

21ST-22ND SEPTEMBER 2010 | Thistle Marble Arch Hotel, London



CONNECTEDHOME

World Summit 2010

IP Service Provider Strategies to Deliver & Monetise the Networked Home

OVER 45 SPEAKERS INCLUDING 21 OPERATORS AND CONTENT PROVIDERS



Anthony Rose,
Chief Technology Officer,
Project Canvas



Joao Mendes Pedro,
IPTV Manager,
Optimus



Carolyn Luey,
Head of Strategy
and Planning,
Telecom New Zealand



Richard Thomas,
Head of strategy-
Consumer,
BT Retail



Gerhard Faltner,
Multimedia Strategy Manager,
Telecom Austria



Klaus Milczewsky,
Products & Innovation,
Deutsche Telekom



Geert Kelchtermans,
TV Manager,
Belgacom



Guilhem Poussot,
Head of Connected Home,
Vodafone Group



Jose del Valle-Iturriaga,
Director,
Telefonica Group



Franklin Selgert,
Chair Multimedia Content
Delivery, **ETSI** & Innovation
Dept, **KPN**



Michael Reilly,
Director,
Orange Healthcare UK



Richard Griffiths,
Director TV and Entertainment,
Eircom



Ruedi Oswald,
Head of Devices,
Swisscom



Jukka Helin,
CTO, **Qbittech Ltd**
(former Director - TV,
Content & Digital Home
at TeliaSonera)



Vasily Birulin,
Head of Multimedia
& Convergence,
Vimplecom

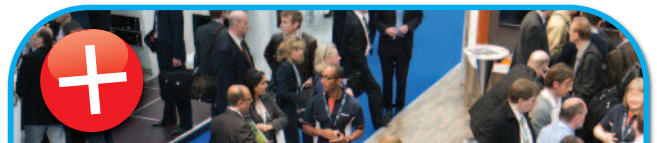


Enrico Polese,
Strategy and
Innovation,
Telecom Italia

5 reasons you can not afford to miss the Connected Home World Summit

- 21 in depth operator & content provider case studies of Connected Home launches
- Focussed & interactive agenda including 9 interactive debates
- Unrivalled opportunity to access the key decision makers from the complete value chain: service providers; content providers; consumer electronics; solution providers; standards bodies
- Multiple structured networking opportunities
- Latest technology trends and options examined

50% Discount for Telecoms Operators & ISPs



Pre Conference workshop 20th September
Monetizing the Digital Lifestyle
Hosted by **Parks Associates**

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21ST SEPTEMBER 2010 - Conference Day One



8:50 **Informa Welcome and Speed Networking Session** 

9:00 **Chairman's opening remarks**
Kurt Scherf, Vice President, Principal Analyst, **Parks Associates**, USA

9:10 **Opening Keynote: Considering BT's technology strategy for enabling the connected home**

- Outlining the different technologies for the Connected Home under consideration: Wifi; powerline; Ethernet; POF
- Evaluating the progress of G.Hn standardisation and its potential for different applications
- Developing a strategy that offers a limited number of successful, cost effective technology choices for the Connected Home
- Making the business case for enabling DLNA standards to enable a seamless environment

Richard Thomas, Head of Strategy, Consumer, **BT Retail**, UK

9:30 **Examining recent and forecast deployments of connected home services by operators and service providers**

- Forecasting the growth of service provider-deployed home networks through 2014
- Determining the optimum mix of service offerings that will drive stickiness and attract new users
- A deeper look at technical support offerings by broadband providers – a global view
- Forecasts for digital home tech support services in major markets
- Identifying new service areas – mobile handset and services management
- Examining the different business models to deliver connected home services e.g. revenue share with partners, subscription based, bundled, one off fees etc?

Kurt Scherf, Vice President, Principal Analyst, **Parks Associates**, USA

9:50 **Keynote session: Project Canvas, transforming the TV viewing experience**

- How will Project Canvas transform the viewing experience of TV audiences?
- Examining the opportunities for content and service providers, manufacturers and application developers
- Creating an open and competitive market for internet connected TV devices built on a common technical standard

Anthony Rose, Chief Technology Officer, **Project Canvas**, UK

10:10 **Assessing the opportunities of enabling the three/multi screen strategy - TV Everywhere**

- Enabling the management of services across, TV, mobile, PC, ipad, media player etc
- Exploiting DLNA to enable content sharing within the home
- Enabling access to all cloud data on all media
- Quantifying the Rol of delivering a 3 screen strategy
- Determining whether this is a core differentiator for the connected home or just makes the service more sticky

