The Leading Global Event in the OTTtv Market

9th - 12th November 2015
Millennium Gloucester Hotel, London, UK

HEAR FROM OVER 80+ LEADING VISIONARY SPEAKERS INCLUDING:

Mark Melling
Director AOL Video – Europe
AOL

Jamie Hindhaugh
Chief Operating Officer
BT Sport & BT TV

Nick Thexton
CTO
YouView

Jen Louis
Global Creative Strategy EMEA
Entertainment Facebook & Instagram

Chris Aylott
Head of Marketing, Entertainment and News Channels, Sky

Matt Ring
TV & Broadband EMEA
Facebook

Graeme Hutcheson
Head of Sky AdSmart
Sky Media

Bjarne Andre Myklebust
Head of IP Distribution, Norwegian Broadcasting Corporation, NRK

Simon Brown
Executive Director of Strategy & Research, UKTV

Dr Sebastian Weil
CEO
Studio71

Dr Sebastian Weil
CEO
Studio71

KEY TOPICS FOR 2015 INCLUDE:

- BRAND NEW CONFERENCE: 4k in Focus
- Pay TV OTT business model evolution
- Ad Supported OTT – the Holy Grail?
- MCN’s & Millennials: Monetising the Next Generation
- Content as a differentiator: Opening up new markets with niche OTT offerings
- Managing & maximising your OTT rights
- Personalising the UI with dynamic metadata & real time analysis
- Expanding the OTT ecosystem: Sports, Mobile Video, 4k & Short Form Video

Visit: www.ottworldsummit.com
Returning for the 9th year, the OTT TV World Summit 2015 will see the Connected Entertainment industry gather together once again to discuss all things OTT. With keynotes confirmed from Facebook, Instagram, Sky Atlantic & Sky Living, Orange and AOL, the OTT TV World Summit will deliver the optimal mix of in-depth, future thinking content and high value networking with senior executives.

Our speaker line up this year really reflects the shifting boundaries of the connected entertainment industry, with a primary focus on how traditional broadcasters, telcos and content aggregators can work more closely with media organisations, content owners and big brands to drive consumer interaction with video in a meaningful and seamless way. Key themes for the agenda include OTT revenue evolution, defining a route to market for OTT services, OTT personalisation, recommendation and analytics, and the expansion of the OTT ecosystem.

We look forward to welcoming you in London this November.

Attend our Day 1 keynotes to gain insight into how Facebook, Instagram and Sky Atlantic broke down barriers and worked together to increase viewer engagement with Game of Thrones!

Take a seat at our Networking Roundtables over the lunchtime sessions to engage with other delegates in in-depth discussions and gain an insight into the experiences of other attendees.

Hear from Sky AdSmart on their addressable advertising strategy and technologies and leave with a greater understanding about how next generation advertising might impact your business.

Millennials, MCN’s and the YouTube generation: take part in our interactive panel debates and get your questions across to our experts on how best to reach this challenging new audience.

Maximise your event ROI by participating in our Business Speed Networking sessions; connect with a large number of people in short space of time and take those contacts back to the office with you!

Get involved in our Analyst Roundtables in the Day 2 coffee break; meet experts with critical, up to date forecasts and insight into the evolution of the OTT industry and understand how current trends will influence your future business decisions.

Co-located with the 9th annual OTT TV World Summit, 4k in Focus 2015 will bring together the ever evolving Connected Entertainment ecosystem in its entirety to discuss and debate the challenges and opportunities surrounding the provision of 4k/UHD technology and services at every stage – content, ingest, transmission and delivery. This global event will enable the exchange of ideas and innovations and formation of partnerships that will fuel the growth of the 4k industry, and enable attendees to further their understanding of the development of this potentially fragmented market. Attendees will include Broadcasters, OTT Service Providers, Telcos, Cable Operators, Device Manufacturers and Technology Partners. #4kinfocus

OTT WORLD SUMMIT 2015: AGENDA AT A GLANCE

OTTV World Summit Day 1: 10th November 2015

Opening Keynote Presentation & Q&A: Facebook, Instagram & Sky Case Study: Game of Thrones
Creating a viable ad supported business model for OTT
Going Direct: Assessing the evolution of Pay TV OTT
Enabling Addressable Advertising
Understanding the impact of MCN’s and the YouTube generation
Live Streaming
Leveraging content as a primary differentiator in an increasingly competitive landscape
Monetising the Millennials

