

OTT TV Asia Summit

Nov 15th - 16th, 2012
Shanghai, China
Shanghai International Convention Center

Conference speakers Including

 David Nahmani, Director, Business Development and Partnership, Orange - France Telecom	 Sheau Ng, VP Digital Strategy & Development, NBC Universal	 Dr Young-Iyoul Lee, SVP of olleh tv, Korea Telecom
 Marco Vernocchi, Senior Managing Director, Accenture	 Ye Wang, Global Product Director - DTV, HbbTV Consortium	 Dr Nilo Mitra, President, Open IPTV Forum
 Joddy Hernady, Executive GM of Multimedia Telkom Indonesia	 Pierre Cheung, VP & GM Greater China, BBC Worldwide	 Zhang Yuxia, General Manager of Future TV company, CNTV
 Liu Xiaochu, General Manager, China International Broadcasting Networks (CIBN)	 Liu Jiuping, Executive Vice President, Oriental Cable Network, China	 Liu Guanghua, General Manager, Beijing GCTV
 Andy Huang, CTO, BesTV New Media	 Wan Qianrong, Chief Engineer, Oriental Cable Network	 Li Yong, General Manager, SMG New Media
 Chen Zhihua, Vice President, ifeng	 Yang Kun, Deputy Secretary-General, Interactive Media Industry Alliance, China	 Dr. Chen Jinqiao, Deputy chief engineer, Telecommunications Research Institute

The whole value chain will be present

- OTT operators
- Service Providers (telco, cable, satellite,)
- Content Providers
- STB manufacturers
- System Integrators
- Middleware providers
- CA and DRM technology
- CE Manufacturers
- Platform providers
- Industry Analysts.
- Global associations

Conference speakers Including

				
				
				

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Introduction to DVBCN

Officially launched in the year 2004, and located in Shanghai, China, DVBCN, is a professional online portal dedicating herself to Chinese Radio-TV industry. With the current media products, namely 'Industry Daily', the weekly insights 'Industry Guidance' and 'the Industry Outlook', the monthly publication 'Network for Radio-TV Information Communications', and 'Industry Conferences and Exhibitions Reporting Series', DVBCN brings you the latest Radio-TV industry news, professionals' insights, and also the ongoing atmosphere of CCBN, ICTC, NAB, IBC, ANGACable, BroadcastAsia, etc.. Log on to www.dvbcn.com, and stay tuned.

Introduction to OTTTV

Consumption of broadband-delivered video is climbing sharply as consumers choose video on-demand versus traditional pay TV. Longer work days, more travel, and a proliferation of devices that enable ubiquitous access to broadband networks anywhere, anytime are driving this demand. Some researches predict that by 2020 the consumption of broadband video will surpass the consumption of traditional broadcast TV programming.

This new DVBCN event will take a fresh look at the potentially seismic shifts that OTT video consumption is causing by focusing on how cable, telco, wireless and other service providers, need to be capitalizing on technology and market changes to create their own new business and revenue models.

Not only will video revenues follow the path of the content itself, but OTT content threatens to clog broadband pipes and create new headaches for service providers unless they devise their own strategies for managing and monetizing OTT video. This two-day event lays out the challenges of OTT but focuses on ideas for meeting those challenges and explores the changing technologies that will enable those solutions and examines the proposed new business models that could make the difference.



OTT TV Asia Summit

15-16 Nov. ,2012, Shanghai, China

<http://www.asiaott.com>

Act Now! Register the Only OTT TV Summit in ASIA!

Day One: 15th November 2012

0800 Registration and Coffee 

Regulatory Update: OTT TV in China

0850 **Opening Remarks from State Government**
Mr Yuan Min, Director General, Internet Research Academy, SARFT (invited)
Dr Yin Yaguang, Director, Internet Research Institute, SARFT (confirmed)

Leadership Perspectives: challenges and opportunities of OTT TV in local market

0910 **Keynote Speech: OTT- Perfect complement system of pay-TV services**
Liu Jiuping, Executive Vice President, Oriental Cable Network, China (confirmed)

0930 **The OTTTV layout of CNTV**
Zhang Yuxia, General Manager, Future TV company, CNTV (confirmed)

0950 **Maximize revenue through multi-platform protocol**
Pierre Cheung, VP and General Manager Greater China, BBC Worldwide (confirmed)

1010 **OTT TV platform operators experience**
Li Yiqing, CEO, WASU, China (confirmed)