Chaired by: Colin Dixon, Senior Partner, **The Diffusion Group**, USA
Carolyn Luey, Head of Strategy and Planning, **Telecom New Zealand**

10:40 **Networking Break and Exhibition Visit**

11:40 **Belgacom case study: IPTV as the driver for the Connected Home**

- To what extent is VoD a key service for Service providers to offer?
- Would it be better to charge for a guaranteed QoS for OTT services?
- PVR as an initial driver for connected home services enabling access to content on many devices

Geert Kelchtermans, TV Manger, **Belgacom**, Belgium

12:00 **Panel Discussion: Determining the most appropriate technology to enable the connected home in different scenarios**

- The technology choices:
 - Powerline - Wi-fi 802.11N - Femtocell - Cable - Ethernet (cat 5) - POF
- Determining the scenarios that would require the different technologies
- Remote regions – wi-fi - Mobile TV – femtocell - IPTV - Powerline

Panelists: Ruedi Oswald, Head of Devices, **Swisscom**, Switzerland
Vasily Birulin, Head of Multimedia & Convergence, **Vimplecom**, Russia
David O'Rourke, Director, Business Development, **Omnifone**, UK
Chris Holden, President, **FTTH Council Europe**

12:30 **Lunch and Exhibition Visit**

13:45

Operator

Keynote Panel session: What will be the "must have" future service opportunities for the Connected Home?

- Blending locally generated content
- Web video blending
- User generated gaming
- Remote access, time and place shifting
- Targeted advertising
- Social networking
- Storage services
- t-commerce

Panellists: Jose del Valle-Iturriaga, Director,

Telefonica Group, Spain

Vasily Birulin, Head of Multimedia & Convergence,

Vimplecom, Russia

14:15

Panel Session: Outlining the developments within consumer electronics for the connected home

- Examining the business case for CE control of the consumer relationship
- Outlining developments in:
 - gaming consoles
 - integrated TVs
- Examining the stickiness of multiscreen and interactive entertainment
- Evaluating the differentiated and personalised services on offer

Steve Koenig, Director of Industry Analysis, **Consumer Electronics Association**, USA

Kanaan Jemili, Vice President, Product Management, **DivX**, USA

Thomas Kleist, Director UI and UX design, **Native**, UK

Brendan Traw, CTO, **Intel Digital Home Group**, USA

14:45

Operator

Determining the role of the mobile device in the connected home: Where does the Connected Home environment end?

- Examining the challenges of extending services beyond the Connected Home environment
- Achieving integrated multi screen services
- Outlining the security challenges of mobile connected home services
- Examining the licensing implications of extending services beyond the home

Guilhem Poussot, Head of Connected Home, **Vodafone Group**, UK

15:05

Regulator

Keynote Panel Discussion: Comparing the different home networking technologies and standards in terms of industry support, quality levels and availability timelines

- G.hn - Update on the Progress of Standard G.hn
- Homeplug - Update on the progress of the Homeplug Standard for Powerline
- UPA Digital Home Standard update

Panellists: Victor Dominguez Richards, UPA Board Member,

Universal Powerline Association

Rob Ranck, President, **HomePlug Powerline Alliance**

Matt Theall, President, **HomeGrid Forum**

15:35

Networking Break and Exhibition Visit

16:35

Operator

Case study: Evaluating Telekom Austria's launch of connected home features for their IPTV service

- Enabling subscribers to view DivX content on their TV
- Enabling subscribers to access content from any DNLA or UPnP or windows media connect device – ability to play music , video and photos on the TV
- Interconnecting the TV with the PC and mobile phone to enable a fully connected service

Gerhard Faltner, Multimedia Strategy Manger, **Telecom Austria**

16:55

Operator

Quantifying the impact of enabling access to unified cloud services in the connected home

- What customers expect: Quantifying consumer demand for cloud services
- iPads, Smartphones or Netbooks? Examining the impact of connected home facilities on the development of cloud services
- Getting around with the data format plethora: Determining types of content to be stored
- Social or private? Where are the growth opportunities?