OTT Revenue Evolution

OTTV World Summit Day 2: 11th November 2015

Route to market: Defining your OTT play
Monetising OTT TV for a niche audience: successful segmentation
OTT Launch Strategies & Business Models: Case Studies from across the industry
How to secure Android TV?
The Battle for OTT Hardware & Operating System Supremacy
Future of the Set Top Box
Cloud PVR: Legality and Content Rights around the world
Managing & Maximising Your OTT Rights
IoT, OTT & the Smart TV

OTT Experience: Personalisation, Recommendation & Analytics

Keynote Q&A: Social TV 2.0: Integrating social networks into TV
Achieving competitive differentiation in a crowded OTT market
Creating a flawless and reliable multiscreen user experience
Dynamic Metadata for Advanced Discovery Solutions
Simplifying, defining, and personalising the user experience for multiscreen video delivery

Expanding the OTT Ecosystem

Multiscreen OTT Monetisation - Sports Focus
LTE Broadcast: The Last Piece of the Puzzle?
Delivering 4k OTT services
Social Media & Short Form Video

4k in Focus: 9th November 2015

4k in Focus is a 3-day event that focuses on 4k and UHD technology and services at every stage – content, ingest, transmission and delivery. The event will enable the exchange of ideas and innovations and formation of partnerships that will fuel the growth of the 4k industry, and enable attendees to further their understanding of the development of this potentially fragmented market. Attendees will include Broadcasters, OTT Service Providers, Telcos, Cable Operators, Device Manufacturers and Technology Partners.

4K IN FOCUS

OTT WORLD SUMMIT 2015:

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LTE Broadcast: The Last Piece of the Puzzle?
Delivering 4k OTT services
Social Media & Short Form Video

Visit www.ottworldsummit.com
ATTENDEES INCLUDE:

DIRECTOR/HEAD/MANAGER
MARKETING/PRODUCT/SPECIALIST/PRODUCTION
CONSULTANT/ANALYST/PRESS
CXO/VICE PRESIDENT/PARTNER/BOARD
BUSINESS DEVELOPMENT/SALES
CONSULTANT/ANALYST/PRESS
EXPERT/TECHNICAL/ENGINEER/ARCHITECT

WHY DO DELEGATES COME AGAIN AND AGAIN TO OTTTV WORLD SUMMIT?

“Very informative especially on the trend of the industry”
Vice President, PCCW Global

“Great Moderation diversified Speaker line-up, worth the time."
VP Strategy, Sky Deutschland

“A great event again. The focus on real results and data gathered from real deployments makes the event essential for me every year.”
SVP Sales and Business Development, Smartlabs

“Interesting event with excellent networking opportunities”
Product Innovation Manager, Telecom Italia Sparkle

“Great opportunity to meet with like-minded people and share thoughts on market dynamics”
Sales Director, EMEA, Espial

“Must attend events for anyone interested in OTT, getting larger year after year”
Principal Analyst, Pyramid Research

“Great opportunity to see OTT development on mature markets”
Product Development Manager, Ceske Radiokomunikace

“Marvellous! The very best in updates, future trends and real networking of present and future relations with existing and new found colleagues.”
Senior Vice President, Artist Designs Management / P4P Live Streaming Network

“Inspiring and very actual”
Commercial and Sales Director, Tivu

Visit: www.ottworldsummit.com
2015 SPEAKERS INCLUDE

Matthias Greve
CEO
ABOX42

Gary Woolf, Executive Vice President, Business Development, Digital and Insight, all3media international

Scott Murrow
Former VP of Distribution
AMC Networks

Mark Melling
Director AOL Video – Europe
AOL

John Cassy
Founder & Managing Director
Canon Street

David Mowrey
VP, Product Management
Clearleap

Tor Helge Kristiansen
EVP Principal Architect
Conax

Nigel Walley
CEO
Decipher Group

Matthew Huntington
Chief Technology Officer
Freesat

Jamie Lennox
Creative Director & Founder
Hotwolf

Matt Rook
Managing Director & Founder
Hotwolf

Charles Balchin
Head of Programmes
IMG

Jon Watts
Director & Co-Founder
MTM

Simon Trudelle
Senior Director, Product Marketing
Nagra

Hendrik McDermott
Senior Vice President – Global Affiliate Sales, NBC Universal International Television