1030 **Morning Refreshment** 

1100 **Platinum Sponsor Speech**

1120 **Case Study: Build OTT platform with NGB characteristics**
Xia Pingjian, General Manager, NerCDTV, China (To be confirmed)

1140 **Panel Discussion: OTT TV and IPTV: A Match Made in Heaven or a Road to Self Destruction**
Panelists: Speakers of Above

1220 **Networking Lunch** 

Operation Innovation: Maintain and Expand Your Customers via OTT Services

1330 **Keynote Speech: Develop more OTT TV subscribe with Regional Experience**
Andy Huang, CTO, BesTV, China (confirmed)

1350 **OTT for TV and social TV with Tvcheck**
David Nahmani, Director, Business Development and Partnerships, Orange FT (confirmed)

1410 **Gold Sponsor Speech (ST)** 

1430 **Case Study: Secure New Subscribers with OTT Services**
Joddy Hernady, Executive GM of Multiemdia Group, Telkom Indonesia (confirmed)

1450 **Panel Discussion: Is industry ready for large-scale promotion of OTT services**
Panelists: Speakers of Above

1510 **Afternoon Refreshment** 

Industry Maturity: Ecosystem Development of OTT TV

1540 **Keynote Speech: Connecting TV to the Future - Understand the Relationship among Telecom Operators, CE Manufacturers and Content Developers**
Nilo Mitra, President, Open IPTV Forum (confirmed)

1600 **Gold Sponsor Speech (Dolby)** 

1620 **How will Connected TV Impact the Value Chain of New Media**
Li Yong, General Manager, SMG New Media, China (confirmed)

1640 **Panel Discussion: Is the Industry Chain Ready to Support Mass Market Uptake of OTT services**
Panelists: Speakers of the Above

1730 **End of Conference Day 1**

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Day Two: 16th November 2012

0800 Breakfast Tea & Coffee 

Revenue Generation: Find the Next Gold Mine in OTT

0850 **HbbTV - Successful Experience of OTTTV**

Ye Wang, Global Product Director - DTV, HbbTV Forum (confirmed)

0910 **Case Study: The intergration of broadband and broadcasting network**

Liu Guanghua, General Manager, BGCTV,China (confirmed)

0930 **Content Providers Key role in OTT development and ecosystem.**

Sheau Ng, VP Digital Strategy & Development, NBC Universal (confirmed)

0950 **The Changes of media mechanisms And OTT TV in local practice**

Chen Zhihua, Vice President, IFENG, China (confirmed)

1010 **Platinum Sponsor Speech (Accenture)** 

1030 **Morning Refreshment** 

1100 **Case Study: Exploration of the Chinese License Provider with OTT TV**

Liu Xiaochu, General Manage, China International Broadcast Networks, China (confirmed)

1120: **The Convergence of Broadband and Broadcast**

Dr Young-lyoul Lee, SVP of olleh TV, Korea Telecom (confirmed)

1140 **Gold Sponsor Speech(ZTE)** 

1200 **Panel Discussion: Services Subscription, On-Demand or Advertisement led? - How to maximize the value of your OTT Services?**

Panelists: Speakers of the Above

1230 **Networking Lunch** 

Cross Borders: Partnerships Among Content, Network and Terminals

1340 **Interactive industry for the field of home entertainment imagination**

Yang kun, Deputy Secretary-General, Interactive Media Industry Alliance, China(confirmed)

1400 **Gold Sponsor Speech**

1420 **Shorten deployment cycles and guarantee the reliability of OTV business**

Yang Chenjun, Doctor, China Mobile Beijing Branch, China (to be confirmed)

1440 **Gold Sponsor Speech**

1510 **Afternoon Refreshment** 

1540 **Create a conducive ecosystem for application development**

Liang Tiehang, Vice dean of the industrial Technology Research Institute, TCL group,China(to be Confirmed)

1600 **Seek new opportunities by OTTTV service delivery platform**

Dr.Chen Jinqiao, Deputy chief engineer, Telecommunications Research Institute(Ministry of Industry),China (to be confirmed)

1620 **Panel Discussion: The impact of Partnerships Between Consumers Electronics Companies and Content Providers on Operators and ISPs**

Panelists: Speakers of the Above

1700 **Panel Discussion: Looking at Business models for OTT: Subscription, On-Demand, Advertisement led - Which One Works Best?**

Panelists: Speakers of the Above

1740 **Closing Remarks from Organizer**

Anna Xie, General Manager, DVBCN

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