the online and service provider video worlds can be blended
 - Combining lean-back and lean-forward content discovery
 - Linear, broadband and personal media: the killer UI application?
- Chair:** *John Moulding, Editor, Videonet*
Interviewing: Sean Besser, VP, Business Development, Rovi Corporation

- 1150 PANEL: The role of content discovery in next-generation TV experiences**
- The future role of the EPG and how it will evolve
 - Content discovery beyond the EPG: what will work for the mass market
 - Can Connected TV provide unique solutions for content discovery?
 - Lean-forward, lean-back, apps and browsers: what works and when?
 - Are we witnessing the end of 'one-size-fits-all' television interfaces?
- Chair:** *Jan Frelek, Former Product Manager, PTC - T-Mobile*
Sabine Anger, EVP, Vivendi Mobile Entertainment
Aurélien Labrunye, Consultant, Telecoms & Media, Solucom
Darren Dadpour, User Experience & Technical Lead, BT Vision
Mihai Crasneanu, CEO, Grey Juice Labs
Ian Valentine, Founder and Chief Architect, woomi

2 STREAM TWO: THE IMPACT OF CONNECTED TV STANDARDS UPPER CONFERENCE ROOM

Chair: *Anthony Rose, ex CTO, YouView & BBC iPlayer*
 With few exceptions, the CE industry has built proprietary Connected TV platforms and apps environments and there are several Hybrid Broadcast Broadband standards and specifications to suit local market expectations. In this session we consider the implications of such diversity for content and apps distribution, and whether this is a battle for scale that must lead to consolidation, and ultimately who will control how services are presented on connected screens.

- 1135 How can broadcasters maintain control of content and standards in the connected era?**
Peter MacAvock, Program Manager, European Broadcast Union
- 1150 PANEL: Should the TV industry welcome platform diversity for Connected TV?**
- Who deserves to control the apps environment around broadcaster content?
 - Does connected TV make 'build-once, publish anywhere' more or less realistic?

- Should the TV industry welcome platform diversity, or do we need consolidation?
 - What standards developments will shape connected TV in 2012-13?
 - The broadcast and CE industries: competition or cooperation?
- Chair:** *David Cutts, Founder, IMPALA*
Anthony Smith-Chaigneau, Chairman of the DVB-GEM Commercial Module, Alticast
Richard Lindsay-Davies, Director General, Digital TV Group
Jon Piesing, Vice-Chair, HbbTV Consortium
Olivier Carmona, Chairman, Compliance & Test Committee, DLNA

- 1230 KEYNOTE SESSION:**
How to leverage Connected TV to strengthen your own business
- Learnings from other digital markets
 - Key success factors for players affected by Connected TV
- Chair:** *Cedric Ponsot, CEO, Vivendi Mobile Entertainment*

- 1250 Q&A WITH CEDRIC PONSOT, CEO, Vivendi Mobile Entertainment**

1300 LUNCH & NETWORKING

2 SESSION TWO: CE STRATEGIES INCLUDING CO-OPETITION

Chair: *Julian Clover, Editorial Director, Broadband TV News*
 Consumer Electronics companies have their own content and apps services and deliver the compelling devices that make connected and multi-screen TV a reality. They are forcing the pace of change and are potential competitors to traditional TV, yet also partners who can enable not just broadcasters but Pay-TV operators to extend their reach cost-effectively. Hear about their strategies and whether they deserve a place at the top table of the TV business.