Bjarne Andre Myklebust
Head of IP Distribution, Norwegian Broadcasting Corporation, NRK

Ed Barton
Practice Leader, TV
Ovum

Paul Jackson
Practice Lead, Media and Entertainment
Ovum

Darren Fawcett
CTO
Pace International

Allan McLennan
President & Chief Analyst
PADEM GROUP

Stefan Jenzowsky
Senior Vice President Siemens Convergence Creators, Head of New Products, Siemens

Alexis Nicolaou
Chief Executive Officer
Sigma TV

Chris Aylott
Head of Marketing, Entertainment and News Channels, Sky

Graeme Hutcheson
Head of Sky AdSmart
Sky AdSmart

Dr Sebastian Weil
CEO
Studio71

Jereon Jansen
Business Development Smart TV
TPVision

Remco Rutte, Senior Business Development Manager, SmartTV & Global SmartTV Advertisment, TP Vision

Simon Brown
Executive Director of Strategy & Research
UKTV

Jean-Christophe Perier
Founder & CEO
Veygo

Visit: www.ottworldsummit.com
4k in Focus 2015 will allow delegates to address both the commercial and technical issues surrounding 4k and UHD, and gain an in-depth understanding of the true potential and current state of this burgeoning technology.
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
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<tbody>
<tr>
<td>08:45</td>
<td><strong>Informa Telecoms &amp; Media Welcome</strong>&lt;br&gt;Caroline Hicks, Head of TV Connect. <strong>Informa Telecoms &amp; Media</strong></td>
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<tr>
<td>08:50</td>
<td><strong>Chairman’s Welcome</strong>&lt;br&gt;Colin Dixon, Owner &amp; Principal Analyst, <strong>nScreenMedia</strong></td>
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<tr>
<td>09:00</td>
<td><strong>OPENING KEYNOTE:</strong> Facebook, Instagram &amp; Sky Case Study: Game of Thrones&lt;br&gt;Moderator: Colin Dixon, Owner &amp; Principal Analyst, <strong>nScreenMedia</strong>&lt;br&gt;Speakers:&lt;br&gt;Jen Louis, Global Creative Strategy, <strong>Facebook &amp; Instagram</strong>&lt;br&gt;Chris Aylott, Head of Marketing, Entertainment and News Channels, <strong>Sky</strong></td>
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<tr>
<td>09:30</td>
<td><strong>Creating a viable subscription supported business model for OTT</strong>&lt;br&gt;• Understanding the potential and limitations of subscription based OTT TV&lt;br&gt;• Creating an agile subscription and VOD business model that enables a fast response to consumer demand&lt;br&gt;• Maximising recurring revenue through innovative pricing, bundling, campaigns and promotions&lt;br&gt;<strong>Gene Hoffman, CEO, Vindicia</strong></td>
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<td>09:55</td>
<td><strong>At home or on the go... How TV is transforming the Internet</strong>&lt;br&gt;• Examining evolutions in TV consumption over the Internet in the context of very recent OTT announcements made by major US and European Pay TV service providers and International content providers&lt;br&gt;• Understanding how OTT TV is transforming the usage of Internet and creating new monetization opportunities for network service providers&lt;br&gt;• Assessing the key services and underlying technologies that are needed to be successful in this new OTT landscape&lt;br&gt;<strong>Simon Trudelle, Senior Director, Product Marketing, Nagra</strong></td>
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<td>10:20</td>
<td><strong>PANEL DISCUSSION: Going Direct: Assessing the evolution of Pay TV OTT</strong>&lt;br&gt;• How are the changing strategies of Pay TV operators disrupting and changing the OTT ecosystem?&lt;br&gt;• Direct to consumer: moving TV from a defensive anti-churn strategy to a customer acquisition tool&lt;br&gt;• Bringing broadcast &amp; IP TV together: creating a user friendly hybrid experience&lt;br&gt;• Bypassing the aggregator: how sustainable is the OTT direct to consumer trend?&lt;br&gt;<strong>Chairman: Colin Dixon, Owner &amp; Principal Analyst, nScreenMedia</strong>&lt;br&gt;<strong>Panellists:</strong> Jean-Christophe Perier, Founder &amp; CEO, <strong>Veygo</strong>&lt;br&gt;Senior Executive, <strong>Sky</strong></td>
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<td>11:00</td>
<td><strong>Networking Coffee Break, Exhibition Visit and Business VIP Networking</strong></td>
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<td>12:00</td>
<td><strong>Enabling Addressable Advertising</strong>&lt;br&gt;• Demonstrating advertising ROI for OTT and VOD Dynamic Ad Insertion (DAI)&lt;br&gt;• What can be taken from mobile advertising and applied to TV?&lt;br&gt;• Multivariate testing to optimise the user experience and increase conversion&lt;br&gt;• Combining subscriptions, mass advertising and interactive advertising to create an optimal revenue generation strategy&lt;br&gt;<strong>Graeme Hutcheson, Head of Sky AdSmart, Sky AdSmart</strong></td>
