mpeg
Industry Forum

and

ISMA
Internet Streaming Media Alliance

present

The Video Ecosystem

at

NAB2005
THE WORLD'S LARGEST ELECTRONIC MEDIA SHOW
April 16-21, 2005 • Las Vegas Convention Center • Las Vegas, Nevada USA

LOCATION: ROOM S220, LVCC
DATE: Sunday, 17 April 2005, 10:00 a.m. – 5:30 p.m.

PLEASE NOTE:

THIS CONFERENCE DAY IS PART OF THE

NAB MULTIMEDIA WORLD CONFERENCE

TO REGISTER, PLEASE VISIT:

www.nabshow.com/registration.asp

INTRODUCTION

The MPEG Industry Forum (MPEGIF) and Internet Streaming Media Alliance (ISMA) are presenting an informational super-session at NAB this year entitled "The Video Ecosystem". Industry experts representing the most influential players in next generation video entertainment multimedia and standards-based streaming exchange their views on trends and technologies that are changing the way digital multimedia is created, compressed, and delivered. The world of TV entertainment and PC streaming are finally converging and an ecosystem is emerging, with new video and audio codecs, new middleware and content protection methods and a completely new viewing experience. Service operators adopting these new video technologies will share their experiences to date as they deploy these new services around the world.

Gain insider perspectives on the future of MPEG-4 AVC/H.264 video and other emerging MPEG technologies, the importance of IP distribution and how it will affect the ubiquity of video entertainment; potential business models and preferences for viewing and connecting content in the home, in the office or on the handheld device.

Key questions like how IP is transforming the future and creating completely new viewing experiences for the consumer with new channel change characteristics, incremental screen services and the seamless integration of real-time broadcast content with time-shifted on-demand content. Hear about the latest regarding the ongoing saga of the licencing of these new technologies, the role of the PC in the new video distribution model, and how the AVC ecosystem compares to Windows Media Series technologies.

This "The Video Ecosystem" Supersession is the latest in a series of events focused on these topics and follows the hugely successful super-sessions staged at NAB 2003 & 2004 and IBC 2003 & 2004.

PROGRAM

10:00 – 10:05 a.m.   MPEGIF Introduction and Welcome

Sebastian Moeritz (President, MPEGIF/CEO, dicas)

10:05 - 10:30 a.m.   Morning Keynote

Andreas Bechtolsheim (Senior Vice President, Sun)

10:30 - 11:30 a.m.   Session 1: The Video Revolution is Here

Panelists will discuss how the consumer will view video in the future, and the growing importance of IP distribution and the role and importance of the PC in how we consume entertainment programming. Also for discussion will be the introduction of Microsoft's "Longhorn" and Apple's "Tiger" and their effects in shaping the future of video entertainment. We will discuss what this means for CPE and how next generation equipment has to support multiple codecs, multiple rooms and multiple in home connection standards.

Moderator: TBC

Speakers: Rich Mavrogeanes (Founder, CTO, VBrick)
Tim Schaaf (VP, Apple)
Phil Corman (VP, Microsoft)
Stefan Geyersberger (VP, Fraunhofer)
Julien Signes (CTO, Envivio)
Marty Stein (Director, Motorola)

11:30 - 11:45 a.m.   Break

11:45 - 12:45 p.m.   Session 2: Video Services ARPU….the name of the game

Panellists from the global community of service and technology providers will discuss the new world of video (including mobile video and TV) and the possibility to increase revenues per household through the enormous array of new services that now become feasible in an increasingly complex infrastructure. We will hear about how "on the fly" time shifting can provide significant subscription revenues, the role of the DVR versus network PVR, how incremental services that were previously web based can introduce new additional transaction based revenues. How do operators use new technologies now available to achieve significant increments in the average revenue received from each subscriber?

Moderator:	Ken Kerschbaumer (Editor, Broadcasting & Cable)
Speakers:	Bill Miller (VP, ABC)
	Andres Mendes (CTO, PBS)
	Simon Gauntlett (Senior Engineer, BBC R&D)
	Sebastian Kramer (VP, Alcatel)
	Tab Butler (Director, SeaChange International)

12:45 - 1:30 p.m.   Lunch Break

1:30 - 1:35 p.m.   ISMA Introduction and Welcome

Yuval Fisher (Board Member, ISMA/Chief Scientist, Envivio)

1:35 - 2:00 p.m.   Afternoon Keynote:

James W Wendorf (Vice President, Philips Electronics)

2:00 – 3:00 p.m.   Session 3: Next generation Video and Audio – Content Creation

Panelists will discuss the availability of the creation elements of the video/audio ecosystem including content protection sub-systems, video optimized DSLAMs, routers, switches, encoders and middleware. How soon will end to end interoperability be the norm? We will hear about the challenges in licensing terms and the consequences for adoption; and the latest comparison of MPEG-4 AVC's performance versus SMPTE VC-1. Panelists will also assess the availability of encoders and the path to full optimization, data rates operators should expect, and the reasons for choosing one codec over another. This panel will also address the status of MPEGIF's and ISMA's logo qualification and interoperability conformance programs.

Moderator:	John Moulding (Editor, Cable & Satellite International)
Speakers:	David Price (VP, Harmonic Inc.)
	Tim Sheppard (VP, Tandberg)
	Chuck van Dusen (CTO,TuT Systems)
	Bob Wilson (Chairman, CEO, Modulus Video)
	Harald Fuchs (Senior Engineer, Fraunhofer)

3:00 - 3:15 p.m.   Break

3:15 – 4:15 p.m.   Session 4: Next generation Video and Audio – Content Consumption

Panelists will discuss the availability of the consumption elements of the ecosystem including set top boxes, residential gateways and downloadable codecs. How quickly will CPE volume reduce the CPE Cap-Ex load to levels comparable with today's MPEG-2?

Moderator:	Stuart Thomson (Editor, Cable & Satellite Europe)
Speakers:	David Gillies (Director, Pace Microsystems) John O'Donnell (CTO, Equator) Sebastian Moeritz (CEO, dicas) Laurent Jabiol (Managing Director, Neotion) Bill Luehrs (EVP, Advanced Digital Broadcast) Eric Dewannain (Director, Texas Instruments)

4:15 - 5:30 p.m.   Round Table: The Video Ecosystem

The first of its kind - a focused round table discussion featuring industry experts who will debate key topics and provide answers and insights to questions on any and all subjects associated with the next generation video experience and its associated infrastructure. Nothing is off-limits. Expect lively discussions on all aspects of content acquisition, service operation and management, content distribution, content consumption, codec selection, the truth behind recent IP based trials, content security and rights management, switched video versus RF overlay, set top box and silicon availability etc etc. Full audience participation is expected and encouraged.

Moderators:	Joanne Tracy (International Publisher, Focal Press) Myra Moore (President, Digital Tech Consulting)
Speakers:	Andreas Bechtolsheim (Senior Vice President, Sun) James W Wendorf (VP Philips Electronics) Sebastian Moeritz (CEO, dicas) David Price (VP, Harmonic) Tim Schaaf (VP Apple) Andres Mendes (CTO, PBS) Sebastian Kramer (VP, Alcatel) Bill Miller (VP, ABC) Bob Wilson (Chairman, CEO, Modulus Video) Thomas Dove (Managing Director, VQual)