

Internet & Mobile Solutions/Digital New Media Solutions Forum

03-07 March 2009
Hannover Fairgrounds
Hall 6, California Pavilion

As of 24 February 2009; subject to change without notice.



The IMS/Digital New Media Solutions Forum, a 5-day, 18-session program adjacent to the main California Pavilion, will showcase the best of California's offerings in web-based digital media, social networks and virtual worlds; mobile and multi-channel content distribution strategies and applications; advanced multimedia technologies; and a forward-looking prognosis for these sectors for entertainment and enterprise. A true blend of Hollywood and Silicon Valley sure to attract industry and press alike!

All programming is presented in English. If you are interested to participate or present in one of these sessions contact Jim Charos at jcharos@hfusa.com.

PROGRAM SUMMARY

Programming organized in conjunction with The Carmel Group, eMedia sf, the Society of Satellite Professionals and the Interactive Television Alliance

👉 Track 1: Multi-Platform Content Distribution
10:00-11:15 am daily • Tuesday-Saturday, 03-07 March
👉 Track 2: Digital Media, Social Networks and Virtual Worlds
11:20 am-12:35 pm daily • Tuesday-Saturday, 03-07 March
👉 Track 3: Mobile Applications & Strategies for New Media Distribution
1:30-2:35 pm daily • Tuesday-Friday, 03-06 March
👉 Track 4: Advanced Interactive Multimedia Services
3:00 pm-4:15pm daily • Tuesday-Friday, 03-06 March
👉 Company Presentations & Demonstrations
12:45-1:20 pm, 4:30-5:25 pm daily • Tuesday-Friday, 03-06 March

Please refer to pages 2-6 for daily program and individual session descriptions.

TUESDAY, 03 MARCH**9:00-10:00 am ➔ Video Presentations****10:00-11:15 am ➔ Shaking up Television: From Web TV to User-Generated Content**

Television has long been a one-way medium, in which producers produced and consumers consumed. Today, digital technologies from DVRs to the Web are turning the business on its head. This session explores how established programs are finding new distribution on the Web, and how new channels are building a Web audience before making the leap to television. It showcases how user-generated content is making its way from the computer to the living room screen, while computer hard disks (in the form of DVRs and media servers) are revolutionizing how people interact with their televisions.

Mini-Keynote Speaker: **Paul S. Maxwell**, Chairman & CEO, Media Business Corp

Panel Discussion Moderator: **Robert Bell**, Executive Director, SSPI

Panelists: **Gary Hatch**, CEO, ATCi; **Pancrazio Auteri**, CTO, TVBLOB s.r.l.; **Shoieb Yunus**, CEO, Vpype

Presentation Company: TBD

11:20 am-12:35 pm ➔ Tapping into New Users & Customers with Social Network Applications

This session is focused on ways that companies can tap into open social networks and the possible business benefits of doing so. We will look at the latest developments in open social networks as well as highlight examples of businesses that are successfully using social network platforms.

Panel Discussion Moderator: **Thomas Kaspar**, Director & Editor-in-Chief, CHIP Xonio Online

Panelists: **Sean Kane**, Global Head of Mobile, Bebo; **Stefan Zilch**, Sales Director Germany, MySpace; **Jason Goldberg**, VP Applications Platforms, XING; **Limvirak Chea**, EMEA New Business Development Manager, Google

1:30-2:35 pm ➔ Mobile Devices: Which Devices and Programs Work For Which Businesses?

The Genie is out of the bottle, when it comes to businesses appreciating the value of equipping their workers with devices that keep them working, even when they leave the office. What used to be a few calls here and there has now become a 24/7 on-call environment. The once voice-centric mobile phone has morphed into a GPS, email, texting, IM, and video device, all in one. Developers by the thousands are trying to get their programs and software applications into these devices. Which are the best? Which make the most sense? Which make the most money? Which save the most money? Is there actually business out there that cannot benefit from the mobile revolution? (Probably not, but we'll ask the question.)

Mini-Keynote Speaker: TBD

Panel Discussion Moderator: TBD

Panelists: **Lars-Christian Weisswange**, Director, D-A-CH Region and Enterprise Solutions Europe, HTC Corporation; **Michael Stenberg**, Partner Director, Central & Eastern Europe, Yahoo! Connected Life; **Dr. Hubert Rechsteiner**, VP Business Development, Nagravision-Kudelski Group

Presentation Company: TBD

3:00-4:15 pm ➔ P2P: What Business Models are Making Money in this Uncharted Territory?

