iptvworldforum eastern europe

delivering live and on-demand content over broadband
22-23 June 2006
budapest marriott hotel, hungary

early booking 31st May

the conference will feature over 15 eastern european
telcos & ISPs discussing IPTV service deployment issues

IPTV showcase area in the exhibition featuring service
demonstrations from 10 leading eastern european &
Worldwide IPTV deployments

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iptv: world forum Eastern Europe
day one: launching iptv services in Eastern Europe

Eastern Europe and the Balkans are likely to become one of the most exciting marketplaces for broadband and IPTV over the next ten years as the combined effects of privatisations, EU accession and continued deregulation in candidate EU countries leads to more competition, network upgrades, greater broadband penetration and falling DSL access line costs. With low broadband penetration today, high DSL growth rates and very low digital TV penetration across the region, the scene could be set for the roll-out of Greenfield IPTV networks offering the region’s consumers their first taste of life beyond analogue television.

0800 Registration
0900 Chairman’s Introduction
0910 Opening keynote

session one: IPTV: central and Eastern Europe

The first session will review the current position of the Central and Eastern European IPTV market, the business models that are being deployed, regulation and enabling technologies supporting the market.

0940 IPTV in Eastern Europe – market overview
  • Regional broadband penetration and trends
  • Digital TV uptake in Eastern Europe - growth projections
  • Impact of regulation and privatisation
  • Impact of western telecom groups
  • Deployed and planned IPTV services

Karl Johannesson, Business Analyst, World Forum EMEA
Officer, T-Online Hungary
Chief IT & Technology
András Tüdos, Chief IT & Technology Officer, T-Online Hungary

1000 Business case for IPTV: T-Online services in Hungary
  • The appeal of IPTV business in Hungary
  • Service mix and marketing for new launch
  • Triple-play strategy: video to boost data/voice revenue or vice-versa?
  • Deployment timelines

András Tüdos, Chief IT & Technology Officer, T-Online Hungary

1030 Public TV goes online
  • Public TV versus commercial channels
  • New Media - new services and new options
  • The future - IPTV or something else

1100 Morning break & Exhibition

session two: the changing competitive environment

Sessions two will address the major issues affecting development of DSL and fibre based video services in this region, including the unique market and regulatory conditions impacting broadband access. It will bring together leading Cable & IPTV operators and assess the business, marketing and technology challenges facing incumbent telcos and alternative broadband service providers.

1130 IPTV in competitive environment
  • What impact will hybrid DSL networks have on the central and Eastern European video market?
  • Cable operators as IPTV providers: creating two way networks via local loop unbundling and acquisition
  • What impact will hybrid HFC/DSL networks have on the IPTV market?
  • UPC’s plans to counter IPTV threat

Nimrod Kovacs, Executive Chairman of Central and Easter Europe Group for UPC & chellomedia

1150 Technical considerations for launching Pan-European services
  • What are the key technical differentiators from market to market?
  • Lower ARPU in central and east European region will require better scalability
  • Where are the economies of scale in building corporate TVoDSL solutions for different markets?

Benjamin Schwarz, International IPTV Projects Manager, Content Division, France Telecom

1210 Case study: Securing IPTV services with Telekom Austria
Johanthon Beavon, Director of Broadband Solutions, NDS

1230 Panel: ‘Over-the-top’ internet video: threat or opportunity?
  • Does increased bandwidth to the home invite over-the-top competition?
  • Can last mile operators block over-the-top services or make them pay for access/quality of service?
  • Working with internet search engines or video internet aggregators
  • Keeping consumers in your pay TV domain: Balancing freedom and control

Benjamin Schwarz, International IPTV Projects Manager, Content Division, France Telecom
Sandra Grünberger, CEO, minimTV Medienprojekte GmbH

1300 Lunch, Networking & Exhibition

session three: network considerations and advanced services

Session three will address the key network considerations in the region, and ask whether operators in countries like Poland, Slovakia, Russia, Ukraine, the Czech Republic can benefit from maturing MPEG-4 part 10 (H.264) compression technology, the migration to IP backbones and the continued evolution of multicasting in order to improve the business case for video.

