

6th HbbTV ANNUAL SYMPOSIUM

17-18 | ROME
OCTOBER | AUDITORIUM
2017 | ANTONIANUM

**SPEAKERS
&
MODERATORS**

Day 1 – October 17, 2017

- 10:00 Registration, coffee and demonstrations**
Demo area tour, Overview of Technology Exhibition
Marco Pellegrinato, HDFI Deputy President
- 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
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: Italy
Lefteris Kretsos, Greek Ministry of Digital Policy, Telecommunications and Media : Greece
Atila Madakbas, Admongrel : Turkey
Jiří Voříšek, Hybrid : Czech Republic
Heinrich E. Haase, HbbTV: 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
- 13:30 Lunch, Networking & Demonstrations**
- 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
Steven Power, ITV: Making Free TV better for the UK Consumer
Ralph Edeine, Fransat Connect : Return of Experience on First HbbTV Operator Portal
Jason Power, Dolby: Delivering the UltraHD experience with HbbTV
- 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
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
- 16:30 Coffee, Networking & Demonstrations**
- 17:00 Monetizing Hybrid Services**
Moderator: Simon Trudelle, Nagra
Paola Colombo, Publitalia '80 : Back to basics – looking to the future
Talal G. Shamon, Intertrust: 2018 – Life is not worth living without open standards
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

Day 2 - October 18, 2017

- 9:00 Registration, coffee & demonstrations**
- 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, Viacom International Media Networks 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
- 11:30 Coffee, Networking & Demonstrations**
- 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
Mikel Zorrilla Berasategui, Vicomtech Spain : One app, multiple devices at the same time.
Tomorrow may be late
- 13:30 Lunch, Networking & Demonstrations**
- 14:30 Balancing consumer privacy with service evolution**
Moderator: William Cooper, Informityv
Brian Paxton, Cartesian (Farncombe) : 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
Juha Joki, Sofia Digital : DASH/DRM Reference application
William Cooper, Informityv : An imperative approach to video user experiences using LUNA
Simona Tonoli, Mediaset / Miggi Zwicklbauer, Fraunhofer Fokus : How to create HbbTV Apps without Programming one Line of Code
- 16:00 Closing Remarks**
Benito Manlio Mari, HDFI President
Matthew Huntington, HbbTV Marketing and Education Group Chairman
- 16:15 End of the conference**

JOHN ADAM, Head of Business Development and Industrial Affairs, Samsung



John Adam is a graduate in Physics from the University of Glasgow who has been involved in Digital TV since the first European launches in the late 90's.

Prior to his current role, John was employed by Sony and EMC2 where he held a variety of European Product Management roles with responsibilities ranging from Consumer Set Top Box through to MHEG/MHP Play-out and Internet Streaming and Distribution Systems. John has been employed by Samsung since 2002. In his current capacity, John leads a team that engages with European Broadcasters on their future service and business plans and works with local Government Regulators and Standards Bodies on digital media regulation and standardization across Europe.

John represents Samsung on a number of external industry bodies including: DVB Steering Board, HbbTV Steering Board, Vice President of the Digital Terrestrial Action Group (DigiTAG), Board Member and Chairman of the CI Plus Limited Liability Partnership..

OLIVER BOTTI, Head of International Business Development and Innovation, Fincons Group



A University of Milan Computer Science graduate, he started his career as a researcher at ENEL. In the same period, he also acted as consultant and reviewer for the European Commission in ICT Research&Innovation programmes.

He was BU Manager of Energy&Utilities and Fashion&Retail for 7 years, he then gathered another 10 years' experience in the media space, driving sales for leading international vendors of digital video solutions.

In FINCONS GROUP since 2013, as Head of International Business Development and Innovation he drives Group international business growth and portfolio innovation through R&D initiatives, with particular focus on the Media sector. In this sector specifically he is involved in multiscreen video distribution, Interactive TV and innovative Advertising paradigms based on Broadcast-broadband convergence, IoT, VR/AR, Big Data and Advanced Analytics applied to OTT and to Audience Segmentation and UX Personalization. In addition to this he is involved in numerous Research&Innovation initiatives and live implementations with international tier-1 broadcasters and publishers.

SEBASTIAN BUSSE, Director Addressable TV International, Smartclip



As product owner for Addressable TV Sebastian Busse currently leads the international roll-out of the smartclip Addressable TV platform. With a proven track record in Smart TV and being an expert in digital advertising technologies, Mr. Busse combines practical experience and theoretical background as only a few other people in Europe do.

His vision is to promote and develop the world and means of TV advertising. Previously, Mr. Busse was responsible for the development of Europe's largest publisher network on Connected TV and was also heading the global partnerships with LG, Philips and Samsung at smartclip. Prior to smartclip, he worked in digital media sales at IMG Media and started his career at digital agencies syzygy and GREY/ argonauten.

ANDY CARR, Head of Supply Chain, Freesat



Passionate about television and technology, Andy loves delivering great products. In Freesat, overseeing the commercial relationships that drive the growth of Freesat's product range. With more than twenty years experience in the television industry, connecting people, technology and products to produce strong relationships with stakeholders.

A track record of working closely with retailers to establish market demand for new and innovative products, providing clear commercial insight.

PIER PAOLO CERVI, Chief Digital Officer, Mediaset



Pier Paolo Cervi graduated in Electronic Engineering at the "Università degli Studi" of Bologna. After 9 years in Barilla Group, in 2000 he was one of the founders of Buongiorno where he assumed different roles up to the role of Managing Director of the Italy&International markets (Italy, Usa, Mexico, Brasil, Greece, Turkey).