Napster was the name and model that caught everyone's first attention – so many years ago, it seems – but, how the industry has grown since then. Indeed, P2P is actually quite a legit business these days, with new versions, and hybrids and business models springing up all the time. But what works best in an enterprise and commercial context? What's been learned, what's ahead? Whether we are talking about file sharing, video, audio, or data, or even telephony services, P2P suggests great things to businesses. Discussion forums, distribution of computing, the e-marketplace, and distributed search engines, as well as groupware and office automation, are yet another set of applications or uses with huge enterprise potential. How are businesses today (and tomorrow) set for bandwidth, storage, and computing power? Ready, set, P2P.

Mini-Keynote Speaker: **Dr. Thomas Rodenhausen**, Head of German Office, Harris Interactive AG

Panel Discussion Moderator: **Jimmy Schaeffler**, Chairman, The Carmel Group

Panelists: **Stephane Herry**, CEO & Cofounder, Gigatribe; **Thomas Roemer**, CEO, CUGate; **Jesse Patel**, Director of Business Development, Miro; **Matt Siegel**, CEO, Indaba Music

Presentation Company: TBD

WEDNESDAY, 04 MARCH**9:00-10:00 am ➔ Video Presentations****10:00-11:15 am ➔ Media 2.0: One Show, Many Platforms**

Not long ago, distributing a TV program was simple. It went by satellite from the broadcast center direct to a viewer's home, or detoured to a local TV station or cable operator, where it was transmitted into homes. Today, the media consumer may view that program on standard-definition or high-definition TV, over the Web, through an interactive video-on-demand service, or on a mobile device. This session examines the amazing technologies that make it possible to process media for distribution across multiple platforms at the same time, and the evolving business cases for investment.

Mini-Keynote Speaker: **Mark Cronin**, Technical Director, Arqiva Satellite Solutions

Panel Discussion Moderator: **Robert Bell**, Executive Director, SSPI

Panelists: **Shoieb Yunus**, CEO, Vpype

Presentation Company: TBD

11:20 am-12:35 pm ➔ Cheaper & Faster Software-based Business Solutions with Enterprise Mashups

This session is focused on enterprise mashups and how they can help create software based business solutions faster at less cost than the current approach of designing and coding new applications. Some believe mashups are the next major application development model. Forrester estimates that the enterprise mashup industry will grow into a \$700 million annual business by 2013 equal to 1% of the entire software industry.

Panel Discussion Moderator: **Michael Ogrinz**, Principal Architect, Global Markets Technology, Bank of America Securities LLC

Panelists: **Ludmila Radzevich-Vorobiova**, VP Business Development, Apatar; **John Crupi**, CTO, JackBe; **Olivier Poupene**, Co-Founder & CEO, Dreamface Interactive; **René Bonvanie**, Sr. VP Marketing, Serena Software, Inc.; **Stefan Liesche**, Chief Architect, WebShere Portal Accelerator & Platform IBM

1:30-2:35 pm ➔ Building the Distribution Model for Mobile Video

When it comes to mobile video, there are far more questions than answers. Who will the technology players be, and how will they meet consumer demands? Will existing mobile networks be upgraded to carry the content or completely new distribution networks developed? Will distribution be unicast, broadcast or some combination of the two? In this session, experts from mobile, video and content distribution companies identify the trends and offer their forecasts for the future.

Mini-Keynote Speaker: **Koen Williams**, Product Marketing Director, Newtec Cy N.V.

Panel Discussion Moderator: TBD

Panelists: **Antonio Arcidiacono**, Director of Innovation, Eutelsat; **Bernhard von Canstein**, Director, Business Development, Qualcomm CDMA Technologies GmbH; **Andrew Wajs**, CTO, Irdeto

Presentation Company: TBD

3:00-4:15 pm ➔ Piracy in PayTV (and Elsewhere): 35 Billion in Lost Euros, and Counting...

When a content provider looks at the profits it takes in, much of that is tied to subscription revenues from users at the pay TV level, at the PDA and MP3 levels, for example, and how those users are kept honest. There are several ways to achieve success among pirates: find more sophisticated technology, increase the punishment, make the incentives less to pirate, and educate consumers against such often destructive behavior. This all amounts to solid Digital Rights Management (DRM). Thus, TV programmers, Hollywood and other movie studios, syndicators, producers, directors, and just about everyone in the content food chain, as well as those on the hardware and operational sides of the telecom business, are going to want to attend this rare look at piracy and what it is, who does it, and how to address the problem in an efficient and professional manner.

