



the IBC Conference experience

www.ibt.org/conference

New for 2009

The world-renowned, CPD Certified, IBC Conference demonstrates and debates the leading issues of the day, bringing together business and creative leaders alongside the latest in technical research. This year the conference programme has been designed around three streams of knowledge to reflect the industry challenges facing you today:

- technology advancements
- content creation and innovation
- the business of broadcasting

Highlights include a keynote address by Erik Huggers, director of future media and technology at the BBC. Having overseen the

rapid development of the popular iPlayer catch-up service, for radio as well as television, Erik Huggers is particularly well-versed for the topic of his speech; identifying growth areas in the broadcasting industry (from 11am on Friday, 11 September).

And talking of growth, there's a session looking at the challenges facing Russia; how they balance free access to information, government communication with citizens and the commercial justification of substantial investments - 'Digital Russia: today and tomorrow' is chaired by Henrikas Louchiavitchious, Vice President of Eurasian Academy of Television and Radio (from 9am on Thursday, 10 September).

Key Conference Themes for IBC2009

Surviving the economic crisis

For many, prospects for 2009 appear grim, but for others opportunities are born out of crises. Whichever your stance, the current climate cannot be ignored and being bang-up-to-date is essential.

You will assess the impact of the downturn from a global standpoint and understand how you can capitalise on opportunities in emerging markets such as Russia, China and India.

News and sports broadcasting

Technological developments in media and broadcasting are having a huge impact on the quality and capacity of news and sports broadcasting. As well as making 3D and HD a reality, the environment is now self-service and on-demand. Major events such as the 2008 Beijing Olympics, 6 Nations Rugby and 2012 Olympics demonstrate the power of using technology to engage wider and younger audiences.

3D: the next step

3D is no longer a gimmick, but a reality that is generating a revolution in the film, media and sports industries and is set to make a huge impact in the home. A world of opportunities lies ahead in 3D and IBC will deliver insight into how you can be part of this exciting new trend.

User generated content

Rapidly revolutionising the media world, UGC continues to create shifts in business models.

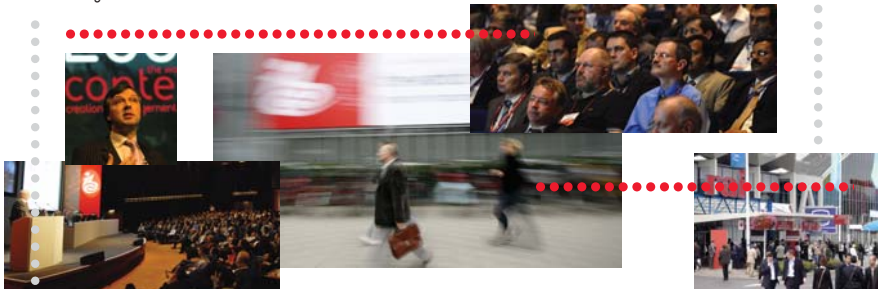
IBC2009 asks: 'How can broadcasters benefit from the latest developments?' and 'Can money really be made from other people's content?'

You can be an integral part of the social media community by networking with thought-leaders and experts in this exciting new arena.

Down to earth

Energy, its conservation and sensible consumption is a major issue facing our world. The media industry can make a real difference by educating consumers worldwide - but it can also be seen as a major consumer of energy which needs to get its own house in order.

What are the benefits and opportunities of being green? How should we tackle mandatory carbon output disclosures? What steps should we be taking to encourage environmental responsibility in our suppliers and our customers?



What can you expect to see at IBC2009? **Three streams tailored to your needs:**

Technology Advancements

An unmissable opportunity to hear the latest developments and compare case study experiences on the technological building blocks that keep our industry ticking. The technology stream will have the answers you need in the fields of IPTV, advertising and digital media, HD, audio and many more. You will gain:

- information on the latest technologies and gizmos from the labs
- invaluable knowledge from detailed tutorials
- the latest on enabling technologies in emerging new business models
- insight into how competitors have tackled the problems that you are about to confront

Content Creation & Innovation

From tiny screen to huge screen, consumers have new choices as to how they watch content. Are you successfully matching your content to consumer demand? IBC2009 delivers cutting-edge case studies and discussion in the following areas:

- changing audience behaviours: who is watching what, through which delivery platforms, and on what kinds of screens?
- what are the new trends in creating, sharing and consuming rich content?
- how do you put a new generation facility together?
- what new production techniques will stimulate interest, satisfy consumer needs and personalise the consumer experience?

