



DRAFT AGENDA

Thursday, 25 January 2018

8:30 – 9:30 **Registration**

9:30 – 9:40 **Opening Address**

Brahima Sanou, Director, Telecommunication Development Bureau, ITU

Chaesub Lee, Director, ITU Telecommunication Standardization Bureau, ITU

9:40- 10:00 **Setting the Context**

Kemal Huseinovic, Chief, Department of Infrastructure, Enabling Environment and E-Applications, BDT, ITU

10:00 – 10:30 **Coffee Break supported by IHS Markit, UK**

10:30 – 12:30 **Session 1: Enabling Environment for Sustainable Growth and Deployment of Cable TV**

***Objective:** This session will focus on the key enablers for successful and impactful cable TV roll out. Case studies in Europe will be presented.*

Keynote

Matthias Kurth, Executive Chairman, Cable Europe

Speakers

- Marcin Cichy, President, Office of Electronic Communications (UKE), Poland
- Jaromír Novák, Chairman of the Council of the Czech Telecommunication Office
- Sorin Mihai Grindeanu, President, National Authority for Management and Regulation in Communications of Romania (ANCOM), Romania
- João António Cadete de Matos, Chairman, Autoridade Nacional de Comunicações (ANACOM), Portugal

Moderator: Jaroslav Ponder, Head of ITU Office for Europe, ITU

12:30 – 14:00 **Lunch Break**

**14:00 – 16:00 Session 2: Market Trends and Business Models**

Objective: *This session will focus on the cable television emerging trends from a business perspective. Industry challenges and opportunities in both the developed and developing countries will be discussed.*

Speakers

- Shinzhu Long, CTO, Shenzhen Skyworth Digital Technology Corp, China
- Nicolas Fortineau, Director of Product Development, Liberty Global, Netherlands [remote]
- Maria Rua Agnete, Executive Director, IHS Markit, UK
- Richard Broughton, Research Director, Ampere Analysis, UK
- Tatsuo Shibata, Director, Japan Cable Laboratories, Japan

Moderator : Bernd Riefler, Co-Founder & Chief Marketing Officer, Veed Analytics, Germany

16:00 – 16:30 Coffee Break supported by KDDI, Japan**16:30 – 18:00 Session 3: Evolving Technology: Innovation Driving Growth of Cable TV**

Objective: *This session will present latest technological innovation for the content delivery on integrated broadband cable networks, including new types of smart terminals able to provide integrated services, including advanced user interfaces.*

Speakers

- Marcelo F. Moreno, Federal University of Juiz de Fora (UFJF), Brazil
- David Wood, Consultant Technology and Innovation, EBU
- Simon Trudelle, Senior Director Product Marketing, NAGRA - Kudelski Group, Switzerland
- Peter Walop, ITU Expert

Moderator : Istvan Bozsoki, Head, Spectrum Management and Broadcasting Division, BDT, ITU

18:00- 19:00 Reception supported by Skyworth, China**Friday, 26 January 2018****09:30 – 11:30 Session 4: Setting International Standards for Sustainable Growth of Cable TV**

Objective: *This session will focus on regional and international standardization in the field of cable TV roll outs. The goal is to identify standardization gaps and brainstorm on standardization needs from the cable industry perspective.*

Keynote

Satoshi Miyaji, Chairman, ITU-T Study Group 9, KDDI, Japan

Speakers

- Paulo Valente, Chairman, ETSI TC CABLE, Cable Europe
- Simao Campos, Counsellor, ITU-T Study Group 16, TSB, ITU.
- Peter Mac Avock, Chairman DVB Project

Moderator : David Wood, Consultant Technology and Innovation, EBU



11:30 – 12:00 Coffee Break**12:00 – 12:45 Session 5: Way Forward****Summary of Discussions**

- Peter Walop, ITU Expert

Panellists

- Jaroslaw Ponder, Head of ITU Office for Europe, ITU
- Stefano Polidori, Advisor, ITU-T Study Group 9, TSB, ITU
- Bernd Riefler, Co-Founder & Chief Marketing Officer, Veed Analytics, Germany
- David Wood, Deputy Director, Technology and Development, EBU
- Istvan Bozsoki, Head, Spectrum Management and Broadcasting Division, BDT, ITU

12:45 – 13:00 Conclusion and Closing Ceremony
