



Delivering connected TV experience: next steps forward

European Interactive Television Perspectives 2011 – 6th June 2011 – Amphitheatre TF1, 1 quai Point du Jour, Boulogne Billancourt

Welcome Desk: 8:30

9:00: Introduction by Philippe Alcaras, President, AFDESI

9:15: Keynote, Emmanuel Gabla, Commissioner, CSA

9:30/10:30 Session 1: Connected TV: User experience and monetization

Moderator : Nicolas Amestoy, General Manager, Scholè Marketing

Introduction: “Connected TV barometer 2011”

Speakers :

- Philippe Pressuto, Marketing Manager, Philips
- Sébastien Valère, Marketing and Operations Manager, L'Equipe 24/24
- Alexandre Hoffmann, General Manager France, Pay Pal
- Mathieu Dubreu, Business Development Media, Sports, Betting, Atos Origin
- Shirlene Chandrapal, Vice President Connected TV SmartClip
- Stéphane Martin, General Manager, ARPP

10:30/10:45: “Making public services work on interactive television with a proven business model”

by Tony Thompson, Director Technology, Looking Local

10:45/11:00: “The very first DTT / HbbTV pilot: A « e-inclusion » vision. Normandie TV : a commitment to HbbTV” by William de Stoppeleire, President Normandie TV and Christophe Cocquerel, Project Manager, T Seniority

Coffee Break

11:30/12:30 Session 2: The « must have » in a multichannel environment : The Electronic Program Guide (EPG)

Connected TV offers new perspectives for EPG. Will easy to use EPG, kill printed TV press, when available directly through the remote control? What will be the strategies for listing, recommendation, and the place for social networks? Is there a business model for EPG?

Moderator: Julien Alliot, Journalist, Télécâble Sat Hebdo

Introduction “The Youview project” (trailer)

Speakers :

- Richard Bullwinkle, Chief Evangelist, ROVI
- Régis Saint Girons, President, Open TV Europe
- Julien Vin-Ramarony, Head of Content, SFR
- Daniel Daum, Editor Pole Télé, Prima Presse
- Peter Csiko, General Manager, Gravity

12:30: “The latest applications in Germany; IRT’ activities to support HbbTV deployments”, by Klaus Merkel, Senior Engineer of Information and Data Services, Institut fuer Rundfunktechnik GmbH.

12:45: Lunch

14:15/15:30: Session 3 : VOD and Catch up : show me the money!

VOD and Catch up services are flourishing in Europe. First available on PC, they have gained access to TV and play a key role in ISP's strategies. Have these non linear offers met their audience yet? What about their economic situation? What is awaited from pure internet players? Will AMS contribute to finance audiovisual productions? Is there a national, European or even an international market for AMS ?

Moderator : Philippe Fau, Vice-President, AFDESI

Introduction: "Security Benchmarks for an OTT Video world" by Christopher Schouten, Senior Director Solutions Marketing, Irdeto

Speakers :

- Laurent Sorbier, General Manager, MySkreen
- Daniel Scolan, Chairman, Wiztivi
- Grégory Dorcel, General Manager, Studio Dorcel
- Rémi Tereszkiwicz, General Manager Marketing and Development, VideoFutur
- Tristan Du Laz, General Manager TF1 Video

Future Television : Will creativity be connected ? » by Pascal Rogard, General Manager, SACD

15:30: "PayTV and Connected Devices: Security & Key Success factors" by Thomas Decieux, Head of Product Marketing, Multiscreen Solutions, Nagra

15:45: Coffee Break

16:00/17:00: Stake and strategies : What are scenarii to prepare the future ?

Since interactivity has been only offered by pay TV operators, connected TV brings new perspectives with « free » services offered by manufacturers, services Over The Top, and interactivity enabled by TV channels themselves, with no intermediate. Will connected interactivity influence operators' strategies from cable or satellite? OTT and network operators: competition or synergy ? Have non liner services imposed themselves in TV Homes yet ? How the value chain will be organized and who will be the winners on the future TV market?

Moderator : Olivier Ezratty, Expert, Innovation Strategy for digital medias

Speakers :

- Xavier Perret, VP Service Partnerships & Business Development, Advertising Solutions, Orange
- Stanislas Leridon, President, DotScreen
- Roberto Mauro, General Manager Strategy and Development, Samsung
- Stéphane Cadoch, Business Development and Partnership Manager - IPTV & Connected TV, TF1
- Olivier Lacour, Design Manager, NDS
- Eric Scherer, Director of Future Media, France Télévisions

17:00 : Conclusion by Marc Tessier, Chairman, Videofutur Entertainment Group

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