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# 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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# iptvworldforumeasterneurope 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

## sessionone 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**, Managing Partner, J'son & Partners, Moscow

### 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 timeframes

**András Tüdös**, Chief IT & Technology Officer, T-Online Hungary

### 1030 Public TV goes online

- Public TV versus commercial channels
  - New Media - new platforms and new options
  - The future - IPTV or something else
- Andras Siklos**, Head of New Media, MTV (Hungarian Television)

1045 Q&A

1100 Morning break & Exhibition

## iptvnews analyst

IPTV News Analyst is a new subscription newsletter that will closely monitor marketing, business, financial and technology strategies.

[www.digitalmediapublishing.co.uk](http://www.digitalmediapublishing.co.uk)

## sessiontwo 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 Eastern 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 VoDSL solutions for different markets?

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

### 1210 Case study: Securing IPTV services with Telekom Austria

**Jonathan 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, minitiv Medienprojekte GmbH

1300 Lunch, Networking & Exhibition

## sessionthree 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 and 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 Avbreht**, 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 from CATV operators
- Differentiating service based on content, pricing and personalised television
- Impact of "playing-to-win" culture
- Looking ahead: remote access to stored video content

**Sarah Hackforth**, Vice President Sales & Operations EMEA, Entone

### 1500 Panel: Future business models for VOD

**Chair: John Moulding**, 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

## sessionfour 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

- Timeframes 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 Vaitkuvieni**, 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

**Iosif Szavuj**, Executive Director, iNES Group

### 1700 Deploying a multi-service IPTV network in the Norilsk region, Russia

- Service development strategies: VoD/PPV, IPTV and broadband Internet access
- Examining the relationship with content-owners - distribution or revenue-sharing models

**Eugene Nikolaev**, Deputy General Director, Norilsk-Telecom

### 1720 Panel: Challenges for Eastern European operators deploying IPTV services

**Iosif Szavuj**, Executive Director, iNES Group  
**Michal Taborsky**, IPTV Program Director, Cesky Telecom

**Laura Vaitkuvieni**, Projects Manager, TEO LT. AB

**Pawel Sulikowski**, General Manager, Eastern Europe. TANDBERG Television

**Eugene Nikolaev**, Deputy General Director, Norilsk-Telecom

### Summary & Close

1800- 2100 Champagne River Cruise along the Danube  
Networking Drinks Reception sponsored by Broadband Bananas & ipTV News

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## daytwo 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

### sessionone 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/DVD burners – the beginning of the end for DVD retail?

**Manfred Moormann**, 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 Development, Central Europe, HBO

#### 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 Broadband

**Attila J. Gazdag**, Managing Director, Walt Disney Internet Group, Europe

#### 1050 Q&A

#### 1100 Morning break & Exhibition

### sessiontwo 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

### sessionthree 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
- Countrywide distribution based on IP backbone network
- Problems implementing service: Broadband penetration, legislation
- Achievements and future goals

**Leszek Bogdanowicz**, Head of iTV, 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, UTStarcom, 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.

**Byoung-ho Lee**, Broadband System Marketing, Senior Manager, Samsung Electronics Co.

**Gary Schultz**, Principal Analyst & President, MRG, Inc

#### 1530 Afternoon break & Exhibition

### sessionfour advanced tv services

#### 1600 Preparing for video delivery

- How do Utility telcos become competitive, customer-facing service providers
- Do telecom companies really want to make money from video, or just protect voice/data revenues?
- Broadcast TV delivery: With or without DTT

#### 1620 Do East European telcos need HDTV to compete?

- HDTV set sales and projections
- Are consumers willing to pay for high-definition?
- Do HD economics work for Eastern Europe

#### 1640 Next generation of advertising on IP networks

#### 1700 What are the next challenges for IPTV service delivery?

#### Summary & Close

## iptvnews

iptv News is a leading site that provides up-to-the-minute and in-depth information across the industry spectrum. With over 5000 readers the site has comment, news, whitepapers and interviews.

[www.iptv-news.com](http://www.iptv-news.com)

### 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@junction-group.com](mailto:williamt@junction-group.com)

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Title  Mr  Mrs  Ms  Dr.  Prof.  Other

Surname

First Name

Job Title

Email

Tel

Fax

Organisation

Address

Post Code

### delegate 2

Title  Mr  Mrs  Ms  Dr.  Prof.  Other

Surname

First Name

Job Title

Email

### delegate 3

Title  Mr  Mrs  Ms  Dr.  Prof.  Other

Surname

First Name

Job Title

Email

### two booking details

#### REGISTRATION TYPE

Day One 22.06.06  
Standard

#### COST (£)

£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

5Membership discount rate

£845.75

Conference documentation only  
Standard

£350.00

Exhibition only  
Standard

£99.00

\*Vat is charged at 17.5%

#### GROUP DISCOUNT

A 10% discount is available for bookings of more than three people from the same organisation registering at the same time.

#### 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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Please tick the box that most closely describes your current position.

me colleagues

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Please tick the box that most closely describes your organisation.

- Telco
- Broadcaster
- Technology provider
- Device manufacturer
- Systems integrator
- Software provider
- Consultant

What are your aims in attending this show?

- Networking
- Keep up to date
- Conference session/Speaker
- Find new business partner
- Meet exhibitors
- Other

## 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...

### dayone 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

### daytwo 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.  
ABLaura 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 Szavuj**  
Executive Director, iNES Group  
Iosif has seated up a lot of firsts of the Romanian telecom industry: first ISDN dial-up service, first WAP server, first Datacenter, and the first IPTV service.

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