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<td>12:25</td>
<td><strong>PANEL DISCUSSION: The Future of Hybrid TV Business Models</strong>&lt;br&gt;• Reimagining the broadcast industry: remaining relevant in an IPTV world&lt;br&gt;• What changes will broadcasters potentially need to make to both technology &amp; business models in order to retain their market share?&lt;br&gt;• Understanding the importance of partnerships in facilitating the evolution of Connected TV&lt;br&gt;<strong>Chairman: Nigel Walley, CEO, Decipher Group</strong>&lt;br&gt;<strong>Panellists:</strong>&lt;br&gt;David Crawford, Managing Director, Satellite and Media, <strong>Arqiva</strong></td>
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<td>12:55</td>
<td><strong>Networking Lunch &amp; Exhibition Visit</strong>&lt;br&gt;<strong>OTT TV World Summit Networking Roundtables</strong>&lt;br&gt;An extended 1 hour and 30 minute lunch with tables hosted by leading OTT &amp; TV service providers will allow you to spend valuable time with key people in the industry in an informal setting.&lt;br&gt;<strong>Hosts include:</strong>&lt;br&gt;Alexis Nicolau, Chief Executive Officer, <strong>Sigma TV</strong>&lt;br&gt;Chet Fenster, Managing Director, <strong>Hotwolf</strong>&lt;br&gt;Nigel Walley, CEO, <strong>MTM</strong></td>
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<td>14:25</td>
<td><strong>PANEL DISCUSSION: Leveraging content as a primary differentiator in an increasingly competitive landscape</strong>&lt;br&gt;• Securing multi-platform content rights&lt;br&gt;• Ensuring content security across multiple platforms and devices&lt;br&gt;• How is the way that studios are distributing their content changing relationships in the industry?&lt;br&gt;<strong>Chairman: Jon Watts, Director &amp; Co-Founder, MTM</strong>&lt;br&gt;<strong>Panellists:</strong>&lt;br&gt;Simon Brown, Executive Director of Strategy &amp; Research, <strong>UKTV</strong>&lt;br&gt;Christophe Rufin, Cloud, TV and Entertainment Ecosystems Director, <strong>Orange</strong>&lt;br&gt;Brian Curtis, Senior Director of Product Management, <strong>Comcast</strong></td>
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<td>15:15</td>
<td><strong>PANEL DISCUSSION: Understanding the impact of MCN’s and the YouTube generation</strong>&lt;br&gt;• Tracking the rise of the MCN&lt;br&gt;• MCN ad model evolution – how are digital advertising budgets changing to reflect the power of the millennial generation?&lt;br&gt;• Migrating away from YouTube? Expanding to opportunities outside the YouTube platform&lt;br&gt;• Maximising the power of the direct to consumer relationship&lt;br&gt;<strong>Chairman: Chet Fenster, Managing Partner, Head of Content, MEC</strong>&lt;br&gt;<strong>Panellists:</strong>&lt;br&gt;Matt Rook, Managing Director &amp; Founder, <strong>Hotwolf</strong>&lt;br&gt;Matt Heiman, Founder, <strong>Diagonal View</strong>&lt;br&gt;Dr Sebastian Weil, CEO, <strong>Studio71</strong></td>
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<td>16:10</td>
<td><strong>Networking Coffee Break, Exhibition Visit</strong></td>
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<td>17:10</td>
<td><strong>PANEL DISCUSSION: Monetising the Millennials</strong>&lt;br&gt;• Adapting business models to connect with new kind of audience&lt;br&gt;• New revenue models: providing bundles and one off payment opportunities that reflect the needs of the millennial generation&lt;br&gt;• Finding the opportunities for linear TV engagement with the cord cutting and cord never audience&lt;br&gt;**Chairman: John Cassy, Founder &amp; Managing Director, <strong>Canon Street</strong>&lt;br&gt;<strong>Panellists:</strong> Bjarne Andre Myklebust, Head of IP Distribution, <strong>Norwegian Broadcasting Corporation, NRK</strong>&lt;br&gt;Mark Horchler, International Marketing Manager EMEA, <strong>Elemental Technologies</strong>&lt;br&gt;Scott Murrow, Former VP of Distribution, <strong>AMC Networks</strong>&lt;br&gt;Jamie Lennon, Creative Director &amp; Founder, <strong>Hotwolf</strong></td>
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<td>18:10</td>
<td><strong>Chairman’s Closing Remarks</strong>&lt;br&gt;Colin Dixon, Owner &amp; Principal Analyst, nScreenMedia</td>
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<td>18:15</td>
<td><strong>OTT TV World Summit Networking Drinks Reception</strong></td>
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07:45 - 09:00 OTT TV World Summit 2015: Executive Breakfast Briefing

