OTT TV Asia Summit





Nov 15th - 16th, 2012 Shanghai, China

Shanghai International Convention Center

The whole value chain will

be present

Service Providers (telco,

OTT operators

cable, satellite,)

Content Providers

STB manufacturers

System Integrators

Middleware providers

CA and DRM technology

Conference speakers Including



David Nahmani, Director, Business



Sheau Ng. VP Digital Strategy& Development NBC Universal NBC



Dr Young-Iyoul Lee, SVP of olleh tv.



Marco Vernocchi, Senior Managing Director. accenture



DTV. Consortium HbbTV



Dr Nilo Mitra, Open IPTV Forum





loddy Hernady, Executive GM of Multimedia Telkom O



Pierre Cheung, **BBC** Worldwide



Zhang Yuxia, General Manager of Future TV company,





Liu Xiaochu, General Manager, CIEN



Oriental Cable Network OCM BBBB









Andy Huang, CTO. **BesTV New Media**



Wan Qianrong, Chief Engineer **Oriental Cable Network**



General Manager

Li Yong,

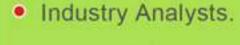


SMG New Media



Platform providers

CE Manufacturers



Global associations



ifeng

Chen Zhihua,



BOSTV BRIM



Yang Kun, Deputy Secretary-General, Industry Alliance, China 西西斯中华田里





Deputy chief engineer, 1全相當里化器电臨研究院



Conference speakers Including































Sponsor

Platinum Sponsor:

















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)

Morning Refreshment 1030



Platinum Sponsor Speech 1100

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



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) DIGITAL

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





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

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)

Platinum Sponsor Speech (Accenture) accenture 1010

Morning Refreshment 1030



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-Iyoul Lee, SVP of olleh TV, Korea Telecom (confirmed)

Gold Sponsor Speech(ZTE) **ZTE中**兴 1140

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 Jingiao, 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?

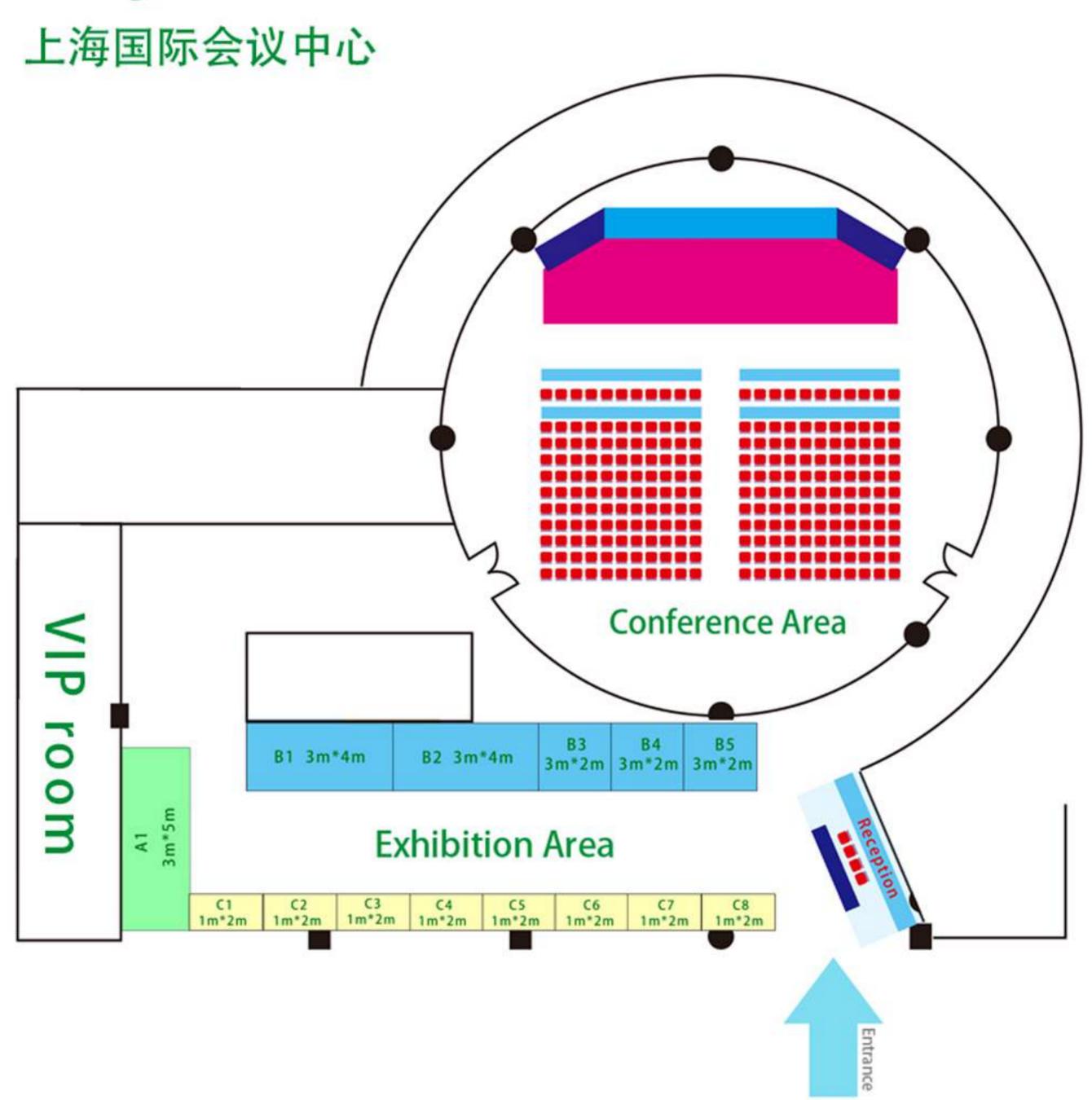
Panelists: Speakers of the Above

1740 Closing Remarks from Organizer Anna Xie, General Manager, DVBCN





Shanghai International Convention Center





OTT TV Asia Summit

15-16 Nov. ,2012, Shanghai, China http://www.asiaott.com