In 2009 he was appointed as Managing Director of the Digital Division of the publishing group L'Espresso. Since July 2016, Pier Paolo is Chief Digital Officer at Mediaset.

PAOLA COLOMBO, General Manager, Publitalia/Mediaset



Paola is General Manager of Publitalia '80, Mediaset Italy saleshouse, where she is leading the Adtech and Business development unit focussing on new business strategies, partnerships, and technology driven innovation. Paola graduated in 2003 as an Engineer at Politecnico of Milan.

Thriving into change and passionate about innovation and technology, she has worked in finance and digital media in London first, gaining experience on several markets and international environments, and in Italy, for GroupM. After pioneering the world of programmatic in Italy with the launch of Xaxis which she lead from 2011 to 2015, she has moved to the broadcaster world to jump right in the fascinating evolution of the media industry to launch and grow emerging revenue streams.

Currently Paola is CEO of Adtech Ventures srl and Board Member of Publieurope Ltd, both Publitalia companies on Adtech development and International Saleshouse respectively. She has been appointed Director in the newly launched European Broadcaster Exchange.

WILLIAM COOPER, Co-Founder and CEO, Informitv



William has a background in broadcasting and a PhD in Communications. As Head of Interactive Operations at the BBC he managed the deployment of services across multiple channels and platforms. As founder of informitv he provides strategic consultancy to clients around the world

LUCA DE BARTOLO, Sales and Commercial Director, Tivù srl



Luca is Commercial and Sales Director at Tivù S.r.l. (a JV between Mediaset RAI, and Telecom Italia). In this capacity, he is responsible for sales and post-sales activities with device manufacturers, broadcasters and retailers,

business development, and a growth strategy that includes investing in new ventures.

Luca also heads licensing and certification testing for tivùsat and tivùon! Prior to joining Tivù, Mr. Luca was a Consultant in Booz & Company (formerly Booz Allen Hamilton LLC) where he was a member of the Communication Media and Technology team, where he specialized in digital TV, emerging media, digital convergence, technology and new media business initiatives.

Luca holds an Industry Executive Masters degree in Media and Entertainment from Copenhagen Business School SIMI and an MSc in Company Management from LUISS Guido Carli University in Rome.

MORENA D'INCORONATO, Senior Director Research & Portfolio Strategy, Viacom Italia



Morena is Research & Portfolio Strategy Senior Director at Viacom Italia, leading all the activities related to portfolio strategy, consumer insights and performance measurement for all Viacom Italia brands. Committed, enthusiastic and passionate about new trends in TV and media consumption, with over 15 years of experience gained in Brand, Media and Content in Italian Media landscape.

Millennials and Kids expert, with a wide knowledge on these targets ranging from media consumption to consumer habits. Founder and member of 'Osservatorio Social Tv', Università La Sapienza di Roma.

PEDRO VALIENTE ECHEZARRETA, Responsible for device certification, Tivù



Pedro Valiente is a senior engineer responsible for device testing and certification for Tivù's conformance regimes as well as in charge of Tivù's technical specification drafting. Pedro also supports all the TV and STB manufacturer in their product development process in order to comply to Italian specification and to support the new HbbTV services.

Personally involved in the migration from MHP to HbbTV in Italy. Member of HbbTV Steering board since 2016. Education includes an M.A. in engineering and executive course in project management.

RALPH EDEINE, Director of Innovation & technical solutions, Fransat



Ralph is Director of Innovation and Technical Solutions at FRANSAT SA, French DTH platform operator (subsidiary of Eutelsat SA). He has worked in the definition of the Fransat Connect HbbTV 1.5 operator Portal.

He managed the development of additional FRANSAT CONNECT API features for the FRANSAT CONNECT Setup Boxes and implementation of the CI+ SAS resources within HbbTV to propose direct integration of linear and OTT pay tv offers for the FRANSAT CONNECT IDTV with CI+ CAM Modules.

Prior to this, he developed the FRANSAT PRO specifications for the SAT>DVBT Head ends with CI CAM PRO modules (0.5 Millions of viewers) and the Fransat DTH specifications for IDTV with CI+1.2 and CI+ 1.3 CAM modules.

Ralph EDEINE is currently member of the French "FORUM AUDIOVISUEL NUMERIQUE" group, CI+ DVB Steering groups and Free TV Alliance technical taskforce.

RENATO FARINA, CEO Eutelsat Italia, Eutelsat



Renato has been CEO of Eutelsat Italia since 2012. Previously, for seven years, he was General Manager of Skylogic, the Eutelsat subsidiary for broadband services, now Eurobroadband. During his 30-year career in telecommunications and broadcasting, also spent in Telespazio and Mediaset (RTI), he has gained outstanding knowledge of the main dynamics and trends of the industry.

Since 2013 he has been Vice-President of Asas, the Association for Services, Applications and ICT Technologies for Space. Since 2014 he has also been Vice-President of the HD Forum Italia Association.

OLIVER FRIEDRICH, Strategic Partner Lead for Broadcasters, Google EMEA



Oliver is leading Google's partnering efforts in the direction of the broadcasters and platform providers for the DACH region for topics as Addressable TV and Dynamic Ad Insertion based in Google's DoubleClick for Publishers (DFP) product. Prior to joining Google, Oliver served Senior Expert in Deutsche Telekom's Innovation Laboratories and before as team lead at the Competence Center Future Applications and Media at Fraunhofer FOKUS.

Oliver holds a diploma in Computer Engineering and a PhD from Technical University of Berlin and an Executive MBA from ESCP Europe

LARS FRIEDRICHS, Director, Teravolt



Lars is Director at TeraVolt, responsible for business development and connected TV.