Klaus Milczewsky, Products & Innovation,
Deutsche Telekom AG, Germany

17:15

Close of Day One

22ND SEPTEMBER 2010 - Conference Day Two



8:50 **Informa Welcome and Speed Networking Session**  14:05

9:00 **Chairman's opening remarks**
Colin Dixon, Senior Partner, **The Diffusion Group**, USA

9:10 **Opening Keynote: The Connected Home as a business**

- The telco advantage vs cable, satellite and DTT
 - The customer proposition
 - The connected home USP
 - Monetising the connected home
 - The business case for the connected home
- Richard Griffiths**, Director of TV and Entertainment, **Eircom**, ROI

9:30 **Optimus case study: IPTV as the driver for the Connected Home**

- To what extent is VoD a key service for Service providers to offer?
- Would it be better to charge for a guaranteed QoS for OTT services?
- PVR as a initial driver for connected home services enabling access to content on many devices

Joao Mendes Pedro, IPTV Manager, **Optimus**, Portugal

9:50 **Case study: Sharing HGI's Connected Home service vision and the steps to reality**

- Convergence in the Digital Home : where are the new opportunities ?
- An application framework to deliver services to the home based on software modularity Enabling new services building on top of home service interfaces : SIP, DECT CAT IQ , UPnP/DLNA Outlining current connectivity issues (in-home QoS and in-home media delivery)

Philippe Calvet, Business Group Chairman, **HGI**, France Telecom

10:20 **Case study: Outlining the Etisalat Smart Home Service**

- Conversion of Automation Systems into a Service Model
- Analyzing the Right Stakeholders and Addressing the Needs
- Comparison with Other Service Industries
- Overview of Smart Home Strategy in GCC

Naveed Tariq, Manager, Business Development, **Etisalat**, Smart Community Solutions

10:40 **Networking Break and Exhibition Visit**

11:40 **Introductory presentation: Determining how to manage content protection in the free flow of content to multiple screens - Migrating from legacy DRM and CA systems**

- Outlining the challenge of enabling flexible content usage on multiple screens throughout the home
- Understanding the different needs of content providers, service providers, CE companies and consumers
- Examining the role of standards in content protection

Franklin Selgert, Chair Multimedia Content Delivery, ETSI & Innovation Dept, **KPN**, The Netherlands

12:00 **Following the presentation the following panellists will join the debate:**

Chair: Tim Wright, Director of Technology for Sony Pictures Entertainment in Europe, **DECE - Digital Entertainment Content Eco System**, USA
Helen Anderson, Denton Wilde Sapte, UK
Franklin Selgert, Chair Multimedia Content Delivery, ETSI & Innovation Dept, **KPN**, The Netherlands
Renaud Di Francesco, General Manager, Europe Technology Standards Office, **SONY**

12:30 **Lunch and Exhibition Visit**

13:45 **Examining the growing importance of DLNA standard for TV operators and their connected home strategy**

- Addressing the challenges in adoption and standards definition
 - Testing the standard in practice with PCs, photo frames, NAS servers, smartphones, set-top boxes, and Blu-ray players. Does the DLNA Certified logo guarantee interoperability in the way the user expects?
 - Analysing the growing interest of TV operators in multi-room premium content sharing
 - Quantifying TV operators' business models for DLNA enabled home networks
- Jukka Helin**, CTO, **Qbitech Ltd**, Sweden (former Director - TV, Content & Digital Home at TeliaSonera)

Panel Session: What is still needed in terms of standards and interoperability to make the connected home reality for the mass market?

- Updates on interoperability and collaboration of standards bodies
- Examining the obstacles for getting connected home reality into the mass market and how we can overcome them
- Update on progress being made by UPnP and DLNA for sharing digital content
- Update on progress being made by BBF, UPnP, HGI and OSGiA for providing an end2end solution
- Examining how DECT be integrated into a consistent home environment (via SG, IP network)
- Update on status of TR 69 in terms of configuration and remote management (e.g. PD 194)
- Examining the benefit of wireless and wired solutions; what are the criteria for best use?