The Business of Broadcasting

Advertising and revenue models need to evolve to address a changing media landscape and evolving global economy. You will examine the latest success stories and failures, key strategies and business models changing the broadcast and media world. IBC helps you:

- assess the impact of the recession on traditional broadcasting
- investigate opportunities for interactive advertising beyond broadcast programming
- look at new value driven business models, fuelled by innovation and consumer demand
- seek out the opportunities to improve your bottom line, and at the same time minimise the risk

Please note not all of our Conference Speakers are shown on this timetable.

Thursday 10 September	Technology Advancements	Content Creation & Innovation	The Business of Broadcasting
09.00 - 10.15	New and disruptive technologies: Technological developments and their impact	Networking Time	Digital Russia: Today and tomorrow Speakers include: Eduard Sagalae, President, National Association of TV & Radio Broadcasters of Russia
10.30 - 11.45	Opening keynote: The evolution of sports broadcasting - The total audience experience Speakers include: Roger Mosey, Director, London 2012, BBC, Arnaud Simon, Broadcast Director, Eurosport & Eurosport 2		
11.45 - 12.15	Future technologies: Technological developments and their impact	Networking Time	Networking Time
12.15 - 13.15		Is standardisation the key for IPTV? The questions. Speakers include: Mitchell Berman, Chief Executive Officer & Co-Founder, Zillion TV	The future of the industry: How to survive & prosper. Speakers include: Jeff Rosica Senior VP, Thomson Grass Valley
14.15 - 15.45	Cutting edge papers: From audio to 3D - the latest ideas straight from the lab Speakers include: Nick Lodge, Independent Consultant	Is standardisation the key for IPTV? The answers	Who pays? Winners and losers in the new economy. Speakers include: William Cooper, Founder & Chief Executive, Informitv
16.30 - 18.00	Cutting edge papers: From audio to 3D - the latest ideas straight from the lab Speakers include: Nick Lodge, Independent Consultant	Mobile media: Managing and delivering the content Speakers include: Allan MacLemman, President, The Padem Group	Closing keynote: Opportunities and threats in a digital world



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Friday 11 September	Technology Advancements	Content Creation & Innovation	The Business of Broadcasting
09.00 - 10.30	The newest developments in IPTV Speakers include: Dietrich Westerkamp, Director Standards Coordination, Thomson	360 degrees commissioning hype busting. Speakers include: Matt Locke, Commissioning Editor for Education, Channel 4	IABM: Inside Out: Are big customers ever going to buy product again. Speakers include: Robert Ambrose, Siemens
11.00 - 12.30	Conference keynote: Growth opportunities in media & broadcasting Speakers include: Erik Huggers, Director of Future Media & Technology, BBC, Saul J. Berman, Global Strategy & Change Services Leader, IBM Global Business Services, Rory Sutherland, Vice Chairman, Ogilvy Group		
13.30 - 15.00	File delivery: How does your workflow flow? Speakers include: Konstantin Glasman, Head of Video Systems Department, St.Petersburg State University	Cloud production and delivery	Networking and Exhibition viewing time
15.30 - 17.00	Content security: Ensuring content is not misused	Harnessing UGC & Live interview: Consumption in the youth market Speakers include: Martin Rogard, Content Director, Daily Motion	New money, smart investments Speakers include: Stuart Mills, Head of Origination - Leveraged Finance, HSBC
Saturday 12 September			
09.00 - 10.30	Digital transmission: Experiences and developments. Speakers include: Mark Jeffrey, Senior Program Manager, European Media Standards Entertainment & Devices, Microsoft	Innovation Arena Speakers include: Shawn DuBravac, Economist and Director of Research, CEA	
11.00 - 12.30	Digital transmission: Experiences and developments. Speakers include: Nick Wells, Research & Innovation, Future Media & Technology, BBC	Innovation Arena Speakers include: Shawn DuBravac, Economist and Director of Research, CEA	
13.30 - 15.00	Making HDTV a reality in production & delivery. Speakers include: Peter Wilson, President, HHDC	Optimising file-based content workflow. Speakers include: John Honeycutt, Executive Vice President, Media Technology & Operations, Discovery Communications, Inc	Networking and Exhibition viewing time
15.30 - 16.30	Archives: Just how reliable are they? Speakers include: John Zubrzycki, Archives Research Section Leader, Research & Development, BBC	Networking and Exhibition viewing time	Fragmentation & innovation in the changing media landscape Speakers include: Steve Canepa, General Manager, Global Media & Entertainment Industry IBM
17.00 - 17.30	Stereo 3D: What can stereoscopic 3D offer? Speakers include: Ralf Schaefer, Head, Image Processing Department, HHI	Networking and Exhibition viewing time	Networking and Exhibition viewing time
17.30 - 18.30	Networking and Exhibition viewing time	Archiving: A perfect storm? Speakers include: Kevin Schaff, CEO, Thought Equity Motion	Closing keynote - Is the broadcasting journalist a threatened species? Speakers include: Andrew Hawken, Editorial Director, Online, Sky