07:45 Welcome Breakfast, Registration and Networking

08:00 Welcome from PACE: Darren Fawcett, CTO, Pace

Navigating the OTT landscape: Making the right OS decision for a successful Pay TV service deployment
- Beyond the proprietary, what OS alternatives are available to enable OTT service providers to develop a compelling proposition for their subscribers?
- What are the merits and disadvantages of the alternative solutions relative to a proprietary ecosystem?
- Apps, features and services: What is the primary focus of the OTT app developer community today?

08:55 Closing Remarks
Darren Fawcett, CTO, Pace

09:00 End of Pace Breakfast Briefing

08:00 Coffee and Networking

09:00 Chairman’s Welcome
Allan McLennan, President, Chief Analyst, PADEM GROUP

Route to market: Defining your OTT play

09:10 OPENING KEYNOTE: Disrupting Video for New Era
- Consumption of video is growing exponentially. AOL is focused on disrupting the landscape and unleashing the next generation of content across all screens.
- Creating new relevant content is key to shaping relationships between brands and today's connected audience, across platforms, and specifically OTT devices.
- Join AOL’s Director of Video for Europe as he explains the why — and the how.
Mark Melling, Director AOL Video – Europe, AOL

09:35 OTT Launch Strategies & Business Models: Case Studies from across the industry
Tony Emerson, Managing Director, Worldwide Media & Cable, Microsoft

10:00 INTERACTIVE PANEL DISCUSSION: The CxO View: the-winner-takes-all or continued fragmentation in OTTtv?
- Will Amazon and Netflix ultimately dominate?
- Or, do regional champions or niche offerings still have a chance?
Chairman: Clemens Schwaiger, Principal, Arthur D. Little
Panellists:
- Moaz Sheikh, President/CEO, STARZ Play Arabia
- Matthias Grev, CEO, ABOX42
- Jeroen Jansen, Business Development Smart TV, TPVision
- Tor Helge Kristiansen, CTO, Pace

10:45 Networking Coffee Break, Exhibition Visit and Business VIP Networking

11:45 TRINITY TV – The challenges of breaking the constraints of a local market and becoming a GLOBAL OTT player
- How OTT has given small companies like ours the opportunity to reach audiences beyond our borders and expand potential customer base for our products from less than a million to over a quarter of a billion.
- How do we adapt our product in order to cater for regional particularities within our niche market?
- How do we market a product whose audience is so niche that traditional media does not work?
Chairman: Brett Sappington, Director of Research, Parks Associates
Panellists:
- Dan Cox, Executive Vice President, Business Development, Digital and Insight, all3media international
- Gary Woolf, Executive Vice President, Business Development, Digital and Insight, all3media international
- Miles Davies, Head of Interaction Design, YouView