- 1400 Expanding the TV market through partnership**
- The market impact of connected TV devices
 - Why Pay TV operators should harness this new distribution opportunity
 - Working with Samsung: the business model for Pay TV and broadcasters
 - The role of 'companion devices' like tablets in a connected TV home
 - Can CE manufacturers maintain differentiation for connected devices?
- Chair:** *Dan Saunders, Head of Content Services, Samsung Europe*

- 1420 Pay TV and connected CE platforms: check-list to an exciting journey**
- Connected devices: for what use case?
 - How can an operator ensure a consistent level of experience in light of the current device diversity?
 - How can high-value content be delivered across connected TVs and other devices without compromising on content security?
 - More devices, more content, more delivery technologies: what are the tools to keep the costs under control?
 - How can continuous innovation be carried out at the speed of the Internet?
- Chair:** *Thomas Decieux, Head of Product Marketing, Connected Solutions, Nagravision*

- 1440 Developing a Connected TV experience for every consumer**
- Sony Internet TV and Google TV: how do they complement each other?
 - Connected TV as a lean-back or lean-forward experience
 - What differentiates the Connected TV environment to ordinary television?
 - What next for Sony as a multi-platform content aggregator
- Chair:** *Edd Uzzell, Propositions & Service Development Manager, Sony*

- 1500 PANEL: Does the CE industry deserve a seat at the television top table?**
- How do CE vendors benefit Pay TV operators and broadcasters?
 - Can the market sustain multiple aggregators and extreme content duplication?
 - How can CE vendors continue to differentiate their own connected services?
 - Are CE manufacturers disrupters, partners or just another screen for TV Everywhere?
- Chair:** *Alessandro Petazzi, Managing Partner, ON CUBED*
Olivier Van Wynendaele, Manager, Product Planning & Business Development, Consumer Products, Toshiba Europe
Vassilis Seferidis, Phd. Director, European Business Development, Samsung Electronics Europe
Michael Lantz, CEO, Aceedo Broadband
Jordy Egging, Director of Business Development Net TV, Philips Consumer Lifestyle
Harish Reddy, Consultant, IBB Consulting

1540 AFTERNOON BREAK, REFRESHMENTS AND NETWORKING

3 SESSION THREE: WHAT CONNECTED TV MEANS FOR IPTV

As the least mature Pay-TV platform, IPTV has the most to gain from Connected TV as a way to rapidly expand reach without upgrading networks. There are already examples of telcos bypassing full IPTV for Connected TV, complementing full IPTV with a stand-alone Connected TV proposition, and beginning migration away from full IPTV to Connected TV. In this session we discover how telcos view Connected TV and what its long-term impact could be.

- 1600 What Cubovision means for Telecom Italia and television in Italy**
- A new TV experience: converging DTT, IPTV and Web entertainment
 - Who are the Cubovision customers and how do they use the service?
 - The future of managed IPTV and how Cubovision complements current services
 - Cubovision across TV, phone and PC: the importance of multi-screen video and apps
 - Can Telecom Italia become the touch-point for all its customers' entertainment needs?
- Chair:** *Paolo D'Andrea, Head of Broadband Content, Telecom Italia*

- 1620 Orange Case Study: Social TV, taking TV beyond the television screen**
- When TV meets Web: the challenges for a service provider
 - Orange Social TV (SoTV): philosophy and service design
 - Beyond TV with TV apps, 2nd screen and content discovery
 - Challenges when taking TV beyond the television screen
 - Is the User Experience key to the future of TV?
- Chair:** *Nicolas Bry, SVP, Orange Vallée*

- 1640 PANEL: Is Connected TV the future of IPTV?**
- Best ways to integrate online video into the classic, managed IPTV experience
 - What connected experiences
 - Is Connected TV an alternative to IPTV or just complementary?
 - When does it make sense to migrate from classic IPTV to Connected TV IPTV?
 - Is Connected TV the future of IPTV, or even the future of all television?
- Chair:** *Jay Chinnadorai, MD, Sumtotal*
Francesco Fracalvieri, Domestic Market Operations, Broadband Content, Telecom Italia
Romain Boyer, Innovation and Consumer Electronics Relationship, TF1
Nicolas Bry, SVP, Orange Vallée
Matthias Krömer, Head of Marketing, Video & Connected Home, Vodafone
Renaud Di Francesco, Divisional Director Europe Technology Standards Office, Sony

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