1400 Network considerations before implementing IPTV Services
  • Decision making process on network level
  • Network infrastructure prerequisites for the implementation of IPTV services
  • Experiences in implementing IPTV services for service providers in the Central and Eastern European region

Dusan Avbrhe, Solutions Architect, Smart Com d.o.o.

1420 Advanced encoding – the next steps
  • Picture-in-picture and multi-feed mosaics
  • Multi-platform encoding for a multi-play world
  • Dynamic bandwidth sharing between video and data services

Thierry Fautier, Director of Telco Solutions, Harmonic Inc

1440 Experiences from the field – key factors for the world’s largest IPTV deployment
  • How did PCCW gain 50% market share in the world’s largest IPTV deployment?
  • Service mix: VOD, PVR, gaming etc
  • Personalised service: managing content, billing, favourites etc

Gary Schultz, President of Sales, Verimatrix
Iosif Szavuj, Executive Director, INES Group

1500 Panel: Future business models for VOD
Chair: John Mouling, Editor, New Video Business
Robert Payne, General Manager & Vice President of Sales, Verimatrix
Gary Schultz, Principal Analyst & President, MRG, Inc
Taras Bugir, Chief Strategy Officer, Harris Corporation

1530 Afternoon break & Exhibition

session four: IPTV business models and strategies

Session four brings together leading IPTV operators assessing the business, marketing and technology challenges facing incumbent telcos and alternative broadband service providers, and will provide valuable insights into the market opportunities ahead.

1600 CESKY TELECOM: Current and future plans
  • Timetables for video roll-out
  • How Cesky Telecom aim to convert existing customers to video
  • Is video necessary to keep voice and data? Future outlook: Integrating mobile service in service mix

Michal Taborsky, IPTV Program Director, Cesky Telecom

1620 Market Outlook: Lithuania
  • Market trends and business case for IPTV
  • Regulation: help or hindrance?
  • Network readiness and technical considerations

Laura Vaitkuveiene, Projects Manager, TEO LT AB

1640 INES IPTV: First deployment in Romania
  • Rationale for launching video services
  • Technology and network considerations: How INES achieved IPTV
  • Service mix: VOD, PVR, gaming etc
  • Personalised service: managing content, billing, favourites etc

Josef Szavuj, Executive Director, INES Group

1700 Deploying a multi-service IPTV network in the Norilsk region, Russia
  • Service development strategies: VOD/PVR, IPTV and broadband Internet access
  • Examining the relationship with content owners - distribution or revenue-sharing models

Eugene Nikolaelev, Deputy General Director, Norilsk-Telecom

1720 Panel: Challenges for Eastern European operators deploying IPTV services
Josef Szavuj, Executive Director, INES Group
Michal Taborsky, IPTV Program Director, Cesky Telecom
Laura Vaitkuveiene, Projects Manager, TEO LT AB
Paweł Sulikowski, General Manager, Eastern Europe. TANDBERG Television
Eugene Nikolaelev, Deputy General Director, Norilsk-Telecom

Summary & Close
1800- 2100 Champagne River Cruise along the Danube
Networking Drinks Reception sponsored by Broadband Bananas & IPTV News
iptvworldforum-eastern-europe
day two iptv content delivery in eastern europe

The second day will address key issues facing all potential IPTV providers in the region, including how to source premium content to drive customer acquisition, and how to package, market and price content effectively. It will also consider the challenges content providers face and how to deliver interactive value add services. VOD has also become increasingly more sophisticated with on-demand delivery infrastructures becoming increasingly more bandwidth efficient.

0800 Registration

0900 Chairman’s Introduction
Sebastian Moeritz, President, MPEG Industry Forum

0910 Opening Keynote

session one
content delivery
Session one looks at the key issues facing operators, broadcasters and content providers in the delivery of on-demand content over IPTV. Whether operators and content providers will encourage the development of a variety of tailored niche services for the Eastern European market with the goal of driving customers take up?