To register for the conference go to www.ibc.org/register



Sunday 13 September	Technology Advancements	Content Creation & Innovation	The Business of Broadcasting
09.00 - 10.30	Networking and Exhibition viewing time	3D masterclass visit www.ibt.org for latest updates	Securing assets Speakers include: Keith Nicholas, Independent Consultant
11.00 - 12.30	Can you see the ball? HD content on a handheld screen. Speakers include: Stephen Lowe, Chairman, Broadband Wireless Association	Visual effects masterclass Speakers include: Kevin Hahn, The Moving Picture Company, Alison Wortman, Double Negative	Allocating spectrum Speakers include: Greg Bensberg, Principal Advisor, Broadcasting, OFCOM
13.30 - 15.00	Audio technology: Coding & concatenation, loudness & lip sync Speakers include: Patrick Waddell, Manager, Standards & Regulatory, Harmonic, Inc	Director of Photography workshop visit www.ibt.org for latest updates	Buy, borrow, share or rent: Radical new models for delivering technology and content
15.30 - 17.00	IEEE: Audio technology: Coding and concatenation, loudness and lip sync	SMPTE/EDCF post production workshop Added Value Session	What is the cost of not being green? Speakers include: Jaume Rey, Director, Head of Professional & Broadcast IT Systems B.U. Europe, Panasonic
Monday 14 September			
09.00 - 10.30	Futurology keynote	3D at the movies visit www.ibt.org for latest updates	Futurology keynote
11.00 - 12.30	Multichannel HDTV without a dish Speakers include: Richard Lindsay-Davies, Director General, Digital TV Group	3D at the movies visit www.ibt.org for latest updates	Public Service Broadcasters: Embracing change Speakers include: Lieven Vermaele, Director of Engineering, EBU
13.30 - 15.00	The future of digital television Speakers include: Stuart Collingwood, Vice President EMEA, Sling Media	3D in the home Speakers include: Richard Doherty, Research Director, The Envisioneering Group	The future of television: A global view
15.30 - 17.00	The future of digital television Speakers include: Robert Luff, EVP Chief Engineering Officer, Nielsen	S3D production visit www.ibt.org for latest updates	Networking and Exhibition viewing time
17.30 - 18.00	Round up of Conference		

**Tuesday 15
September**

09.00 - 13.00 SCTE: Practical Limits in IP Networks - An SCTE Benelux Lecture Added Value Session



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Conference Sessions

Here are just a few examples of the exciting sessions that we have running this year at IBC2009.

Technology Advancements, Content Creation & Innovation, The Business of Broadcasting

Thursday, 10 September 2009 10.30 - 11.45

Opening keynote: The evolution of sports broadcasting - the total audience experience

Speakers include: Roger Mosey, Director, London 2012, BBC, Arnaud Simon, Broadcast Director, Eurosport & Eurosport 2

Sports fans are passionate about getting closer to the game, and the latest technologies promise to enrich the viewing experience and deepen the relationship between viewer, broadcaster and the sport itself. Two top players - Roger Mosey, the BBC's director for the 2012 Olympics and Arnaud Simon, Eurosport - present keynote speeches.

