

# 6<sup>th</sup> HbbTV ANNUAL SYMPOSIUM

**17-18** | ROME  
OCTOBER | AUDITORIUM  
2017 | ANTONIANUM

**PRESENTATIONS**

The HbbTV Association and the HDFI (Associazione HD Forum Italia) were pleased to present the **6th HbbTV Symposium**, which took place on October 17th and 18th 2017 in Rome.

Featuring industry leaders, impressive keynotes, presentations and debates focusing on the hottest topics in Connected TV, the HbbTV Symposium was the opportunity to network with more than 260 industry influencers, 40 speakers and 18 sponsors. This Symposium is the most important gathering of decision makers in our Connected TV industry and is the premier HbbTV event. Attendees developed broad Hybrid TV insights through their engagement with expert presentations and panels focusing on topics of interest to the broadcast and broadband TV ecosystem.

[DOWNLOAD HERE ALL PRESENTATIONS IN ONE GO AS ZIP-FILE \(about 60MB\)](#)

[DOWNLOAD HERE SPEAKERS AND BIOS](#)

[DOWNLOAD HERE SYMPOSIUM BROCHURE](#)

## Day 1 - October 18, 2017

### **10:30 HDFI official welcome**

Welcome by Benito Manlio Mari, President of HD Forum Italia (HDFI)

### **HbbTV Platform: The Italian Pathway – Round Table**

Moderator: Andrea M. Michelozzi, Comunicare Digitale President

Benito Manlio Mari, HDFI President

Dr Klaus Illgner-Fehns, HbbTV Chairman

Stefano Selli, Confindustria Radio Televisioni Vice President

### **11:15 TV Market - Keynote**

Paul Gray, IHS Markit: [Television Sets: Evolution, Power Shifts and Outlook](#)

### **11:45 Country Review**

Moderator: Paul Gray, IHS Markit

Francesco Giuffrè, Anitec: [Country Review Italy](#)

Dr Lefteris Kretsos, Greek Ministry of Digital Policy, Telecommunications and Media: [Country Review Greece](#)

Atila Madakbas, Admongrel: [Country Review Turkey](#)

Jiří Voříšek, Hybrid: [Country Review Czech Republic](#)

Heinrich E. Haase, HbbTV: [Country Review Rest of the World](#)

#### **12:45 Promoting and Marketing HbbTV services**

Moderator: Marco Pellegrinato, Mediaset/HDFI

Pedro Valiente Echezarreta, Tivù: [The Italian HbbTV conformance regime](#)

James Jackson, Digital UK: [Accelerating Freeview Play through content centric navigation](#)

Francesc Mas, CCMA: [Progress in HbbTV and Big data, CCMA experiences](#)

#### **14:30 Making Television better for Consumers through HbbTV**

Moderator: Sebastiano Trigila, Vice President Vicar, HD Forum Italia

Renato Farina, Eutelsat Italia: [The plus of satellite in the HbbTV ecosystem](#)

Jason Power, Dolby: [Delivering the UltraHD experience with HbbTV](#)

Steven Power, ITV: [Making Free TV better for the UK Consumer](#)

Ralph Edeine, Fransat Connect: [Return of Experience on First HbbTV Operator Portal](#)

#### **15:30 Enhancing Television Advertising for Advertisers, Broadcasters and Consumers**

Moderator: Oliver Botti, Fincons Group

Vincent Grivet, TDF: [Introducing targeted advertising in Broadcast TV; the merits and limitations of HbbTV](#)

Dr Oliver Friedrich / David Uhlmann, Google: [Partnering for the Future of Addressable TV](#)

Klaus Merkel, IRT: [Targeted Advertising, technical approaches and practical experiences](#)

Sebastian Busse, Smartclip: [HbbTV as the basis for competitive Addressable TV solutions](#)

#### **17:00 Monetizing Hybrid Services**

Moderator: Simon Trudelle, Nagra

Paola Colombo, Publitalia '80: Back to basics – looking to the future

Antonio Vince Staybl Gofresh / ProSieben: [How to monetize interactive HbbTV content through advertising and micropayments. A case Study](#)

Lars Friedrichs, Teravolt / Reinhard Koch, Zalando: [Targeted commerce on the big screen](#)

Talal G. Shamon, Intertrust: [Introduction to Intertrust](#)

## Day 2 - October 18, 2017

### 9:30 Vision for HbbTV

[Keynote](#) Matthew Huntington, HbbTV Marketing and Education Group Chairman

### 9:45 Free to Air Broadcasting at the Broadband Crossroads - Round Table

Moderator: Emilio Pucci, E-media Institute

Gian Paolo Tagliavia, Chief Digital Officer RAI

Pier Paolo Cervi, Chief Digital Officer Mediaset

Alberto Sigismondi, CEO Tivù

Morena D'Incoronato, Senior Director Research & Portfolio Strategy Viacom Italia

### 10:30 Cutting Edge Innovations and Technologies

Moderator: Brian Paxton, Cartesian

Jon Piesing, TP Vision / HbbTV: [Coming soon from HbbTV](#)

Matt Poole, ITV: EME ClearKey – [Towards a unified pipeline](#)

Nigel Megitt BBC: Subtitle and closed caption formats: [EBU-TT-D, IMSC and the rest](#)

Marco Pellegrinato, Mediaset: [UHD Book 1.0 Overview of the Italian Baseline Requirements](#)

John Adams, Samsung: [New innovations using HbbTV](#)

### 12:00 Operator Applications and Content Discovery Services

Moderator: Jon Piesing, TP Vision

Teun van der Veen, TNO: [Operators Apps: Towards Mass Deployment](#)

Alberto Sigismondi, Tivù: [Is the OpApp an affordable way forward for broadcasters?](#)

Andy Carr, Freesat: [How can broadcasters compete with global OTT providers?](#)

Jean-Charles Verdié, Netgem/Voxtok: [Vertical business with HbbTV Operator Application](#)

### 13:00 Multiscreen Services

Moderator: Klaus Merkel, IRT

Luca De Bartolo, Tivù: [Companion Screen Interaction](#)

Dr Mikel Zorrilla Berasategui, Vicomtech Spain: [One app, multiple devices at the same time. Tomorrow may be late](#)

### 14:30 Balancing consumer privacy with service evolution

Moderator: William Cooper, Informitv

Brian Paxton, Cartesian: [Data Privacy and GDPR in HbbTV](#)

Jon Piesing, DVB TM-MIS group: [Protecting TVs from Hacks on the Broadcast Signal](#)

**15:00 Tools and Techniques for Developing Quality Applications**

Moderator: Ian Medland, DTG

Simona Tonoli, Mediaset / Miggi Zwicklbauer, Fraunhofer Fokus: [How to create HbbTV Apps without Programming one Line of Code](#)

William Cooper, Informativ: [An imperative approach to video user experiences using LUNA](#)

Juha Joki, Sofia Digital: [DASH/DRM Reference application](#)

**16:00 Closing Remarks**

Benito Manlio Mari, HDFI President

Matthew Huntington, HbbTV Marketing and Education Group Chairman

**16:15 End of the conference**