Lars studied business at the university of Hamburg and after his degree he joined Axel Springer Verlag interactive media, InterCom and MilleMedia. From 2004 he was 11 years at ProSiebenSat.1 Digital as a Director accountable for all Teletext activities and launched the HbbTV business of

the ProSiebenSat.1 Group.

FRANCESCO GIUFFRÈ, Director General ANITEC



Francesco Giuffrè graduated in physics and started his working experience in USA at Lifephone. Once back in Italy, he developed seven-year experience within the ASCOM TLC Group, shaping his pan-european profile in R&D and Regulatory Affairs.

He joined ANITEC in 1997, over the years covering various management positions. Since January 2013, he is the Director General. Francesco has been part of the European ICT Associations since the ECTEL and EICTA era and contributed, both at national and European level, to reflect the digital market convergence of TLC, IT and CE sectors into the associations' strategy and organisation. In the past years, Anitec strengthened its role as trustable reference partner of Italian institutions for the development of digital agenda and leads in Italy important EU projects as eSkills for Jobs and Watify. Francesco strongly believe that Digital is crucial

to ensure Europe's competitive advantage in the global economy and DSM is a key step in this direction.

PAUL GRAY, Associate Director, IHS Markit Technology



Paul joined IHS in November 2014, when IHS acquired DisplaySearch, a leader in primary research and forecasting on the global display market. At DisplaySearch, he served as director of European research. In addition to TVs, he has also researched wearable devices, digital broadcasting and semiconductor technology.

He conducted in-depth analysis and forecasting of wearable devices, connected TV and 4K Ultra HD. Mr. Gray has more than 20 years of experience in market intelligence, marketing and product management. His work includes forecasting, product strategy, investment and R&D decisions. He has also been involved in consulting and conferences, and has been cited as an expert by (amongst others) the BBC, Nikkei, Los Angeles Times, Le Monde, Financial Times and The Korea Herald.

Prior to DisplaySearch, Mr. Gray worked at NXP Semiconductors as both a market intelligence manager and semiconductor product manager. Before NXP, he held positions of increasing responsibility at Philips Display Components (later LG.Philips Displays), including director and international account manager in both Asia and Europe.

He began his career as a production shift leader in a CRT factory. Mr. Gray has a Bachelor of Science in Electrical Engineering and a management diploma in Industrial Studies from Loughborough University, United Kingdom

VINCENT GRIVET, Vice President of Broadcast Development, TDF



Vincent is Vice President of Broadcast Development at TDF, the leading operator of terrestrial broadcast in France. He started his career in the Orange Group, where he held various positions in product management, M&A/International Development; he worked at Orange Group's Belgian operations at Mobistar and then as CEO of Orange's internet operations in Belgium (Wanadoo at that time). He was the co-founder and MD of Maxtel, an entrepreneurial Wireless Broadband start-up in 2006.

He joined TDF Group in 2007 as MD of HDRR, a WiMax (Broadband wireless) operator created by TDF together with Groupe Bouygues, SFR and Caisse des Depots where he oversaw the start of commercial service, and then the consolidation of HDRR with Bolloré Télécom.

As VP of Broadcast Development at TDF, Vincent is leading the strategic efforts of TDF, in partnership with the leading French Broadcasters, to continuously integrate DTT in the new digital and media consumption paradigms. He is representing TDF at the DVB's Steering Board and Commercial Module and is chairing the DVB group dedicated to Terrestrial Broadcast and co-chairing the Targeted Advertising ad hoc group.

He is a Board Member at IDATE Digiworld, the leading European think tank and research institute for the digital economy, and at Molotov, a highly visible start-up launched in France in 2016 which aims at re-inventing the way people discover and access to TV programs where TDF as well as Sky made strategic investments. Vincent is a graduate from Paris' s prestigious Ecole Polytechnique and Telecom schools.

HEINRICH E. HAASE, Project Coordinator, HbbTV



Heinrich is Project Coordinator of the HbbTV Association. He worked as Director and Manager in sales, product management and business development for companies like Philips, TOP Business AG, Pace, SeaChange and Cisco and has more than 40 years' experience in the TV industry.

In addition he is providing training and business coaching services to several clients based on his background as Sales-Trainer and Logotherapy-Counselor. He has created amongst others an HbbTV database for the HbbTV Association which provides more detailed information about available HbbTV services and applications around the globe.

MATTHEW HUNTINGTON, Chairman Marketing Group, HbbTV



Matthew has over 20 years of experience in developing solutions, services and products for digital and interactive television, starting with video-on-demand trials in the early nineties.

In his current role as CTO of Freesat he leads the design, development and live operations of Freesat product portfolio. Under Matthew's technical direction Freesat continues to be an innovation hub for free-to-view television, in the UK and across the globe.

A popular satellite, cable and technology speaker, Matthew has the ability to clearly articulate the essence of complex technical issues to general and business audiences. He has written and spoken extensively on interactive television technology. Matthew holds a first class honors degree in Computer Software Technology from the University of Bath.

He has a number of pending and issued patents and is active in several industry groups, He is a steering board member of HbbTV, a council member of DTG and on the management committee of the FreeTV Alliance. He currently resides in London, with his wife, Abigail, and daughter, Amelia.

KLAUS ILLGNER-FEHNS, Chairman, HbbTV



University Studies and Doctorate in Electrical Engineering at RWTH in Aachen, Germany. Scientific Assistant at the Institut für Elektrische Nachrichtentechnik of RWTH Aachen. "Member of Technical Staff" in the Group "Digital Still Cameras (DSC)" of the "WW Digital Imaging BU" at Texas Instruments in Dallas, Texas. Employee at Siemens AG in the Department for "Corporate Technology, Information and Communications"; Group Leader of "Multimedia Infrastructure and Services". Managing

Director of the Institut für Rundfunktechnik (IRT) in Munich since November 2004.