Chair: Susan Schwarze, **OSGi Alliance**

Panellists: Ruth Wilson from **DSP Group** and Vice-Chairperson of the **DECT Forum**

Phil Jamieson, Chair Technology Working Groups, **Zigbee Alliance**
Nidhish Parikh, Chairman of the Board of Directors of **DLNA Broadband Forum - To be confirmed**
Jukka Helin, CTO, **Qbitech Ltd** (former Director - TV, Content & Digital Home at TeliaSonera)

Duncan Bees, Chief Technical & Business Officer, **Home Gateway Initiative**

14:45 **Panel session: Evaluating the long term services opportunities for the connected home - building partnerships with relevant suppliers**

As energy management and the smart grid move inside the home, utilities, security, broadband service providers, control systems vendors, and other firms are vying to extend the benefits to consumers this session will bring the key players together to discuss possible partnership models and revenue share agreements for:

- home monitoring and security
- home control - energy
- health management

Enrico Polese, Strategy and Innovation, **Telecom Italia Senior Representative**, **The Application Home Initiative (TAHI)**, UK

Martyn Gilbert, Chairman, **Openhub**, UK
Thomas Kleist, Director UI and UX design, **Native**, UK
Michael Reilly, Director, **Orange Healthcare UK**

15:25 **Networking Break and Exhibition Visit**

16:25 **Panel Discussion: Which devices will dominate the Connected Home and should they be proprietary or open standards?**

- Digital TV Receivers
- Set-Top Boxes
- Personal Digital Video Recorders
- HDTV
- next generation DVD
- Games Consoles
- Digital media players

Chair: Colin Dixon, Senior Partner, **The Diffusion Group**, USA

Panellists: Alex Drobot, Head of Video Project, **Fidel Solutions**, Russia
Michael Lantz, CEO, **Accedo Broadband**, Sweden

17:00 **Close of conference**

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PRE-CONFERENCE WORKSHOP

Monetizing the Digital Lifestyle

MONDAY, 20TH SEPTEMBER 2010

In this workshop, Parkes Associates analysts provide comprehensive industry and consumer insight, analysis, and forecasts of the digital living markets, including:



10:00

Registration and morning coffee

10:30 – 11:45

Enhancing Broadband Services: Connected Home and Customer Support

With increased competition, broadband service providers are focusing on customer satisfaction and the role of value-added services – including technical support – to improve retention and grow revenues. Parkes Associates has identified connected home applications and premium technical support as among the most important in allowing operators to provide customer support enhancements and establish new services.

- This presentation covers the following topics:
- The role of the residential gateway in enhancing customer satisfaction and value-added services
- Key technology trends in service provisioning and management
- Consumer demand for broadband-provided technical support offerings
- Forecasts for residential gateways and technical support value-added services offerings

11:45 – 13:00

Lunch

13:00 – 14:00

Providing Depth on 3D TV Opportunities

3D TV has advocates, both in industry and in the public, who see 3D applications as the next step in television after full HD. It has also lots of skeptical critics who think that it will never work for mainstream consumers. No matter which side will eventually be proven right, at the moment 3D TV is undoubtedly becoming reality. Several 3D services are already being launched in Europe and in the U.S. (Sky, DirecTV, Comcast, ESPN...) and 3D ready consumer electronics are starting to fill retailers' shelves.

This presentation covers the following topics:

- Challenges and opportunities for content creators, service providers and CE manufacturers
- the most relevant topics related to 3D TV, including content creation, content delivery and what it means for consumer electronics manufacturers

- Key aspects of next-generation video services, including interactive services, on-demand content, the evolution of the program guide, and multi-screen content availability;
- Consumer research on customer satisfaction and the role of value-added services;
- Relevant topics related to 3D TV, including content creation and delivery and the impact on CE manufacturers;
- Insight into how Web-enabled CE devices are changing the way in which consumers acquire content; and,
- Business models pursued by CE companies, content providers, and technology developers.

14:00 – 15:00

Operator-provided Video Services: Coming into Focus

Digital television services are becoming increasingly interactive and unicast, modeled around consumers' desire for great personalization and flexibility in how they interact with entertainment at home. What opportunities do television operators have to deliver enhancements to multichannel video lineups? How can they leverage online video as an opportunity instead of a threat? This presentation will focus on key aspects of next-generation video services, including interactive services, on-demand content, the evolution of the program guide, and multi-screen content availability.

This presentation covers the following topics:

- Past and projected growth of pay-TV services
- Consumer demand for interactive television services
- Overview of key technology players in interactive television, on-demand content, and multi-screen content delivery
- An overview of the opportunities in interactive and targeted advertising

15:00 – 16:00

Connected Consumer Electronics: Platforms, Online Content, and the Consumer

The market for "connected TV" products includes not only Web-enabled televisions, Blu-ray players, and set-top boxes but also "DIY" solutions such as game consoles and PC-to-TV connections. Regardless of their origin, the advent of Web-enabled CE devices brings with it significant changes to the way in which consumers acquire entertainment content and other services and the business models pursued by consumer electronics companies, content providers, and technology developers.