Mini-Keynote Speaker: **Jim Shelton**, Principal, Shelton Associates

Panel Discussion Moderator: **Jimmy Schaeffler**, Chairman, The Carmel Group

Panelists: **John Norris**, VP, NDS Americas; **Robin Wilson**, VP Business Development, NagraStar; **Andrew Wajs**, CTO, Irdeto

Presentation Company: TBD

THURSDAY, 05 MARCH**9:00-10:00 am ➔ Video Presentations****10:00-11:15 am ➔ The Battle for the Next Billion Media Consumers**

As digital television, IPTV and broadband have swept around the world, they have begun remaking the traditional business of media and entertainment. IPTV brings telcos into the television business with a mix of DSL and optical fibre. Cable and SatTV companies market a triple play of video, voice and Internet. Established companies struggle to hold on to their franchises, while upstarts introduce new business models and dealmakers circle, looking for opportunity. This session reviews the most important new companies, deals and business changes in the European media scene, and forecasts the patterns that will shape its future.

Mini-Keynote Speaker: TBD

Panel Discussion Moderator: **Robert Bell**, Executive Director, SSPI

Panelists: **Pacome Revillon**, Managing Director, Euroconsult; **Franz Russ**, Managing Director, Fuchsstadt Teleport, Intelsat; **Noel Matthews**, VP Business Development, Tandberg Television; **Jason Gaedtke**, CEO, Joost

Presentation Company: TBD

11:20 am-12:35 pm ➔ The Power of Social Networking in the Enterprise

This session will discuss the ways that enterprises can use internal social networks to create a more effective organization. Enterprises are just beginning to tap into the power of social networks for their own workforces.

Panel Discussion Moderator: **Henning Behme**, Heise Verlag, Deputy Editor-in-Chief – iX

Panelists: **Vassil Mladjov**, Founder & CEO, Blogtronix; **Steve Bjorg**, Founder & CTO, MindTouch; **Mike Walsh**, CEO, Leverage Software; **Devan Batavia**, VP Sales and Business Development EMEA, Jive Software

1:30-2:35 pm ➔ Personalized Mobile Social Networking

Mobile communications, via voice, data and video, is a social experience. Therefore, it is not difficult to imagine how the future of social networks, utilized by millions of broadband users, will begin an avalanche-like movement to the mobile platform. The concept of community in the past has been at odds with mobility; now technology is reconciling the two. Mobile social networking seems to be where we are inevitably headed. This session will focus on the ideas and technologies that will define that future.

Mini-Keynote Speaker: TBD

Panel Discussion Moderator: TBD

Panelists: TBD

Presentation Company: TBD

3:00-4:15 pm ➔ Home Networking: Which New Companies are Building Tomorrow's Future Today?

Although most see home networking as a direct consumer issue, when telecommuting and amazing new tech achievements further blur the line between home and office (and the physical distinction between the two), home and office inevitably merge. Which companies play best in the home-turned-office environment, which know the right mix, which will hit pay dirt instead of dirt on their faces? What's the role of the multichannel providers, versus the content providers, versus the hardware providers? Or is "versus" really the right word? How amazing will it all become, but perhaps better asked, Can we control it so that we avoid becoming another "Dave" working at the whim of "HAL"?

Mini-Keynote Speaker: TBD

Panel Discussion Moderator: **Jimmy Schaeffler**, Chairman, The Carmel Group

Panelists: **Peter Yves Ruland**, Microsoft TV

Presentation Company: TBD

FRIDAY, 06 MARCH**9:00-10:00 am ➔ Video Presentations****10:00-11:15 am ➔ When Will the Web Kill TV?**

Everyone knows it's coming. But just how many days remain until the broadband Web kills traditional television distribution by terrestrial broadcast, satellite and cable? Already, millions of people turn to the Web for rebroadcast of TV programming, while low-resolution, user-generated video invades TV. News reporters submit stories from the field through the broadband jack in their hotel rooms. But what will it take in terms of distribution technologies in the Web's plumbing to make the Web a robust method for delivering video? This session brings together TV and Web technologists and business people to explain what works and what doesn't in Web video today, how and when it will change, and what business models are developing in anticipation of the day when the Web kills TV.

Mini-Keynote Speaker: **Tom Ohanian**, Chief Strategy Officer, Signiant

Panel Discussion Moderator: **Robert Bell**, Executive Director, SSPI

Panelists: **Jeremy DuJardin**, VP Engineering & co-Founder, Genesis Networks; **Jeroen Wilmes**, Director, Marketing & Sales, Technicolor; **M.N. Vyas**, Director, Essel Shyam Communications

Presentation Company: TBD

11:20 am-12:35 pm ➔ The Value of Virtual Worlds & 3D Web for Companies

This session will focus on the current state and future of virtual worlds and the 3D Web in the enterprise. Virtual worlds can offer opportunities to streamline processes, increase productivity and reduce costs for enterprises.

