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ULTRAHD
FORUM ITALIA
Beyond Definition



6th HbbTV ANNUAL SYMPOSIUM

17-18 | ROME
OCTOBER | AUDITORIUM
2017 | ANTONIANUM

Day 1 – October 17, 2017

- 10:00 Registration, coffee and demonstrations**
Demo area tour, Overview of Technology Exhibition
Marco Pellegrinato, HDFI Deputy President
- 10:30 HDFI official welcome**
Welcome by Benito Manlio Mari, President of HD Forum Italia (HDFI)
- HbbTV Platform: The Italian Pathway – Round Table**
Moderator: Andrea M. Michelozzi, Comunicare Digitale President
Benito Manlio Mari, HDFI President
Klaus Illgner-Fehns, HbbTV Chairman
Stefano Selli, Confindustria Radio Televisioni Vice President
- 11:15 TV Market - Keynote**
Paul Gray, IHS Markit: Television Sets: Evolution, Power Shifts and Outlook
- 11:45 Country Review**
Moderator: Paul Gray, IHS Markit
Francesco Giuffrè, Anitec: Italy
Lefteris Kretsos, Greek Ministry of Digital Policy, Telecommunications and Media : Greece
Atila Madakbas, Admongrel : Turkey
Jiří Voříšek, Hybrid : Czech Republic
Heinrich E. Haase, HbbTV: Rest of the World
- 12:45 Promoting and Marketing HbbTV services**
Moderator: Marco Pellegrinato, Mediaset/HDFI
Pedro Valiente Echezarreta, Tivù : The Italian HbbTV conformance regime
James Jackson, Digital UK : Accelerating Freeview Play through content centric navigation
Francesc Mas, CCMA : Progress in HbbTV and Big data
- 13:30 Lunch, Networking & Demonstrations**
- 14:30 Making Television better for Consumers through HbbTV**
Moderator: Sebastiano Trigila, Vice President Vicar, HD Forum Italia
Renato Farina, Eutelsat Italia : The plus of satellite in the HbbTV ecosystem
Steven Power, ITV: Making Free TV better for the UK Consumer
Ralph Edeine, Fransat Connect : Return of Experience on First HbbTV Operator Portal
Jason Power, Dolby: Delivering the UltraHD experience with HbbTV
- 15:30 Enhancing Television Advertising for Advertisers, Broadcasters and Consumers**
Moderator: Oliver Botti, Fincons Group
Vincent Grivet, TDF : Introducing targeted advertising in Broadcast TV ; the merits and limitations of HbbTV
Oliver Friedrich / David Uhlmann, Google : Partnering for the Future of Addressable TV
Klaus Merkel, IRT : Targeted Advertising, technical approaches and practical experiences
Sebastian Busse, Smartclip : HbbTV as the basis for competitive Addressable TV solutions
- 16:30 Coffee, Networking & Demonstrations**
- 17:00 Monetizing Hybrid Services**
Moderator: Simon Trudelle, Nagra
Paola Colombo, Publitalia '80 : Back to basics – looking to the future
Talal G. Shamon, Intertrust: 2018 – Life is not worth living without open standards
Antonio Vince Staybl Gofresh / ProSieben : How to monetize interactive HbbTV content through advertising and micropayments. A case Study
Lars Friedrichs, Teravolt / Reinhard Koch, Zalando : Targeted commerce on the big screen

Day 2 - October 18, 2017

- 9:00 Registration, coffee & demonstrations**
- 9:30 Vision for HbbTV**
Keynote Matthew Huntington, HbbTV Marketing and Education Group Chairman
- 9:45 Free to Air Broadcasting at the Broadband Crossroads - Round Table**
Moderator: Emilio Pucci, E-media Institute
Gian Paolo Tagliavia, Chief Digital Officer RAI
Pier Paolo Cervi, Chief Digital Officer Mediaset
Alberto Sigismondi, CEO Tivù
Morena D'Incoronato, Viacom International Media Networks Italia
- 10:30 Cutting Edge Innovations and Technologies**
Moderator: Brian Paxton, Cartesian
Jon Piesing , TP Vision / HbbTV : Coming soon from HbbTV
Matt Poole, ITV : EME ClearKey – Towards a unified pipeline
Nigel Megitt BBC : Subtitle and closed caption formats: EBU-TT-D, IMSC and the rest
Marco Pellegrinato, Mediaset : UHD Book 1.0 Overview of the Italian Baseline Requirements
John Adams, Samsung
- 11:30 Coffee, Networking & Demonstrations**
- 12:00 Operator Applications and Content Discovery Services**
Moderator: Jon Piesing, TP Vision
Teun van der Veen, TNO : Operators Apps: Towards Mass Deployment
Alberto Sigismondi, Tivù : Is the OpApp an affordable way forward for broadcasters?
Andy Carr, Freesat : How can broadcasters compete with global OTT providers?
Jean-Charles Verdié, Netgem/Voxtok : Vertical business with HbbTV Operator Application
- 13:00 Multiscreen Services**
Moderator: Klaus Merkel, IRT
Luca De Bartolo, Tivù : Companion Screen Interaction
Mikel Zorrilla Berasategui, Vicomtech Spain : One app, multiple devices at the same time.
Tomorrow may be late
- 13:30 Lunch, Networking & Demonstrations**
- 14:30 Balancing consumer privacy with service evolution**
Moderator: William Cooper, Informity
Brian Paxton, Cartesian (Farncombe) : Data Privacy and GDPR in HbbTV
Jon Piesing, DVB TM-MIS group : Protecting TVs from Hacks on the Broadcast Signal
- 15:00 Tools and Techniques for Developing Quality Applications**
Moderator: Ian Medland, DTG
Juha Joki, Sofia Digital : DASH/DRM Reference application
William Cooper, Informity : An imperative approach to video user experiences using LUNA
Simona Tonoli, Mediaset / Miggi Zwicklbauer, Fraunhofer Fokus : How to create HbbTV Apps without Programming one Line of Code
- 16:00 Closing Remarks**
Benito Manlio Mari, HDFI President
Matthew Huntington, HbbTV Marketing and Education Group Chairman
- 16:15 End of the conference**