Content Creation and Innovation

Friday, 11 September 2009 15.30 - 17.00

How harnessing UGC can bring broadcasters to the forefront of the digital revolution/ Live interview

Chair: Gary Smith, Journalist

Speakers include: Gilles Babinet, CEO, Eyeka, Martin Rogard, Content Director, Daily Motion

Advertising guru Sir Martin Sorrell believes that television needs to bring down production costs. How can we do that without losing sight of editorial quality and programme diversity? Where is the line between user-generated content and reality programming? What can producers learn from the wildfire popularity when it goes viral?

New media for new consumers

IBC is bringing together an international panel of students to debate the use of new media and social networking. Following directly on from a session on user-generated content, the students will be interviewed by the session chair, then the meeting will be thrown open to the floor.

Content Creation & Innovation, The Business of Broadcasting

Saturday, 12 September 2009 09.00 - 12.30

Innovation Arena: Company presentations and Q & A from judges

Chair: Ken Blakeslee, Chairman, Web Mobility Ventures

Judges include: Kurt Sillén, Vice President - Ericsson Mobility World, Ericsson AB, Henrik Werdelin, Chief Creative Officer, Joost, Simon Cornwell, Partner, Amadeus Capital Partners Limited

A new IBC feature: Innovative companies can pitch to our team of 'dragons' their exciting new content, services, applications or products. Entrants get ten minutes in front of an expert panel who will pick winners in a number of categories - come along and see the hit products of the future.

Technology Advancements, Content Creation & Innovation

Saturday, 12 September 2009 17.30 - 18.30

Closing keynote: Is the broadcasting journalist a threatened species?

Chair: Kate Bulkley, Freelance Business Journalist

Speakers include: James Baker, General Manager, Current TV, Andrew Hawken, Editorial Director, Online, Sky, Raymond Snoddy, Freelance Journalist, Media commentator

A journalist, an editor and a news director each present keynote speeches on the state of authoritative news, on air and online, before debating the issues with each other and with you. Definitive, authoritative, impartial news is such a core element of the broadcast industry, this is sure to be a compelling session.

The Business of Broadcasting

Sunday, 13 September 2009 15.30 - 17.15

What is the cost of not being green?

Chair: Janet West, Environmental Strategist, The Skills Zone

Speakers include: Karl W Feilder, CEO, DHL Neutral Services, Timo Koch, Managing Director, Outside Broadcast, Jaume Rey, Director, Head of Professional & Broadcast IT Systems B.U. Europe, Panasonic

Energy, its conservation and sensible consumption is a major issue facing our world. The media industry can help educate consumers - but it can also be seen as a major consumer of energy which needs to get its own house in order. IBC is taking a lead with this debate between an environmentalist, a production company and a manufacturer.

Technology Advancements

Monday, 14 September 2009 13.30 - 15.00

The future of digital television

Chair: Sebastian Moeritz, President/ CEO, MPEG/ Discas

Speakers include: Kevin Baughan, Director of Technical Strategy, Virgin Media, Robert Luff, EVP & Chief Engineering Officer, Nielsen, Alexander Umbaliev, Director, Television Research Institute, Russia

The MPEG Industry Forum, in co-operation with the University of St Petersburg, brings together a panel of experts in digital television with a track record in pioneering new technology, innovative service offerings and advanced business models to debate the technological, regulatory and commercial challenges of the moment.



The IBC2009 Speaker line-up also includes:

Kevin Baughan	Director of Technical Strategy	Virgin Media
Greg Bensburg	Principal Advisor, Broadcasting	OFCOM
Mark Bugajski	Vice President, Advanced Technology	ARRIS Group
Florian Camerer	Sound Engineer	ORF - Austrian Broadcasting Corporation
Peter Centen	Chief Scientist Imaging	Grass Valley Nederland BV
Cornel Ciocirlan	Director Systems Engineering EMEA	ARRIS
Kenelm Deen	Senior System Architect	TANDBERG Television
Frank Ekern	Senior Development Engineer	Bridge Technologies AS
Gregory Francis	Managing Director	Access Partnership
Anuraj Gambhir	Head of Multimedia Strategy & Innovation	Ericsson
Oliver Grau	Lead Technologist	BBC Research & Development
Yang Guo	Senior Member, Technical Staff	Thomson
Ron Hranac	Technical Leader	Cisco Systems
Mark Jones	Head of Systems Development	BBC News
Ben Keen	Chief Analyst	Screendigest
Arik Keshet	CEO	Channelot Ltd
Peter Linder	Director	Ericsson AB
Richard Lindsay-Davies	Director General	Digital TV Group
Ken MacLennan-Brown	Consultant Image Scientist	UK Home Office
Jeff Mayzurk	CTO	Comcast Entertainment Group
Stuart Mills	Head of Origination - Leveraged Finance	HSBC
Alberto Morello	Director	RAI Research Centre
Gary Morse	Vice President	Fox Entertainment
Nigel Prankard	DVB Project Manager	Panasonic
Ton Roosendaal	Chairman	Blender Foundation
Clyde Smith	Senior Vice President	Turner Broadcasting System
Tony Spath	VP, International Sales, Broadcast	Dolby Laboratories, Inc
Spencer Stevens	Vice President	Warner Brothers
Takehiro Sugimoto	Research & Development	NHK
Niels Thorwirth	Director	Verimatrix Inc
Craig Todd	Senior Vice President and CTO	Dolby Laboratories, Inc
Richard Warren	Managing Director	First Partner
Henrik Werdelin	Chief Creative Officer	Joost
Michael Williams	Manager R&D	Sony
David Wood	Deputy Director	EBU

First class or fast pass?

For IBC2009, we have created a flexible range of conference packages to suit your needs: whether you're after the VIP treatment afforded by our Gold Pass, or you're pressed for time and just want access to four conference sessions of your choice via our Flexi-Book Pass. Choose between:

- **Gold pass** - full exhibition access with entry to all conference sessions, plus admission to our exclusive 'gold lounge' replete with Wi-Fi facilities and refreshments, as well as online networking applications through eventscope
- **Silver pass** - full exhibition access with entry to all conference sessions
- **Bronze pass** - full exhibition access with one-day pass to conference sessions
- Customised upgrades and flexi-passes.

Registration Packages

There are various registration packages available to help you decide what suits you best. Book before 17 August to save € 200 on our conference packages.

Registration Type	Standard delegate		Exhibitors (30% discount off standard costs)	Student (80% discount off standard costs)
	Before 17.08.09	From 17.08.09 & Onsite	Anytime	Anytime
all prices are gross				
Gold Pass	€ 2,099.00	€ 2,299.00	€ 1,609.30	n/a
Silver Pass	€ 1,199.00	€ 1,399.00	€ 979.30	€ 279.80
Bronze Pass	€ 399.00	€ 599.00	€ 419.30	€ 119.80
Upgrade to a 2 day pass for an extra € 200	€ 599.00	€ 799.00	€ 599.30	€ 159.80
Flexi-book: 4 Passes	€ 449.00	€ 649.00	€ 454.30	€ 129.80
Single Pass (available onsite only)	n/a	n/a	€ 118.00	€ 33.80
Exhibition Only	FREE	60.00		

FREE exhibition registration now available

Register before 17 August 2009 and gain free access to the five-day IBC Exhibition, business briefings, Big Screen Experience and IBC Awards.

Register now at www.ibc.org/register

Planning your trip ...

We are doing everything we can to help you get full return on investment from your attendance at IBC2009. To help make this year's visit an extra special one - and to save you valuable preparation time - visit our website (www.ibc.org) for all the latest information on how to:

- 1 Book your travel and hotel securely with the RAI Hotel & Travel Services at www.rai.nl/hotelservice
- 2 Apply for visa applications
- 3 View the latest exhibitor list, catalogue and floor plan
- 4 View the conference programme as it develops
- 5 Browse our product locator and see which products will be on display

Networking

Attend the IET book launch on Friday 11th September from 5pm - 7pm to network with old colleagues and new business partners.



Be part of the IBC online community. Go to our social networking sites to get involved in all the latest debates.



If you want to network with your peers before IBC2009 use our pre-event networking tool - Eventscope. Go to www.ibc.org/conference and click on the Event Networking button.

Conference 10 - 14 September

Exhibition 11 - 15 September

RAI Amsterdam



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