Panel Discussion Moderator: **Stephen Prentice**, VP & Gartner Fellow, Gartner Group

Panelists: **Greg Nuyens**, CEO, Qwaq; **Ron Edwards**, Managing Director, Ambient Performance (representing Forterra Systems); **Clare Rees**, European Marketing Director, Linden Lab; **Dirk Wittkopp**, Director of Portal & Workflow Development, IBM Germany

1:30-2:35 pm ➔ Mobile Video Killer Apps = Huge Profits. Where's the Next Match Winner?

Owners of mobile phones now use their devices to make calendar appointments, text messaging, listen to music, watch videos, shoot videos, redeem coupons for purchases, view documents, and more on the way. Yet, when all is said and done, two things – telephone and video – will rule the day, no matter what the mobile device. Further, what cell phone or PDA today isn't a combination of personal and business applications and uses? What determines which models, or what balances of different models, get the nod? What are business consumers demanding of their present and future software, hardware, and operational components, as it relates to mobile video content? How much better does mobile video get? This session zeros in on the profit picture, as well as which and where we find those next set of game winners, especially for the business audience.

Mini-Keynote Speaker: TBD

Panel Discussion Moderator: **Allison Dollar**, CEO, Interactive Television Alliance

Panelists: **Thomas Ellsworth**, CEO, GoTV Networks; **Frederick Broberg**, CEO, MMCast; **Nick Desai**, Chairman, JuiceCaster / JuiceWireless;

Presentation Company: TBD

3:00-4:15 pm ➔ Broadband + IPTV 2009: The Hidden Gems and Untold Opportunities

The inevitable march of technology, especially among video on PCs and desktop video, and the infrastructure that supports them, has vastly improved the process of streaming media and video and other data carriage to users, be they at terminals in the office, or using their mobile phones around the world. In the years ahead, that pace of growth will only accelerate. Where are the bottlenecks? Where are the challenges? More importantly, where are the remarkable stories of online video and broadband as it relates to computers, consumers, and enterprises, and where is the next set of trends, leading to remarkable opportunities? How much better can business get, if it is propelled by the right broadband, IPTV video, and online streaming video (or other media), offering adequate quality, at the right time, and at the right cost points?

Mini-Keynote Speaker: TBD

Panel Discussion Moderator: **Jimmy Schaeffler**, Chairman, The Carmel Group

Panelists: **Noel Matthews**, VP Business Development, Tandberg Television; **Dom Robinson**, CTO, Global-Mix; **Dr. Andrew Scott**, Director, Product Marketing, Mirifice

Presentation Company: TBD

SATURDAY, 07 MARCH**9:00-10:00 am ➔ Video Presentations****10:00-11:15 am ➔ Digital Sign Language: How Video is Transforming Your Retail Experience**

Digital signage is the name for the increased use of video and digital animation in the retail environment and other public spaces in place of printed signs and banners. Thanks to the falling price and increasing sophistication of digital systems, retailers are now bringing the excitement and selling power of video and computer technology to their stores. This session explores the current state of the art in digital signage and the continuing battles over standards and technologies. For just about any media- and retail-related company today, to not consider digital signage part of your branding and messaging is to watch the competition pass you by.

Mini-Keynote Speaker: **Jimmy Schaeffler**, Chairman, The Carmel Group

Panel Discussion Moderator: TBD

Panelists: **Simon Watts**, Chief Engineer, Hughes Europe; **Yassine Dhab**i, Head of Marketing Communications, Eutelsat; **Barry Sayer**, Regional President, UK, Ireland & Africa, ClearChannel Outdoor; **Bill Sullivan**, Director of Strategy, Broadband Systems, ViaSat

Presentation Company: TBD

11:20 am-12:35 pm ➔ Hyper Reality: Virtual Worlds and Games Drive Next Gen Entertainment

It's a well known success story -- franchises based on comic book characters have pushed the limits in console games and online environments. Now other narratives and user-driven interactive venues have followed suit through the broadband boom. Avatar societies and fan-generated narrative companions to linear programming have opened up whole new revenue streams. When coupled with casual games, networked home systems and mobile devices, these trends offer programmers and marketers innovative ways to reach and serve viewers. Come hear how alternate reality programming expands consumer engagement with shows, characters, and brands, through multiple distribution platforms.

Mini-Keynote Speaker: TBD

Panel Discussion Moderator: **Allison Dollar**, CEO, Interactive Television Alliance

Panelists: **Jay Puri**, Sr. VP, Worldwide Sales, nVidia; **Torrie Dorrell**, Sr., VP, Global Sales and Marketing, Sony Online; **Clare Rees**, Director of European Marketing, Linden Lab;

Presentation Company: TBD