National/International Committees:

- Member of IEEE (Institute of Electrical and Electronics Engineers)
- Member of VDE (Association for Electrical, Electronic and Information Technologies) and of ITG (InformationTechnology Society of VDE)
- Member of FKTG
- Member of PTKO (Production and Technical Commission) ARD/ZDF
- Member of EBU TC (Vice Chair)
- Member of DVB SB
- Member of ATRT
- Member of DKE LK

- HbbTV Association (Chairman)
- ETSI (European Telecommunications Standards Institute)

JAMES JACKSON, Technical Director, Digital UK



James is the Technology Director of Digital UK, where he is responsible for the management of the technology, specifications and systems supporting the UK's largest free-to-air television platform. This includes Freeview Play – the hybrid TV platform offering the best of UK broadcast and on-demand content without subscription. James has extensive experience of developing and managing distribution services. Prior to joining Digital UK in June 2015, James was Head of

Distribution Strategy for the BBC and has held a range of senior roles within the BBC's distribution and technology teams over the last 10 years, encompassing commercial and engineering management.

JUHA JOKI, Director, Broadcast and Testing, Sofia Digital



Juha works as Director, Broadcast and Testing at Sofia Digital, his responsibilities include DVB Broadcast head-end products and testing and certification services.

He is the co-author of the Nordig HbbTV Test Specification and works as the project lead for Cable Ready HD, Antenna Ready and Antenna Smart certification schemes in Finland. He has over 15 years of experience in the field of DVB and HbbTV testing.

REINHARD KOCH, Product Manager / Productspecialist addressable TV, Zalando / nugg.ag



After studying culture studies at University in Lüneburg with main focus on information technology until 2000, he became expert in many aspects of webproduction, concept and product management. 2011 he joined the targeting company nugg.ad as an consultant with a strong technical background.

Since 2013 he is responsible for the integration of the nugg.ad targeting solution to the HbbTV platform of Pro7Sat1 Media AG in Germany and since 2016 for the project "Zalando Microshop on HbbTV".

LEFTERIS KRETSOS, General Secretary for Media and Communication at the Greek Ministry of Digital Policy, Telecommunications & Media



Lefteris is the General Secretary for Media and Communication (from March 2015 onwards) at the Ministry of Digital Policy, Telecommunications and Media. He holds a PhD in Employee Relations and has an extensive research and teaching experience in the UK.

He has participated in several European research projects and other academic and policy consultancy activities. He has co-edited two books and has authored more than 30 articles in peer reviewed journals, conferences and book chapters.

ATILA MADAKBAS, Director and Founding Partner, Admongrel



Atila is a joint founder of Admongrel AŞ, a company dedicated to develop and grow HbbTV services, based in Turkey. After gaining a masters degree in Optical Physics from Exeter University, Atila worked in a number of FTSE100 Media & Telco companies based in London focusing on delivering innovative solutions to the largest broadcasters in Europe.

Prior to establishing Admongrel, Atila was Director of Product Development & Platforms in BT Media & Broadcast overseeing the successful transition to digital services. He was also senior consultant at Turkish Telekom helping them to establish the Turk Telekom HbbTV and OTT services in country.

Atila's focus is now on the integration of the big screen into the wider digital ecosystem and developing business models which are platform independent and advertising driven. Atila's time is split between London, where he lives with his family, and Istanbul, where the Admongrel team is based.

BENITO MANLIO MARI, President, HD Forum Italy



Benito Manlio is an executive since 2000 at the Italian branch of Sony Europe Ltd, he is Country Sales Manager Italy in Professional Solutions Europe department.

Sony, a leader in the field of media and communication and the development of technological solutions for the professional sector, has appointed Mari to manage and develop the area of strategic customer segment in "broadcast" sector, entities aimed to national and international television segment, where technological vision represents the element of connection between the market and the manufacturer.

His education, in the long career path at Sony, has seen participation in numerous training courses dedicated to the management techniques for the management of individual and group relations.

Company's management experience was gained either through the continuous dialogue with the market, by interfacing with key contacts at managerial level of primary companies, that thanks to a constant interchange with Sony Head Quarter (Europe and Japan), with participation at Europe and worldwide meeting, representing Italy as part of planning groups for development of new technology application and business segments.

His distinctive elements are the ability to exercise leadership in the sphere of internal and external relationship and within the working groups, settled for the management of strategic projects.

President of the HD Forum Italy, a chain association composed by leading companies and organizations belonging to the field of telecommunication that give life to the Forum to promote and affirm the High Definition and beyond in the Italian audiovisual and multimedia market segment. Guest speaker at international conferences, prepares specialized articles in trade magazines.

FRANCESC MAS, Engineer Consultant & Project Manager, CCMA



Francesc is Engineer Consultant & Project Manager at the Research & Innovation department of Corporació Catalana de Mitjans Audiovisuals (CCMA S.A.). He graduated in 2001 as Telecommunications Engineer, and upgraded his skills with a Master in Digital TV in 2002 and an Executive Master of Business Administration in 2007. He's specialized in TV & Radio

News IP contribution, multi-platform delivery and broadcast & broadband TV services (DTT, OTT, and Hybrid TV).

Francesc Mas is participated in TV-Ring European project focused on innovative multi-camera TV services and Hbb4All European project about TV accessibility for impaired people. Francesc Mas collaborates in the project for the implementation of DTT in Colombia, sharing his expertise in Digital TV, Hybrid TV and OTT services.

