

IPTV World Forum Middle East & Africa

3-4 November 2008, Dubai

www.iptv-mea.com

dayone

0800 **Registration**

0900 **Chairman's Introduction**

0910 **Opening keynote**
Senior Representative, Ericsson/Tandberg

SESSION ONE: MARKET DYNAMICS

IPTV enjoys the benefits of advanced technology but operators are often competing against established Pay TV providers. This session looks at the competitive dynamics that will impact subscriber uptake in Eastern Europe and the outlook for IPTV in the longer-term.

0940 **Selling the quad-play package**

- Du's strategy for continued quad-play growth
 - Converging services over IP
 - Role of mobile TV
 - Marketing new services
- Osman Sultan, CEO, Du**

1010 **TBA**
Senior Representative, Motorola

1040 **Q&A**

1100 Morning Break, Networking & Exhibition

SESSION TWO: BUNDLES OF FUN

1130 **IPTV in Middle East & Africa**

- Role of regulators and impact of regulation across the region
- Regional broadband penetration and trends
- The market for IPTV in Middle East & Africa
- The main drivers for IPTV Middle East & Africa
- Impact of existing global operators moving into the region
- The main obstacles to Pay TV and IPTV penetration

1150 **Continued investment and growth**

- Adding services to the network
- Need for FTTH for advanced services
- Current use of FTTH and future plans – is FTTH required for IPTV?
- Value of strategic partnerships with retailers to push subscriber growth
- Creating the connected life

1210 **Case Study: A service provider's successful growth strategy**

- How to expand into TV from broadband and mobile
 - Services that matter and how to sell them
 - Continuing subscriber growth while satisfying existing customers
 - Introducing new services to existing customers
- Hans Paulsen, Chief Commercial Officer, Uganda Telecom**

1230 **Panel: Marketing IPTV and new services**

- How to “sell” convergence to non-technical audiences
 - How to educate your customer base
 - Do customers want a 4 screen solution?
 - How do service providers evaluate what customers need/want?
 - Customer feedback from new service – any surprises?
 - Successful and non-successful marketing strategies
- Chair: Anette Schafer, Director Consumer Research, Yankee Group**
Hans Paulsen, Chief Commercial Officer, Uganda Telecom

1300 **Lunch, Networking & Exhibition**

SESSION THREE: IP IN THE MULTIPLATFORM DOMAIN

- 1430 **Satellite’s response to IPTV and service convergence**
- Competing with fixed line, converged service providers?
 - Is television enough to compete with telcos and cable?
 - The “hybrid” approach
- Mike Whittaker, Vice President, Broadcast Operations & Technology, Showtime Arabia**
- 1450 **Cable IPTV**
- The benefits of cable going IP
 - Implementing converged services over IP
 - Role and impact of DOCSIS 3.0
- 1510 **Panel: Is the future IP?**
- Will IP become the defacto method of video distribution?
 - Migrating RF and satellite services to IP
 - Mobile IP video?
- Mike Whittaker, Vice President, Broadcast Operations & Technology, Showtime Arabia**
Ali Ajouz, VP Marketing Sales and Distribution, Orbit Communications
- 1550 **Afternoon Break & Exhibition**

SESSION FOUR: GENERATING REVENUE AND ADDED VALUE

- 1630 **Interactive TV advertising in new era television**
- Engaging audiences and advertisers across all platforms
 - The role of advertising and interactive TV for IPTV providers
 - Red button linked to timeshift TV
 - One-to-one advertising: good for customer and advertiser
 - Integrating the web within advertising platform
- Senior Representative, Harris**
- 1650 **The open platform approach**
- The value of an open platforms for new services and revenue
 - Games-on-demand as a revenue source
 - Quad-play on-demand platform and service offering
 - Inviting third party applications
- Senior Representative, Ruwido**
- 1710 **Making money from IPTV**
- Services that define IPTV platform for Turk Telekom
 - Services that make money and services that add value
 - Network considerations for adding new services
- Dr. Cebrail Taskin, IPTV Program Leader, Turk Telekom**

1730 **Panel: Pay TV meets Web 2.0**

- Social networking meets pay-TV
- Value add services like user commentary over live sports games
- Incorporating UGC on pay-TV platform
- Making the pay-tv experience more personal and more web-like
- What is possible today and do consumers want it?
- Does linking “friends” to a pay-TV service encourage more subscriptions?

1800 **Summary & Close**

daytwo building a business

The opportunity for IPTV in the Middle East & Africa is clear and so are the challenges. Day two will look into the central role of content, where many IPTV providers have surprised their competitors with their ambition and innovation, review the lessons from operators in the region who have deployed IPTV services and ask searching questions about the future of TV over the unmanaged internet.