12:10 OTT for Kids: Monetising OTT for a “growing” audience
- How OTT impacts traditional video delivery and broadcasting?
- Why niche OTT audiences are so important?
- Case Study: Kids Video in Germany
Stefan Jenzowsky, Senior Vice President Siemens Convergence Creators, Head of New Products, Siemens

12:25 How to secure Android TV?
- What are the pros and cons of Android TV?

Next Generation OTT Delivery & Services

12:35 How to secure Android TV?
- What are the pros and cons of Android TV?
- What considerations need to be made when selecting a hardware platform for your OTT service?
- Will OTT service providers need to offer tiered services with different levels of Quality of Service (QoS) to support the ever increasing use of video on their IP networks?
- Who is responsible for OTT QoS – service provider, CE vendor, OTT provider?
Chairman:
Panellists: Darren Fawcett, CTO, Pace

** Please note this briefing is invite only – please email Iwona Hampson, Head of VIP Relations, if you are interested in attending: Iwona.hampson@informa.com
OTT Experience: Personalisation, Recommendation & Analytics

09:00 OPENING KEYNOTE: Social TV 2.0: Integrating social networks into TV
- Incorporating social networks into the live TV for a more interactive experience
- Enabling dynamic metadata for relational context
- Utilising Twitter as a personalised recommendation tool
- Measuring the effects of social media interaction on content viewing

Christophe Rufin, Cloud, TV and Entertainment Ecosystems Director, Orange

09:30 PANEL DISCUSSION: Achieving competitive differentiation in a crowded OTT market
- Using analytics to create new services quickly and accurately
- Monetising data to maximise conversion
- Is voice interaction the next step in the evolution of the interactive consumer experience?

Chairman: David Mercer, VP, Principal Analyst, Digital Consumer Practice, Strategy Analytics
Panellists:
- Bjørn Andre Myklebust, Head of IP Distribution, Norwegian Broadcasting Corporation, NRK
- Kai Henniges, Co-Founder & CEO, Viewster AG
- Michael Keyhl, CEO, OPTICOM
- Gary Hamer, SVP Sales and Business Development, SmartLabs
- Michael Keyhl, CEO, OPTICOM

10:30 Networking Coffee Break, Exhibition Visit and Business VIP Networking

11:30 Multiscreen: Getting it Right
- An examination of the many important components, considerations and decisions made when launching DTC services
- Finding success, reducing churn & growing subscriptions
- The importance of business model flexibility in the direct-to-consumer arena
- Real-world case studies of brands that have successfully launched direct-to-consumer services and the challenges they faced along the way

David Mowrey, VP, Product Management, Clearleap

11:55 Dynamic Metadata for Advanced Discovery Solutions
- Utilising the full potential of metadata to drive interaction
- Using natural language to create context
- Relative connection: moving beyond static data mapping

12:20 PANEL DISCUSSION: Simplifying, defining, and personalising the user experience for multiscreen video delivery
- Which devices are most important for driving content monetisation?
- Achieving a consistent UI and branding experience across multiple devices
- KPI’s for a successful UI experience; measurement beyond page views
- Enabling consumer flexibility with seamless authentication - Measuring multi-screen interaction in real-time

Chairman: Allan McLennan, President, Chief Analyst, PADEM GROUP
Panellists include:
- Gert Marien, Incubation Manager – TV & Telco Cloud, Technology Strategy, Proximus
- Matthew Huntington, CTO, Freesat
- Bruno Pereira, Director & Founder, TV App Agency

“Very informative. Excellent opportunity for networking”
VAS Engineer, CYTA

13:15 Networking Lunch, Exhibition Visit and Analyst Clinic

OTT TV World Summit Analyst Clinic Networking Lunch Roundtables
Grab your lunch and pick a table! Use this time to network with analysts working in the OTT space; gain a deeper understanding of the metrics behind OTT growth forecasts, ask their opinions on the direction of the industry.
Led by industry experts in the OTT field, these roundtables provide delegates with an opportunity to make the most of the analyst expertise in the room at OTT TV World Summit, and forge new, beneficial connections in a structured and intimate environment.