He collaborates also in two new projects, EasyTV and ImAc, that will be developed for three years starting in September 2017, focused in accessibility for audiovisual contents in new platforms and ways of consuming such as immersive contents.

IAN MEDLAND, Head of Technical Development, DTG



In his role as Head of Technical Development, Ian leads DTG Testing's Test Suite Development Team, overseeing technical architecture and project design and management, ensuring delivery to specification, deadline and budget. Ian is Chair of the HbbTV Testing Group and a member of the HbbTV Steering Group, as well as chairing a number of DTG working groups related to interactive services and device conformance testing.

Ian joined DTG Testing from interactive TV specialists Strategy and Technology (S&T) where he spent over a decade in a variety of roles culminating in Head of Development – Client Systems, leading a group of engineers based in the UK and Hong Kong developing interactive middleware (MHEG) for digital television receivers.

NIGEL MEGITT, Executive Product Manager, BBC Design & Engineering



Nigel is a product manager in the BBC, looking after the engineering strategy for making audiovisual content accessible, including subtitles or closed captions, audio description and signing. He has been involved in this area for over five years, working on large and small procurements, delivery of internal facing technology changes, and contributing the BBC's expertise and knowledge of the UK audience's accessibility requirements to open standards groups.

He currently co-chairs the W3C's Timed Text Working Group and the EBU's Subtitles in XML group, and has contributed to several other international standards groups. Before moving into the field of access services Nigel worked as an enterprise architect in the BBC's corporate technology centre, and lead development of an EPG data authoring system for the BBC's Research and Development department.

He has both in-depth technical knowledge and a clear understanding of business and audience requirements, and is always keen to learn more.

KLAUS MERKEL, IRT



Klaus graduated from the Technical University Munich in telecommunications engineering in 1992 and then joined the IRT as scientific engineer. Since 1995 he is engaged in various working groups in the definition and market introduction of open and interoperable platforms for digital interactive television.

With various standardisation activities being an important part of this

work, he was deeply involved in the launching phase of the HbbTV initiative in 2009. He coordinates IRT's activities related to HbbTV and is still active in contributing to the further development of the HbbTV standard.

Beyond standardisation, many of his activities are related to the practical application of HbbTV in operational market environments. This includes support for both public and commercial broadcasters in all questions related to the practical use of HbbTV, specifically in the context of new service types or new HbbTV features.

ANDREA M. MICHELOZZI, President, Comunicare Digitale



Andrea is a TV journalist with an international career since 1988. From 1991 to 1994, he was working in CBS as European News Manager in Washington DC. Back in Italy, was involving as News Director in Retemia before Kirch Group has acquired the national tv to convert it in the first shopping tv in Italy.

Moved to Rome to continue his director's role and to became Comunicare Digitale's President since 2003. The digital association was born to explain the digital revolution in Italy and Europe, beginning with the dtb process in Italy and Spain, starting with the European Digital Forum event in Lucca and established new partnership with broadcasters, media producers, technological platforms, satellite and terrestrial operators, creating the largest digital hub in Europe.

He's working with the main institutions in Bruxelles and Strasbourg, producing a popular program called SETTE 24 Europa, covering the most important event as State of the Union, Sakharov Prize, Journalist's seminars, Treaty of Rome. He lives in Andalucía, but often travelling in Europe and enjoy his house's family in Tuscany.

Lately, is part of an important group that won an Horizon 2020 tender with the 5G CITY project to develop in Lucca.

BRIAN PAXTON, Head of Security and Video Consulting, Cartesian



Brian is Head of Security and Video Consulting, based in Cartesian's London office. He joined Cartesian in 2016 having worked in the UK TV industry for 20 years. Cartesian supports the TV and film industry facing the fast-changing content distribution landscape and growing piracy threats.

Prior to joining the company, Brian was most recently Technical Director of Connected TV at Digital UK, where he led the technology development of the Freeview Play TV service which launched in October 2015. Freeview Play brings catchup services such as iPlayer, ITVHub and All4 to Smart TVs and STBs.

Brian was previously Director of TV Technology for TalkTalk responsible for the design, development and operational support of the TalkTalk TV service. This service launched in September 2012 and reached 1 million TV customers within 18 months.

Earlier projects included the development of the BAFTA and Emmy award winning "Homechoice" TV service. This innovative TV service offered live broadcast, on-demand, catchup and start again services and launched in 2004.

MARCO PELLEGRINATO, Deputy President HDFI



He enters Videotime in 1980, then joined Engineering dept. in 1983. In 1991 he leads the installation for Production operations at Telecinco in Madrid, Spain.

From 1993 to 1998, he operated in research projects, funded by EC in the framework of R.A.C.E, A.C.T.S, & I.S.T. Programs gaining competences in Content distribution over ATM and IP network technology. In 1994 he was appointed Head of R&D, where he leads many emerging projects in the world of Digital Media and Innovation Technology. In 1999 he designed "RAV&FAV", the IP based network infrastructure specifically designed for ICT Operations in TV Production environment. In 2007, he conceived and designed "M-TUBE", the nationwide hi-speed dark fiber network infrastructure based upon DWDM and GE technology, capable to interconnect the Mediaset regional branches and Football Stadiums to the headquarters in Milan and Rome.

In late 2003, he co-founded DGTVi, the Association of Italian Digital TV Broadcasters, where coordinated the publishing of D-Books: the baseline requirements for CE TV manufacturers in Italy. In 2004 he has been awarded of "Cable and Satellite Europe's Euro 50", with the following acknowledgement: "Marco Pellegrinato has been instrumental in developing the specification for digital terrestrial TV in Italy". In late 2006, he co-founded HD Forum Italia.

As Vice President he coordinate the publishing of HD-Book Collection: the heritage of DGTVi publications extended to High Definition technology and broadband services. In the last decade he has been instrumental in the design and deployment of many OTT Services: Play, the Mediaset Premium PayTV OTT Service launched in February 2011, Infinity: a subscription Services with a catalogue of 5.000 Movies and Serials in 2012 and MEDIASET OnDemand: the catchup TV Service of Mediaset Free Channels.

Actually he is Director of Research in RTI Technical Innovation dept.

JON PIESING, Director Standardisation TP Vision, Chair of DVB TM-MIS group & HbbTV Vice Chairman



Jon is the vice-chair of HbbTV. He played a major role facilitating the convergence of the original French and German initiatives which together become HbbTV. He is a member of the Steering Board of the DVB project and the Steering Committee of the CTA Web Application Video Ecosystem (WAVE) project.

Jon has been a leading figure in the development of specifications for integration of TV and interactivity for more than ten years. This has included being the chairman of groups in DVB, the Open IPTV Forum and the UK DTG.

Jon is Director, Standardisation for TP Vision (who manufacture Philips TVs for Europe and a number of other territories). He has previously held senior positions related to standardisation in several different units of Philips.

MATT POOLE, Head of Online Architecture ITV



As Head of Online Architecture for ITV PLC, the largest commercial broadcaster in the UK, Matt has spearheaded the OTT Technology Strategy for ITV Online. Under Matt's oversight ITVs Award winning OTT platform, The ITV Hub, has gone from a simple web site to a On demand and Live

streaming service with over 20 million registered users on 30 platforms with over 1 billion long form video requests every year.

With 15 years of OTT video experience Matt is active in the standards community in the UK and beyond. Matt is ITV's Technical working group member for Freeview Play, the world's first implementation of HBBTV 2.0.

JASON POWER, Senior Director, Commercial Partnerships and Standards Dolby



Jason is Senior Director for Commercial Partnerships and Standards for Dolby, based in London. He specialises in the introduction of new media technology to improve the entertainment experience. In his role at Dolby, he is leading efforts to deploy high dynamic range (HDR) and next generation audio (NGA) services, working in partnership with broadcasters, service operators, consumer electronics manufacturers and standards organisations.

Jason has previously led other successful efforts to introduce several new technologies within the European broadcast industry including 5.1 surround sound. His efforts to establish practical broadcast workflows for surround sound were recognised with a Technical Emmy Award in 2006.

He has contributed to several expert groups including the European Broadcast Union group on broadcast loudness and the UK Department of Culture group on digital cinema. In addition to his roles at Dolby, Jason has held senior positions at video compression startup V-Nova and audio equipment vendor AMS Neve.

He holds an Executive MBA with Distinction from London Business School and a BSc in Applied Physics with Electronics from Aston University.

STEVEN POWER, Living Room Product Manager, ITV Hub ITV



Steven is the Product Manager responsible for ITV's OTT Living Room Strategy. ITV is the largest commercial broadcaster in the UK reaching 90% of the UK population each month via 6 linear channels and their online channel, ITV Hub. After initially joining ITV to launch iOS and Android VoD apps, he led the launch of ITV Hub+, the first subscription VoD service in the UK offering ad-free access to ITV programming.

With Connected TV being the fastest growing evolution of on demand viewing, Steven now leads ITV's big screen VoD and Simulcast adoption, ensuring our content reaches our audiences through platform launches, voice integrations, search and AI.

EMILIO PUCCI, Director e-Media Institute



Emilio is the founder and the director of e-Media Institute. He has worked in several research institutes specialised in media economics and has taught at the IULM University in Milan (2000-2005).

Furthermore, he has published several essays on the impact of technology on the media and content markets. e-Media Institute is an independent organization based in London and Milan providing a wide range of customised economic and socio-economic research-related services on media and telecommunications markets.

STEFANO SELLI, Vice President, Confindustria Radio Televisioni



Stefano Selli, Vice President of Confindustria Radio Televisioni with responsibility for Regulatory and Institutional Affairs is Head of Institutional Relations in Mediaset SpA.

Selli has a long term experience in the TV and Communication sector at institutional level: Chief Secretary of Paolo Romani, Deputy Minister of Economic Development with responsibility for communications, advisor for telecommunications affairs for Corrado Passera, Minister of Economic Department (2011-2013), advisor of Massimo Vari, Undersecretary of State with Responsibility for Communications and advisor for the TV sector of Antonio Catricalà, Deputy Minister for Economic Development with Responsibility for Communications (2013 – 2014).

Former Managing Director of FRT – Federazione Radio Televisioni, Association of national and local radiotelevision companies (1994-2008) and of Fondazione Ugo Bordoni, Italian Research Institute in telecommunication field. Before then, he was Business Director of Legal and corporate of SAT – Società Autostrada Tirrenica – Italian Highways Company (IRI) Group. Graduated in Law.

TALAL SHAMOON, CEO Intertrust



Dr. Shamon has led Intertrust’s growth and transformation from a small R&D and licensing company, to a global leader in providing trusted computing products and services. Around the world, Intertrust’s inventions enable billions of licensed consumer products and services including for media, mobile, and television products.

Intertrust’s security products and services power data platforms in various vertical markets including energy, healthcare, and media monetization. Dr. Shamon joined Intertrust in 1997 as a member of the research staff. As an early pioneer of Digital Rights Management (DRM) technology in the late ‘90s, he led Intertrust’s business and technology initiatives in the entertainment and media market, which established the company’s leadership in the media space.

Prior to joining Intertrust, Dr. Shamon was a researcher at the NEC Research Institute in Princeton, NJ where he focused on digital signal processing and content security, with a focus on digital watermarking; he co-invented award-winning technology in this field. In addition, he built and ran Intertrust’s venture fund, and is an active technology investor.

PatentShield, Intertrust’s latest venture product, launched in partnership with Google and combines the company’s expertise in intellectual property with its expertise in venture capital. Dr. Shamon is also a champion of open standards, having chaired several committees, and also having worked on key media security initiatives going back to MPEG-4 IPMP, SDMI and most recently Marlin DRM, where he currently chairs the Marlin Developer Community.

ALBERTO SIGISMONDI, CEO, Tivù srl



Alberto is an expert in digital television, he works for Mediaset as Director of Digital Platforms Development. In 2008 he has been appointed CEO of Tivù S.r.l, the JV between RAI, Mediaset, Telecom Italia Media. He has been working in television since 1978, with different roles including Strategic Marketing Director.

He is 59, lives in Milan, married with two children. Graduated in Philosophy, he taught Media Studies at University of Milan. He has chaired the Free TV Alliance recently created among the main european free to air satellite broadcasters.

ANTONIO VINCE STAYBL, Managing Director GoFresh



Vince, CEO of Gofresh, started his career in the music and entertainment industry right after successfully finishing his Information and Design Degree. The 47 year old Austrian, born in the summer of 1969, cooperated strategically with 4 major labels and was a Managing Director of a music label. After the golden age of CDs, the “Rethinker” entered the printing industry where he was publishing entertainment, art and music magazines.

After innovating in the physical product world, Antonio decided to join the digital arena at Telefonica, where he worked for 3 Years as a Digital Entertainment and Marketing Manager at iobox and Terra Mobile. In 2007, he founded with Jukka Saarelainen (“The best CTO in the world”, how Antonio called him), one of the world’s first mobile social networks: “itsmy.com”, which had a peak of more than 2.5 million users worldwide.

In 2008, Antonio was nominated by the Mobile Entertainment Magazine in UK, along with 30 other international CEOs including Steve Jobs, as Mobile CEO of the year. In 2013, he sold parts of the company and made a business switch to the next multi-billion dollar platform: “The Connected TV” world. Antonio Vince Staybl is crazy about innovation and is dedicated to transform linear TV into a brand new interactive TV experience for everyone via gamification of TV Formats and TV Advertising. His current plans are simple but big: “We are building Netflix for Games”, said Antonio 2016 at the Smart TV Media Conference in Munich and the visionary added “We will completely focus on open standards like HbbTV and HTML5 as well as on strategic cooperation with European TV Stations”.

Antonio Vince Staybl proves his professionalism and expertise with innovative presentations and speeches to the audience continuously in Oxford, New York, Paris and London and many more beautiful cities all over the world.

GIAN PAOLO TAGLIAVIA, Chief Digital Officer RAI and CEO RAI Com



Gian Paolo is the Chief Digital Officer of the Italian Public Broadcasting Service RAI. He is also President and CEO of Rai Com, the commercial arm of Rai, in charge of promoting and distributing Rai’s content in Italy and abroad. In April 2017, he joined the Board of Directors of Rai Way Spa.

He is also a member of the Board of Directors of Auditel Srl. Between 2013 and 2015, Gian Paolo Tagliavia was the CEO of the Italian branch of the leading International Advertising Group IPG Mediabrands and President of IPG Mediabrands Spain.

Before joining IPG Mediabrands, Tagliavia was the CEO of MTV Italia, a joint venture of Viacom International & Telecom Italia, and President of MTV Pubblicità, MTV’s own internal Sales House.

Previous roles within Viacom and Telecom Italia, include that of Senior Vice President of the Telecom Italia Media Digital Platforms where he led development of all the digital activities of terrestrial TV channels La7 and MTV and of Telecom Italia’s pay per view platforms.

SIMONA TONOLI, Head of European & Funded Projects, Mediaset

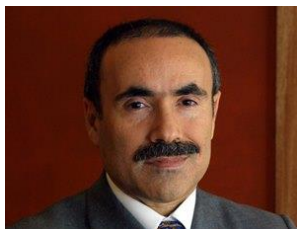


Simona is Project Manager and Head of European Projects at Innovation Technology Dept of national Italian TV Mediaset RTI.

She is currently representing the company in multiple UE funded projects and is coordinator of EU Project “Producer”. She has a 20-year experience in the Italian TV sector as Business Development & Marketing Manager,

with a focus on Innovation projects about Pay DTT TV and OTT TV. From 2005 to 2015 she worked at the main company's innovative IP Vod startups (Play, Infinity and Premium Online) launched by Mediaset Group. In Mediaset Premium (Pay TV branch) started up as responsible of Business Intelligence, Web selfcare and Direct marketing.

SEBASTIANO TRIGILA, Member of the Directorate of Research Fondazione Ugo Bordoni and Vice President Vicar HD Forum Italia



Sebastiano received his Licence Degree in Electronic Engineering from Sapienza University of Rome in 1980. Since then, he has been working at Fondazione Ugo Bordoni (FUB) under different roles: research group leader (1987-2002) and coordinator of National Ministry of Communications Programs (2002-2007). In this last context, he was technical coordinator of the national Project "Transition to Digital Terrestrial Television", awarded to FUB by the Ministry of Communications, and the Chief Project Officer of the National Program of Trial Projects for T-Government services to the citizens on behalf of the Ministry of Communications. In September 2006, he was among the founders of HD Forum Italia, an Association committed with the uptake of High Definition and Ultra HD Definition TV in Italy.

Currently he is technical staff member of the Directorate of Research at FUB and Deputy Vice President of HD Forum Italia. He is also technical coordinator, on behalf of the Directorate General for Radiospectrum Planning and Management, of the Ministry of Economic Development, of a five-year monitoring activity (2013-2017) on energetic performance of the Mobile Networks run by operators winners of the 2011 LTE Auction. He is about to conclude, in the role of Project Manager, the OCTAVE Project, funded by the European Horizon 2020 Programme, to deal with secure automated speaker verification in a cloud environment, under the cooperation of twelve partners from seven European Member States.

Beforehand, he acted as Financial Manager, in particular for DOMINO Project (2010-2012) JLS/CIPS Programme of the European Commission), and IRMA Project (2010-2012) European Regional Development Fund Program). Earlier in the past, he served as FUB delegate to CEPT, ITU and ISO committees and working groups, and as coordinator of several EU-funded projects (CTS, RACE, ACTS, IST Programs from 1989 to 2002). In his long career, he has been author of about one hundred and twenty papers.

SIMON TRUELLE, Senior Product Marketing Expert, Nagra



Simon drives various market development and product marketing activities for NAGRA, the world's leading independent provider of content protection and multiscreen television solutions designed to connect people to the content they love.

His focus areas include next generation content protection and user experience TV and video solutions that leverage IP, cloud and data analytics technology.

DAVID UHLMANN, Video Solutions Consultant, Google EMEA



David is a Video Solutions Consultant for Google EMEA. He is an expert on Dynamic Ad Insertion and its complexities for cross-screen ad insertion from the player to the cloud. Prior to working at Google, David was CTO of

the social video streaming agency Streaming Tank and co-founder of the Spanish digital agency Ittakus.

TEUN VAN DER VEEN, Senior Consultant, TNO



Teun is Senior Consultant at TNO in The Hague, The Netherlands. His main responsibility is developing and managing R&D projects in the Dutch and European telecom markets.

His focus is on TNO's media networking and access/in-home networks domains. For instance he is currently leading TNO's initiative on operator applications, working with leading European telco's and TV manufacturers and coordinating TNO's activities in standardisation.

He founded and is still involved in the organisation and agenda of TNO's Ultra-fast Broadband seminar, a world-leading event on technical developments in broadband. For many years he coordinated the commercial activities of the Networks research group, matching knowledge and business in different area's (e.g. Telecom, Defence and Mobility). Before he joined TNO in 2003, he was lead photonic chip designer at C2V, Alcatel Optronics and Kymata Netherlands. Teun holds an MSc degree in Applied Physics from the University of Twente in The Netherlands.

JEAN-CHARLES VERDIÉ, Founder and CTO, Voxtok Netgem



Former CTO at Pleyo from 2006 to 2010 where he participated to the conception of the very first HbbTV spec and created the first public WW demonstration at Roland Garros with France Television.

Director for Connected-Labs at MStar (WW leader on TVset market, providing chipsets & firmware) which he represented at HbbTV and the W3C, where he was a member of the Advisory Board from 2012 to 2014.

Now CTO of Voxtok which provides HbbTV stack for linux and androidTV, plus HbbTV-based services for the music ecosystem.

JIŘÍ VOŘÍŠEK, Chief Marketing Officer MiHybrid



Jiří is co-founder and CMO at the Hybrid Company. Jiří leads Hybrid Creative division that aims on performance maximization of digital HbbTV communication, interactivity and new business development.

He stands at most campaigns and interactive services provided on HbbTV in the Czech Republic.

Before joining Hybrid, Jiri spent 5 years as Marketing Manager in TVs, where managed its communication and media activities oriented towards commercialization. MBA graduate from CityU in Seattle.

MIKEL ZORRILLA, Head of Digital Media, Vicomtech



Mikel is with the Department of Digital Media, Vicomtech-IK4 since July 2007. He received his Telecommunication Engineering degree in June 2007 from the University of Mondragon (Spain), an advanced degree in Computer Science in June 2012 from the University of Basque Country (Spain), and the PhD degree in September 2016 from University of the

Basque Country (Spain) entitled "Interoperable Technologies for Multi-Device Media Services".

Before joining Vicomtech-IK4, he has held positions at Ikerlan S. Coop. as assistant researcher (2002-2007) in the field of Transport of Multimedia Traffic.

Currently, he is the head of the Digital Media department. He has been the technical and scientific manager of MediaScape European project (www.mediascapeproject.eu) and had participates in several European and local research projects, such as the Hbb4All European project (www.hbb4all.eu), where accessibility for media services from Connected TVs was addressed.

In 2014 he has been an associate professor in the double degree MBA (Master in Business Administration) & Computer Engineering in Deusto Business School in the field of Media Technologies

MIGGI ZWICKLBAUER, Research Engineer, Fraunhofer Fokus



M.Sc. Miggi Zwicklbauer is Research Engineer and Project Manager at the Fraunhofer Institute for Open Communication Systems (FOKUS) and specializes in the R&D of topics dealing with Connected TVs, E-Learning and Smart Cities.

She has been involved in multiple public founded national and international projects (e.g. MPAT, FI-Content 2, Open-i, SmartLearning im Handwerk). Currently, she is leading the implementation of the H2020 Project "Multi-Platform Application Toolkit".

Miggi Zwicklbauer received her Master of Science in Media Informatics with the completion of her thesis "Conception and design of an interactive mobile nature trail application" at Beuth University of Applied Sciences in 2012.