0800 **Registration**

0910 **Chairman's Introduction**

0920 **Opening Keynote**

SESSION ONE: CONTENT EVERYWHERE

0950 **The demand for content in MEA**

- What's hot content in MEA?
- The demand for western programmes and sport
- Offering On-demand movies over IPTV
- Movie release windows for consumers and hotels
- Demand and role of HD

1010 IPTV and the impact on broadcasters

- What does IPTV mean to broadcasters?
- What Al Jazeera can do to enhance the viewing experience
- Content on the move and the impact of internet TV

Khaled Taha, Director of Technology, Al Jazeera Network

1030 **Panel: The right content to the right screen**

- Working with content owners to offer content to multi-screens
- Catch up TV on PC and mobile
- What content works on PC's and handhelds?
- Are content providers willing to offer services across all platforms?
- Benefits of localisation – or is using the web the best portal for this?

**Chair: Shahid Khan, Partner, Interactive Broadband Consulting Group, LLC
Hany Saad, Media Systems Manager, Dubai Media Inc**

1100 **Morning Break & Exhibition**

SESSION TWO: SERVICE CONVERGENCE AND CONNECTED LIFESTYLES

If pay-TV operators can control content to television, PC and handheld devices they will continue to remain very profitable. In doing this, they must offer seamless device and service connectivity in the home and beyond.

1130 **Convergence 2015**

- Creating a seamless home/mobile television experience
- Video on PC, TV and handheld
- What can operators do to offer content across multiple devices
- Role of middleware and technology standards

1150 **Case study: creating the ultimate connected home experience**

- Getting homes ready for IP networking
- What is in the next connected home?
- New technologies to ease installation issues
- Covering the cost for the customer premise equipment required for tomorrow's connected home.

Nuno Afonso, Director of Product & Pricing, Portugal Telecom

- 1210 **Multimedia service mix**
- 'must have' services for the modern connected home
 - Driving revenue while keeping consumers needs in mind
 - Advantages of IPTV over competitor solution
 - Future considerations for Qatar Telecom
- Mohammad Byouk, Senior Manager, Consumer Multimedia - IPTV, Qatar Telecom**
- 1230 **Panel: Enabling technologies for full service convergence**
- Personalisation, web-TV, 'friend' commentary – what's possible today
 - The STB as the home hub?
 - QoS for home networked services to multiple screens
 - Delivering content to all devices – security concerns
- Mohammad Byouk, Senior Manager, Consumer Multimedia - IPTV, Qatar Telecom**
- 1300 **Lunch, Networking & Exhibition**

SESSION THREE: LESSONS FROM THE FIELD

2007 was a big year for IPTV in MEA with major commercial deployments and a number of significant trials. This session is dedicated to the companies who are driving IPTV into their local markets and draws on the lessons they have learned.

- 1430 **Case Study: Service provider**
- 1450 **TBA**
Michael Johnson, Managing Director IPTV Syndication Business, Tiscali, UK
- 1510 **Panel: Lessons learned from service providers**
- Things providers would change with hindsight
 - What services performed the best in respective markets
 - Premium content over new era service like HD, VOD?
 - Do customers buy on price or service quality?
 - Future killer apps
- 1550 **Afternoon Break & Exhibition**

SESSION FOUR: VIDEO OVER THE INTERNET

Online video consumption is rising along with broadband spends. How content owners and service providers keep a grip on the content and customer is a vital and hugely important discussion. However, online video presents an enormous opportunity for these groups and alternative pay-TV providers and this session will examine those opportunities and exactly where the internet fits in within the world of pay-TV.

- 1630 **Alternative video suppliers**
- Internet TV consumption in the Middle East & Africa
 - Utilising the internet to move into the video market
 - Is video over the unmanaged net a way for ISP's to offer TV?
 - Will content owners back internet-TV providers?
 - Role of internet TV in the Middle East & Africa now and in 2012
- 1650 **Internet TV service models**
- How to become an internet TV service provider
 - QoS/QoE guarantees – what's possible today
 - Do people shy away from internet TV because of the quality?
 - Advertising and free business model – does this work?

- Internet to handheld download
- Peer-to-peer content networks – the best model?

1710 **Panel: Content over the Net**

- Business and service models for content providers distributing content over the net
- Current take on internet-TV in Middle East & Africa
- Regulatory issues
- What are broadcasters, content owners and service providers currently doing with internet content
- What content works online?
- Forming alliances with social networking sites and content aggregators
- Is the internet just good for catch-up TV?

Mark Denton, VP, International Sales, Ten Sports

Hany Saad, Media Systems Manager, Dubai Media Inc

Ali Ajouz, VP Marketing Sales and Distribution, Orbit Communications

1745 **Summary & Close**