

TNO PRESENTS:

IPTV SEMINAR 2014

HILTON THE HAGUE, NL - 10 & 11 NOVEMBER 2014

IPTV seminar

TNO innovation
for life

IPTV SEMINAR 2014 IS SPONSORED BY:



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Broadband TV News



Day 1: 10 November 2014

08:30 Registration and coffee

09:15 Welcome and opening Remarks
Chair: [Menno Bangma](#), Senior Consultant Multimedia Technology, **TNO**

Session: Opportunities and Challenges in the IPTV world

09:30 Keynote: Six Months into Swisscom's IPTV 2.0 platform
[Daniel Glauser](#), Senior Engineer TV Development & Technology, **Swisscom**

10:00 The real life hurdles, challenges and successes of a modern IPTV deployment
[Jacob Zwagemaker](#), CCO, **24i**

10:30 Sponsors will be able to pitch their products / services in a 2-minute pitch
Sponsor Pitches

10:50 Coffee Break

Session: STB-less solutions and strategies

11:30 The standard for STB-less IPTV
[Menno Bangma](#), Senior Consultant Multimedia Technology, **TNO**

12:00 Our strategy for STB-less IPTV
[Oliver Friedrich](#), Senior Expert New Media, **Deutsche Telekom**

12:30 Lunch

13:30 The opportunity of Android for IPTV operators
[Jeroen Jansen](#), Business Development Smart TV, **TP Vision / Philips TV**

14:00 Latest innovations and deployments of STB-less IPTV
[Vassilis Seferidis](#), CEO, **Teo**

14:30 HbbTV & CI+: recreating a STB experience on connected TVs
[Laurent Le Bourhis](#), Head of Pre-Sales, **Wiztivi**

15:00 STB-less IPTV: where are we on the hype-cycle?
Panel Discussion

15:15 Coffee Break

Session: Enablers for STB-less

15:45 Developments of CI+ 1.4 CAMs
[Bingyu Xiang](#), Director of Product Development, **SMiT**

16:15 Service quality assurance in the STB-less environment
[Anders Svensson](#), CTO, and [Mikael Dahlgren](#), CEO, **Agama**

16:45 OTT Swipe and the virtual Set-Top-Box
[Alexander Sus](#), technical supervisor OTT products, **Siemens**

17:15 The Hague, international home of telecom
[Ingrid Van Engelsehoven](#), Deputy Mayor, **City of the Hague**

17:30 Exhibition and Drinks

Day 2: 11 November 2014

08:15 Registration and Coffee

08:55 Opening remarks
Chair: [Rob Koenen](#), Senior Business Consultant, **TNO**

Session: The Ultra High Definition Opportunity

09:00 Keynote: The consumer experience of UHD – results of an in-depth study
[Claudia Becker](#), Research Program Manager, **Orange**

09:30 UHDTV roadmap for EBU
[Egon Verharen](#), Manager R&D, **NPO**, and Chair of EBU Technical Committee

10:00 When UHD meets reality!
[Jérôme Viéron](#), Advanced Research Manager, **Ateme**

10:30 Coffee Break

11:00 4K TV @ NOS?
[Ferry Kesselaar](#), Manager Technology, **NOS**, **Dutch Broadcast Foundation**

11:30 How UHD Changes the Revenue Security Landscape
[Petr Peterka](#), Manager Technology, **Verimatrix**

12:00 UHD: Reality show or Science Fiction?
Panel Discussion

12:15 Lunch

Session: Personalisation of IPTV Services

13:30 What's wrong with personalisation today – and how we fixed it
[Jacob Zentio Larsen](#), Vice President, TV Product Management & Technology, **TDC**

14:00 The technologies behind good recommendations
[Richard Dowling](#), VP Product Services, **ThinkAnalytics**

14:30 A regulatory perspective on Personalisation
[Cees van Koppen](#), Policy Advisor, **Ministry of Education Culture and Science**

15:00 Making sense of actions for the TV industry
[Matt Hall](#), Business Development Director, **Genius Digital**

15:30 Recommendations about recommendations
Panel Discussion

15:45 Wrap up
[Rob Koenen](#), Senior Business Consultant, **TNO**

16:00 End of Seminar and Drinks

IPTV SEMINAR 2014

On November 10 & 11, 2014, the IPTV community gathers to discuss the latest technology innovations on IPTV Service. TNO organizes this second edition of the IPTV seminar at the Hilton in The Hague, the Netherlands. This year's theme is "Improving the User Experience". Operators, Broadcasters, Service Providers and Vendors join to investigate relevant technologies, share experiences and get a true, in-depth understanding of the latest industry developments.

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THE HAGUE HIGHLIGHTS WITHIN WALKING DISTANCE:

