



TUESDAY 27 MARCH 2018 (MODERATOR: IGNACIO GOMEZ, RTVE)

SESSION 1: KEYNOTE

09:00 – 09:15	Welcome to BroadThinking 2018	Bram Tullemans (EBU)
09:15 – 09:30	Demonstration pitches	
09:30 – 10:00	Challenges for online distribution	Jan Devos (VRT)
10:00 – 10:30	<i>Tea, coffee & demos</i>	

SESSION 2: STREAMING

10:30 – 11:00	Testing AV1 with HEVC and JEM	Hans Hoffmann (EBU)
11:00 – 11:30	AV1: The new open Codec in action	Christian Feldmann (BitMovin)
11:30 – 12:00	CMAF for combined delivery of MPEG-DASH for HbbTV and HLS for iOS, Android and HTML5	Martin Schmalohr (IRT)
12:00 – 12:30	Interoperability Efforts for Internet TV Services	Thomas Stockhammer (Qualcomm)
12:30 – 14:00	<i>Networking lunch & demos</i>	

SESSION 3: AUDIENCE TRENDS

14:00 – 14:30	Audience trends in media consumption	David Fernandez Quijada (EBU)
14:30 – 15:00	The changing role of the TV	Paul Szucs (Sony)
15:00 – 15:30	<i>Tea, coffee & demos</i>	

SESSION 4: NEW AUDIENCE ENGAGEMENTS

15:30 – 16:00	Applicable Machine Learning for Media companies	Patrick Arnecke (SRF)
16:00 – 16:30	Targeted advertising in practice	Henry Rivero (Clypd)
16:30 – 17:00	In stream localised content congestion	David Holroyd (M2A)
17:00 – 17:30	PEACH: Personalisation by Broadcasters for Broadcasters	Sébastien Noir (EBU)

SOCIAL EVENT

19:00 –	Beer and Bites	
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WEDNESDAY 28 MARCH 2018 (MODERATOR: BRAM TULLEMANS, EBU)

SESSION 5: MEDIA PLAYERS

09:00 – 09:30	Progressive Web Apps best practice	Steven Tielemans (TheoPlayer)
09:30 – 10:00	Standardisation of statistics from Media Players	Will Law (Akamai)
10:00 – 10:30	DVB and HbbTV on hybrid services	Peter MacAvock (DVB)
10:30 – 11:00	<i>Tea, coffee & demos</i>	

SESSION 6: CONTENT DELIVERY NETWORKS

11:00 – 11:30	CDN role in 5G world	Wilfried Dudink (CenturyLink)
11:30 – 12:00	Findings from the EBU Multi-CDN project	Hemini Mehta (EBU) & Ioannis Vougiouklakis (ERT)
12:00 – 12:30	Practical use cases for WebRTC	Hadar Weiss (Peer5)
12:30 – 14:00	<i>Seated lunch</i>	

SESSION 7: ON THE HORIZON

14:00 – 14:30	GDPR: Introduction to Privacy by Design	Lukasz Olejnik (Independent security and privacy researcher and consultant)
14:30 – 15:00	Inspector Chamber: Interactive storytelling using Amazon Alexa's Artificial Intelligence	Georges Wright (BBC)
15:00 – 15:30	<i>Tea, coffee & demos</i>	
15:30 – 16:00	Virtual reality: Standardisation efforts and viable use cases	Gilles Teniou (Orange Labs)
16:00 – 16:30	Using high quality user generated content in broadcast services	Ioannis Markopoulos (Forthnet)
16:30 – 17:00	Rethinking Reliable Multicast Encapsulation Protocols	Francesco De Angelis (5G-Xcast)
17:00 – 17:10	Wrap-up	

DEMONSTRATIONS

1. Flow Multi CDN	Michael Ritchie (Eurovision)
2. AV1 livestream	Stefan Lederer (Bitmovin)
3. In stream ad insertion workflow	David Holroyd (M2A)
4. COGNITUS platform for UHD user generated content	Ioannis Markopoulos (Forthnet)
5. PEACH	Sébastien Noir (EBU)