

HbbTV Symposium

Madrid, October 18th & 19th 2016



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Welcome Keynote

D. Antonio Fernández-Paniagua Díaz-Flores
Subdirector General de Planificación y Gestión
del Espectro Radioeléctrico



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AEDETI Keynote

José Luis Vazquez
AEDETI President



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HbbTV and the connected consumer, where are we today?

Juergen Boyny

Global Director Consumer Electronics GfK



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Country Review Panel



Juergen Boyny, Global Director Consumer Electronics GfK

- **Anil Nihalani**, Head of Connected Media Mediacorp
- **Ignacio Gómez**, Innovation Director RTVE
- **Erik Vold**, Senior Broadcast and IT Engineer NRK / Nordig
- **Régis Saint Giron**, Co Chairman Marketing group HbbTV



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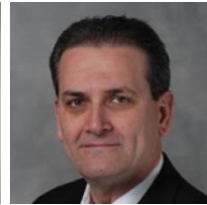
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Driving Top Line Revenues with HbbTV



José Luis Vazquez, President AEDETI and CEO Mirada

- **Aisha Petter**, Director Sales & Marketing ProSiebenSat.1 Digital
- **Heinrich von Hoessle**, Unit Director Addressable TV SevenOne Media
- **Torsten Schmidt**, Lead Architect OTT & Hybrid Services MediaBroadcast
- **Merwan Mereby**, President Smart TV Alliance



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Advertising Panel



Niko Muñoz, Innovation Hunter in Chief Inicia Corporate

- **Petr Mazanec**, CTO Mautilus
- **Pawel Tutka**, HbbTV expert Hydra.tv
- **Matthew Huntington**, CTO Freesat
- **Mikko Karppinen**, Director Icareus



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King of the Mountain for TV Apps: HbbTV, Android, iOS



Régis Saint Girons, Co-Chairman Marketing group HbbTV

- **Gonzalo Rielo**, Jefe de Tecnología Atresmedia Digital
- **Paul Capron**, Senior Technical Architect BBC
- **Cristina Garcés**, CEO Optiva Media
- **Jon Piesing**, Director Standardisation TP Vision



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COCKTAIL

Melià Castilla Hotel
Calle del Capitán Haya, 43

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Smart TV
Alliance

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Vision for HbbTV

Dr. Klaus Illgner-Fehns

HbbTV Chairman - IRT CEO



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Adopting HbbTV 2.0.1: Insights, Lessons & Considerations



Jon Piesing, Director Standardisation TP Vision

- **Michael Barroco**, Senior Project Manager, Technology & Innovation EBU
- **Clive Santamaria**, Chief Architect ITV
- **Louay Bassbouss**, Senior Project Manager Fraunhofer FOKUS
- **Andy Hickman**, CEO Eurofins



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OpApps: HbbTV as an opportunity for Operators



Peter MacAvock, Head of Delivery and Services EBU & Chairman DVB Project

- **Matthew Huntington**, CTO Freesat
- **Oliver Friedrich**, Senior Expert New Media Deutsche Telekom
- **Jon Piesing**, Director Standardisation TP Vision



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Harnessing the Power of Big Data



Matthew Huntington, CTO Freesat

- **Jordi Gilabert**, Founder and CEO Konodrac
- **Francesc Mas**, Project Manager CCMA



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LUNCH

Networking & Demonstrations

Afternoon session starts at **2:30 PM** - sharp please 😊



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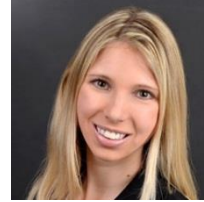
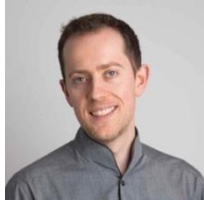
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Interoperability: How to reach 43M homes with your HbbTV App



Xavi Redon, Product Manager Cellnex Telecom

- **Alex Russell**, Head of Conformance Digital UK
- **Bob Campbell**, Chairman HbbTV Improving Interoperability Task Force
- **Mark Horchler**, Sr. International Marketing Manager EMEA Elemental
- **Stefan Pham**, Scientist and Project Manager Fraunhofer FOKUS
- **Lars Friedrichs**, Director TeraVolt
- **Claudia Kraus**, Project Manager ProSiebenSat.1 Group Special Project Office



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Closing Notes

José Luis Vazquez, AEDETI President

Dr. Klaus Illgner-Fehns, HbbTV Chairman - IRT CEO



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THANK YOU

See you all next year!



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