0940 Eastern Europe On-Demand
• Attitude to East European market
• Release windows for VOD movies
• The role of subscription and free on-demand
• PVR/DVR burners – the beginning of the end for DVD retail?
Manfred Moermann, Head of TV and New Media, Telekom Austria

1000 Content is king
• In search of premium/exclusive content
• Helping telcos deliver more interactive services
• The impact of good content on subscriber uptake and revenue
John Rossiter, VP of New Business Solutions, Iskratel

1020 Panel: IPTV, new distribution opportunities for content
Toby Russell, CEO, 3Vision
Senior representative, Channel One, Russia
Francois Thiellet, CEO, Thema TV
Frederik Anderson, VP Business Development and Founder, Accedo
Attila J. Gazdag, Managing Director, Walt Disney Internet Group, Europe

1050 Q&A

1100 Morning break & Exhibition

session two
content around the home
Cheaper bandwidth and more efficient video compression technologies are allowing real-time delivery of IPTV. Session two will look at the role of IPTV in the successful content delivery around the connected home.

1130 DVR & multi-room television
• Do IPTV operators need in-home storage?
• DVR as a gateway device for mobile video
• Enabling multi-room TV cost effectively
• Home networking technology options, including wired vs. wireless
Mark Rooney, Head of IPTV, Pace Micro Technologies

1150 Technology foundations for content everywhere
• Standards developments for IPTV content security
• Supporting premium content distribution to trusted home devices
• Is there a market for legal peer-to-peer video distribution
• Enabling P2P on retail CE devices: DRM interoperability efforts
Frederic Maizeret, VP Sales, Viaccess

1210 Implementing interactive value-added services within an IPTV solution
• Can IPTV be more interactive than its cable and satellite rivals and how?
• Value add services: Caller ID, Chat, Click-to-Dial
• Personalised TV: where is it heading?
Selim Tolaj, Head of Multimedia Solutions, Iskratel

1230 Panel: Challenges and opportunities for internet service providers
• What do Internet Service Providers bring to the IPTV table?
• Will ISPs take IPTV onto the PC?
• Will ISPs have a unique consumer proposition?

1300 Lunch, Networking & Exhibition

session three
enhanced and personalised services
Session three examines the role interactive TV and other personalised services will play in customer retention, increasing channel ratings, and delivering new revenues opportunities. How are content providers and broadcasters approaching interactive TV?

1400 Interactive television by the Polish Public TV - TVP
• Strategy for Polish public TV for new media and interactive TV
• Countryside distribution based on IP backbone network
• Problems implementing service: Broadband penetration, legislation
• Achievements and future goals
Leszek Bogdanowicz, Head of IPTV, Polish Television

1420 Middleware solutions for IPTV
• End-to-end or best-of-breed suppliers: does it matter?
• Supporting advanced services: PVR, whole-home and gaming
• Looking ahead to multi-platform, multi-service entertainment offers
• Can IPTV middleware really scale cost-effectively?
Dr. Qiang Li, Chief Scientist of IPTV Business Group, USTarcom, Inc.

1440 Croatian Television’s view of IPTV
• How will IPTV effect traditional broadcasters in Central and East European market?
• IPTV revenue streams & interactive services
Damir Simunovic, Head of IT, Croatian Radio Television

1500 Panel: Putting subscribers at the centre of their own entertainment universe
Sotiris G. Bithas, Manager - Content Delivery Networks Section, INTRACOM Telecom Solutions S.A.
Byunglo Lee, Broadband System Marketing, Senior Manager, Samsung Electronics Co.
Gary Schultz, Principal Analyst & President, MKG, Inc

1530 Afternoon break & Exhibition

business development opportunities
IPTVworldforum is the ideal opportunity for new entrants and established players to raise their profile in the IPTV industry. It can be used as the ideal backdrop to promote products and services to a highly targeted audience.