Table 1:
- Colin Dixon, Owner & Principal Analyst, nScreenMedia
- David Mercer, VP, Principal Analyst, Digital Consumer Practice, Strategy Analytics

Table 2:
- Allan McLennan, President, Chief Analyst, PADEM GROUP
- Jeff Weber, Principal, 2Door Partners
- Maria Ingold, Founder & CEO, mireality

Table 3:
- John Cassy, Founder & Managing Director, Canon Street

Table 4:
- David Mercer, VP, Principal Analyst, Digital Consumer Practice, Strategy Analytics
- Charles Balchin, Head of Programmes, IMG
- Colin Dixon, Owner & Principal Analyst, nScreenMedia

Table 5:
- Mary Ingold, Founder & CEO, mireality

Table 6:
- David Mercer, VP, Principal Analyst, Digital Consumer Practice, Strategy Analytics
- Charles Balchin, Head of Programmes, IMG
- Colin Dixon, Owner & Principal Analyst, nScreenMedia

13:30 Network in the analyst roundtable for SMEs

13:30 Network in the analyst roundtable for SMEs

14:45 PANEL DISCUSSION: Multiscreen OTT Monetisation – Sports Focus
- Can pure OTT players compete against pay TV operators and broadcasters to seize major sporting rights? Is this the next natural phase of evolution for global OTT players?
- The role of sports content as a differentiator in the crowded OTT market
- When streaming big sports events live, is it possible to personalise advertising? If so, what kind of impact can this have?
- What kind of effect might 4K have on the OTT distribution of live sports?

Chairman: Richard Ellis, Director and Co-Founder, MTM
Panellists:
- Jamie Hindhaugh, Chief Operating Officer, BT Sport and BT TV
- James Rushton, CEO of New Ventures, Perform Group
- Charles Balchin, Head of Programmes, IMG

15:35 LTE Broadcast: The Last Piece of the Puzzle?
- Completing the multiscreen next generation TV proposition
- Assessing the appetite for live streaming outside the home
- Software updates for LTE Broadcast
- Push VOD for mobile

16:00 Networking Coffee & Exhibition Visit

16:35 Live Streaming
- Understanding the full scope of monetisation opportunities for live streaming
- Assessing the challenges faced when delivering live content over multiple devices in multiple formats
- Live advertising enablement
- Use cases for live content distribution

17:00 Social Media & Short Form Video
- How are new video platforms changing the way viewers interact with short form video?
- Understanding the potential for monetisation with short form video
- Using social media and apps to drive engagement

Alan Strange, Senior Producer, Sky News

17:25 Chairman’s Closing Remarks
- Ed Barton, Practice Leader, TV, Ovum

17:30 Close of OTT TV World Summit 2015
“An excellent opportunity to network and gain insightful perspective on the industry.”

VP Sales EMEA, Rovi Europe

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“COURTYARD”

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Europe 48%

Scandinavia 18%

America 22%

Middle East and Africa 7%

Asia 5%

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NETWORK WITH 400+ SENIOR LEVEL DECISION MAKERS AT OTT TV WORLD SUMMIT

RATED THE OVERALL CONFERENCE PROGRAMME AS GOOD OR EXCELLENT

BOOK A PRIVATE MEETING ROOM!
Book a private meeting room and host to senior level decision makers at the event.

FOR MORE INFORMATION ON SPONSORSHIP AND EXHIBITION OPPORTUNITIES PLEASE CONTACT:

George Silva, Sales Manager
Tel: +1 (571) 423 6576 / +44 207 017 4850
Email: George.Silva@informa.com

WISH LISTS SUBMISSION:
Submit the list of key prospects you would like to see at the show and our telesales and marketing will work on your lists

ONLINE NETWORKING TOOL:
LinkedIn type of online tool where you see all attendees and contact them to set up meetings in advance of the show

VIP MEETING BOOKINGS:
We will book and/or facilitate your meetings with key attendees in advance, so that you know who you are meeting

ONSITE INTRODUCTIONS:
Onsite we will be running face to face introductions between you and your key prospects

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