16:00

Close of Pre-Conference Workshop

Your workshop leaders:

Kurt Scherf, Vice President & Principal Analyst, Parkes Associates
Pietro Macchiarella, Research Analyst, Parkes Associates

Parkes Associates is an internationally recognized market research and consulting company specializing in emerging consumer technology products and services. Founded in 1986, Parkes Associates creates research capital for companies ranging from Fortune 500 to small start-ups through market reports, primary studies, consumer research, custom research, workshops, executive conferences, and annual service subscriptions. The company's expertise includes new media, digital entertainment and gaming, home networks, Internet and television services, digital health, mobile applications and services, consumer electronics, energy management, and home control systems and security. www.parkesassociates.com

ip&tvworldseries ²⁰¹⁰

www.iptvworldseries.com

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London
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London
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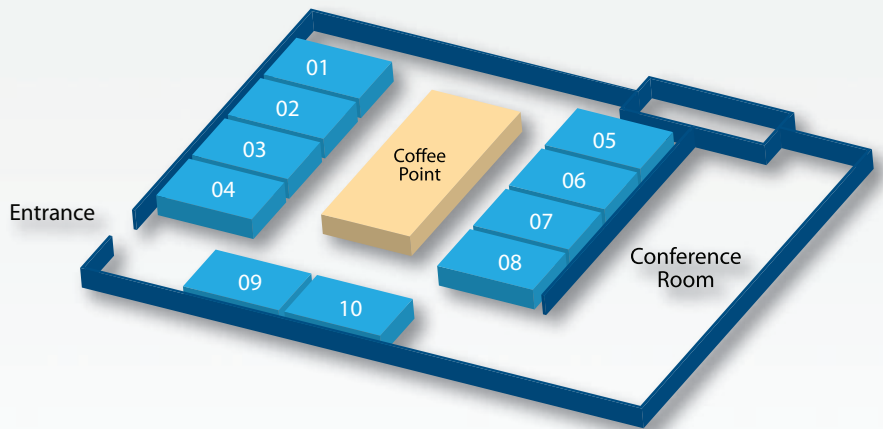
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MiddleEast&Africa2010
2-3 November 2010
Dubai
www.iptv-mea.com

The connected home is becoming a reality as video shows the way for consumers to demand easy, flexible access to media content on every device they use. Ownership of the Connected Home and management of its services has the potential to enable service providers to move beyond the pure telecoms play and increase revenues and customer loyalty with multi screen services.

However, there are key technical and commercial questions to be addressed to ensure that service providers lay the foundations for a successful Connected Home offering; **Connected Home 2010** Part of the IP&TV World Series, home of the world's leading IP&TV events, will bring together all the key players in the connected home value chain to evaluate the commercial potential of Connected Home services and to clearly understand the technical and financial challenges of supporting them.

WHO WILL ATTEND

This event has been specifically developed in response to market demand and has been designed for those within fixed, mobile and integrated service providers, cable and satellite operators as well as content providers and broadcasters with responsibility for: IPTV; TV Experience; Media Services; innovation; Connected Home; Digital Home; Media and Entertainment.



Commercial Opportunities

- Forecasting the market potential for Connected Home services, understanding consumer requirements and determining who will own the Connected Home?
- Evaluating the different Connected Home service offerings in terms of profitability, stickiness and Rol timescales
- Effectively delivering the three (multi) screen strategy with access to all data on all media
- Factoring the development of cloud services in to the Connected Home offering and ensuring revenue generation for service providers
- Examining the business model for enabling, security, health or energy management services – will SP's own the service or revenue share with providers?
- Making the business case for mobile only, 4G Connected Home service offering

Technology and software

- Outlining the technology choices to be made in terms of: middleware, gateways and home network solutions
- Is there an optimum technology for home networking or is it a combination of right fit solutions: wifi, powerline, Ethernet, cable, femtocell?
- The standards evolution: Examining the development if the G.hn and the Homeplug and interoperability with legacy standards
- Making the business case for supporting remote management of connected home devices: exploiting TR 69
- Comparing Greenfield and legacy Connected Home deployments: cost justifying platform upgrades for legacy IPTV services

To take advantage of the sponsorship and exhibition opportunities, please call **Barry Killengrey** on **Tel: +44 (0)20 7017 5850** or email **barry.killengrey@informa.com**

How do I register for **CONNECTEDHOME** World Summit 2010

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