

Conference Programme



Day 1, Thursday, August 22nd

10.00 – 10.50 Registration and Coffee

10.50 – 11.00 Opening of the Conference
Mart Einpalu, CEO, Levira

Moderator: Margo Loor

Fresh Connections

11.00 – 11.40 Special Keynote:

Future of TV, Media Convergence and Orchestrated Media - New Gatekeepers in the Living Room Means More Disruption (Or Democratisation) of the TV Industry
Richard Kastelein, publisher and futurist, the founder of TV Hackfest

Broadcast Connections

11.40 – 12.00 Overview of digitalization processes in Europe
Yan Mostovoy, Director, Broadcast Solutions, Harmonic

12.00 – 12.50 Country Reports:

12.00 – 12.15 Finland was one of the first to complete ASO. Where are we now?
Marianne Hynninen, CEO, Anvia TV

12.15 – 12.30 Turkey – finally launching DTT
Ozgur Cosar, writer of TVTechTR.blogspot.com

12.30 – 12.50 Focus on developments in Russia, Kazakhstan, Ukraine and Italy
Yan Mostovoy, Director, Broadcast Solutions, Harmonic

12.50 – 14.20 Lunch

14.20 – 14.40 DVB-T2 – first deployments, first experiences. DVB-T2 Lite trials in Copenhagen for mobile-TV and digital radio
Kenneth Wenzel, CEO and Project Manager, Open Channel

14.40 – 15.00 DVB-T2 roll-out with Regional Distribution Management focusing on world largest DVB-T2 deployment with cross-border regionalization.
Richard Lhermitte, VP Sales & Marketing, ENENSYS

15.00 – 15.20 Hybrid TV : mixing the best value of broadcast and OTT”
Bastian Manintveld, Founder of BeBanjo and head of partnerships of TDF Media Services

15.20 – 15.40 HEVC – ready to go live?
Michel Skorupa, Senior Account Manager, Ericsson Television

15.40 – 16.20 Coffee Break



Global Connections

- 16.20 – 16.50 Special keynote: Broadcasting and connected digital media - the environmental impact on profits, planet and people.
Janet Anne West, *Environmental Strategist, ecoSkills Zone*
- 16.50 – 17.10 Will we see a 3rd generation DVB System?
Torkel Thoresen, *Chief Technologist of Telenor Broadcasting*
- 17.10 – 17.30 Beyond HD: Ultra HD
Apostolos Triantafyllou, *Senior VP Sales, Eutelsat*
- 17.30 – 17.50 SAT>IP brings TV to every screen
Benny Norling, *General Manager, Business Development CEE & CIS, SES Astra*
- 17.50 End of day 1
- 20.00 – 24.00 Official Reception & Dinner at Lillepaviljon

Day 2, Friday, August 23rd

- 9.00 – 9.45 Morning refreshments & coffee

Moderator: Linnar Viik

Future Connections

- 9.45 – 10.25 Special debate: Early programming education – break or accelerator in child's development?
Sten Andreas Ehrlich, Siim Ruul, Sandra Sillaots, Elise Nikonov, *SpeakSmart, Estonian Debating Society*
- 10.25 – 10.40 Programming will shortly become basic as math for first graders in Estonian schools. How is it planned to be implemented? What can we learn from first experiences?
Ave Lauringson, *ProgeTiger project manager, Information Technology Foundation for Education*

Over-the-top Connections

- 10.40 – 11.00 Pay TV in an OTT World: Strategies for Success
Guy Bisson, *Research Director, Television, IHS/Screen Digest*
- 11.00 – 11.20 The parallel launches of HBO and Netflix in the Nordics – One year after
Johan A. Larsson, *Social & Digital Advisor, directed HBO Nordic's social media launch*



Technology Connections

- 11.20 – 11.40 Audio Under Control: Improving the Viewer Experience
Ken Tankel, CPBE, Field Applications Engineer, Linear Acoustic Inc.
- 11.40 – 12.00 Case study: Implementation of requirements of EBU R128 at multichannel play-out facility. Experiences and lessons to learn.
Maksim Butsenko, Technical Consultant, Levira
- 12.00 – 13.20 Lunch
- 13.20 – 13.50 Cloud for Media: Evolution of the industry from tape to file based workflows
Mariano L. Monteverde, Sales Manager – Europe, VSN
Israel Vela, CTO, Xarxa Audiovisual Local
- 13.50 – 14.10 Is Smart-TV taking over Set-top-box?
TBC
- 14.10 – 14.30 Are the rumours about the death of STBs real or strongly over-exaggerated?
Andrzej Ładysz, Sales and Business Development Director, Advanced Digital Broadcast
- 14.30 End of the Conference
Mart Einpalu, CEO, Levira (Estonia)
- 14.30 – 15.30 Farewell Cocktails and Networking