For more information, please contact William Todd on +44 (0)117 904 2003 or email williamt@juncture-group.com

register online now www.iptv-easterneurope.com
# Registration Details

**Title**  Mr  Mrs  Ms  Dr.  Prof.  Other

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**Fax** +44 (0)117 907 4223  
**Mail** Junction Ltd, 42 Jacobs Wells Road, Bristol, BS8 1DR, UK  
**Online** www.ipTV-easternEurope.com

## One Delegate Details

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## Two Booking Details

**Registration Type**  Day One  22.06.06  
**Day One**  Standard  £599.00  
**Early booking discount**  £509.15  
**Membership discount rate**  £509.15  
**Day Two 23.06.06**  Standard  £599.00  
**Early booking discount**  £509.15  
**Membership discount rate**  £509.15  
**Two day pass**  Standard  £995.00  
**Early booking discount**  £845.7  
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**VAT is charged at 17.5%**

## Three Useful Information

Please tick the box that most closely describes your current position.  
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- [ ] Director  
- [ ] Manager  
- [ ] Consultant  
- [ ] Other

Please tick the box that most closely describes your organisation.  
- [ ] Broadcaster  
- [ ] Technology provider  
- [ ] Device manufacturer  
- [ ] Systems integrator  
- [ ] Software provider  
- [ ] Consultant

What are your aims in attending this show?  
- [ ] Networking  
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## Registration Fees & Payment

The registration fee will entitle each participant to conference presentations, lunches, refreshments and conference party. The fee does not include accommodation or travel. Registration will only be accepted with full payment.

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who should attend?

- Telcos
- Broadcasters
- Content providers
- Device manufacturers
- Technology providers
- Software suppliers
- System integrators
- Broadband providers
- Interactive TV companies
- Middleware suppliers
- VOD Specialists
- Consultancies

what you will learn...

day one launching iptv services in eastern europe
- Understanding the Central and Eastern European IPTV Market
- Lessons learnt from Central and Eastern European IPTV deployments
- Key IPTV business models and strategies
- Network considerations and advanced services

day two iptv content delivery in eastern europe
- Broadband and content delivery over IPTV
- Examining the on-demand content revolution
- Interactive value added services within an IPTV Solution
- The advanced TV services generated by IPTV

iptv showcase

keyspeakers

Andras Tudos
Chief IT and Technology Officer, T-Online Hungary
Andras is responsible for developing and maintaining the technical infrastructure behind the rich service offering of the company for both the residential and the business markets.

Nimrod Kovacs
Chairman, UPC Central Europe
Nimrod is responsible for the cable, DTH satellite and TV channel operations in Hungary, Poland, The Czech Republic, Slovakia, Slovenia and Romania.

Selim Tolaj
Head of Business Unit – Multimedia Solutions, ISKRATEL Ltd
Prior to becoming Head of Business Unit for Multimedia Solutions, Nimrod was Head of IT Research Group, responsible for evaluation and implementation of new Information and Telecommunication technologies.

Benjamin Schwarz
International IPTV Projects Manager - Content Division, France Telecom
Benjamin is a passionate senior executive with 18 years of international experience in consulting and Telco organisations where his innovation and technology leadership help secure positions in emerging markets.

Eugene Nikolaev
Deputy General Director, Norilsk-Telecom
Evgeny Nikolaev – present time 1st Deputy General Director Norilsk-Telecom. Before joining Norilsk-Telecom Evgeny was VP of Product & Marketing for TransTeleCom (largest Russian FO network , where he was responsible for all product development and marketing.

Laura Vaitkuviene
Projects Manager, TEO LT. AB
Laura joined TEO LT. AB in March 2000 and has worked in various positions among which she was responsible for new services development.

Manfred Moormann
Head of TV and New Media, Telekom Austria
Manfred led a technical reengineering project for Telekom Austria’s intelligent network and switched in 2001 to the Strategic Portfolio and Technology Management Unit.

Michal Taborsky
IPTV Program Director, Cesky Telecom
Michal is responsible for the coordination of the IPTV platform implementation, service portfolio development and the commercial launch of IPTV services.

Leszek Bogdanowicz
Head of iTV, Polish Television
As a iTVP project manager he is responsible for developing and deploying of country wide IP/TV distribution system combined with central content acquisition and management platform.

Iosif Szavinu
Executive Director, INES Group
Iosif has seat up a lot of firsts of the Romanian telecom industry: first SS7 dial-up service, first WAP server, first Datacenter, and the first IPTV service.

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Junction Ltd is a leading specialist in marketing communications and events for the digital technology market. Our expertise includes home networking, iptv, digital radio, interactive TV advertising, enhanced TV, and many more subjects.

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