



The Society for Broadband Professionals

has pleasure in announcing its

SPRING 2012 LECTURE MEETING

“WHATEVER NEXT?”

to be held on

THURSDAY 12 APRIL 2012

at

**The Institution of Engineering and Technology
(Council Chambers)
Savoy Place
LONDON
WC2**

Registration at 9.00 am

“WHATEVER NEXT?”

9.00 am **COFFEE AND REGISTRATION**

9.30 am ***President’s Welcome and Society Update***

9.40 am ***Chairman’s Keynote Introduction and Overview***

9.45 am ***“OTT - The Need for Monitoring”***

Martin Crawley, Senior Product Specialist and Head of Bridge Academy
Bridge Technologies

OTT services represent an attractive new slice of media real-estate, but operators will only succeed in it if the viewer experience they provide matches the quality subscribers are used to from broadcast services. To deliver customer satisfaction, operators need to fully monitor the generation and delivery of content, but existing monitoring systems are not adequate for the complexities of OTT. Fortunately, new tools for OTT monitoring are becoming available.

This lecture will set out clearly the new requirements for an effective OTT monitoring system, plus explaining how best to integrate an OTT monitoring operation into the overall monitoring and analysis systems an operator uses for its other services. Content will include discussion of:- monitoring at the streaming encoders prior to segmentation; post-segmentation/cloud monitoring at the point of ingress to local ISPs; and monitoring at subscriber premises and on mobile devices.

With video streaming to mobile devices forecast to rise to 40% of all net traffic by 2016, a clear understanding of the monitoring issues in this sector is vital for any organization in the digital media business.

10.40 am ***“Testing and Installing Next Generation 100GE Networks”***

Tony Goodchild, Senior Application Engineer
EXFO

- 100GE Technology and Market Overview
- Transceiver Technology and the Impact on Testing
- 100GE Testing Strategy (Physical Layer / Ethernet / OTN)
- A Look into the Future - Beyond 100GE!

11.35 am ***“The Impact of WEEE on the Cable Industry”***

Alistair Crook, Consultant
DTC

Review of the WEEE legislation to clarify the myths and misunderstandings. A look at how WEEE policies should be implemented and their relevance to the telecommunications and broadcast industry. Things you need to consider if you are a manufacturer, supplier, importer or user of Electrical Electronic Equipment. How companies can capture revenue from surplus equipment. Cost effective solutions for the recovery, resale and recycling of surplus cable television equipment considered.

12.30 pm **BREAK FOR LUNCH**

1.55 pm “An Examination of the Demands on Next Generation RF Headend Solutions”

Gerrit Boskaljon, Technical Director CTO
Technetix

New solutions, such as DOCSIS 3.0 channel bonding and node splitting, offer cable operators the scalability and flexibility necessary to satisfy increasing user capacity demands. As the requirement to provide differentiated services to specific customer clusters increases, there is also a growing need for signal insertion to smaller and smaller groups or even individual nodes.

Developed to improve the operation of converged services, the Converged Cable Access Platform (CCAP) standard demands higher technical specifications for narrow cast insertion and combining solutions. This presentation explores how next generation head-ends can manage RF signals while fulfilling the CCAP isolation demands.

2.50 pm “European Broadband to 2020 – Where, When and How Much?”

Oliver Johnson, CEO
Point Topic

The Digital Agenda for Europe has laid out a number of objectives for the EC member states to meet. Point Topic has been working with the European Space Agency and the European Commission to establish where demand and supply shortfall will overlap, what the plans are and progress is and is likely to be in the EU27 and what 2020 might look like for consumers and suppliers.

The presentation will look at the background, examine the DA objectives and draw out some of the potential consequences for Europe, its citizens and those who will be trying to meet policy objectives and demand in the coming years.

3.45 pm BREAK FOR TEA

4.05 pm “Advanced Optical Fibre for Next Generation Access Networks: Engineering the Future, Today”

Vanessa Diaz, Market Development Engineer
Corning Optical Fiber

As we advance towards a super connected world, advanced fibre design is essential to deliver the capacity of the future. Discover the latest optical fibre innovations for access networks and learn how to leverage fibre design to optimize the performance of your network, by considering the challenges currently being faced in the FTTx market.

4.45 pm Closing Remarks

Dr Roger Blakeway, President
SCTE

5.00 pm SCTE COCKTAIL PARTY

This is being held in the Kelvin Lounge at the IET and all attendees are welcome to attend.

This programme is correct as at the time of going to press. Any changes will be advertised on the SCTE website www.theSCTE.eu

BOOKING FORM

SCTE Members

As usual, there is no charge for Members to attend the Lecture Meeting - just turn up. There is, however, an optional luncheon (with wine) on this occasion at the IET at the heavily subsidised rate of **£15.00 plus VAT per person (ie £18.00)**. If you wish to reserve your place for lunch, it is essential that this is booked beforehand and so please complete the form below and return it together with your cheque* made payable to the SCTE.

Alternatively, bookings can be made by telephoning the SCTE office on 01923 815500 or online via the SCTE website, http://www.thescte.eu/acatalog/lecture_meetings.html

If you wish to bring any non-Member guest(s), please see the non-Member charges below and return the form to the SCTE office together with a cheque* for the appropriate amount.

Non-SCTE Members

The charge for attendance at the day's Lecture Meeting is **£50.00 plus VAT (ie £60.00)**, plus an optional charge of **£15.00 plus VAT (ie £18.00)** for luncheon at the IET. For those of you who may subsequently wish to join the Society, we are pleased to announce that £20.00 of this fee is redeemable against your first full year's membership subscription provided that you apply by the end of May 2012.

If you wish to reserve places for the Lecture Meeting and/or luncheon, then please complete the booking form below and return it together with your cheque* made payable to the SCTE.

*** Payments may also be made by credit card - please contact the SCTE office or online through the SCTE shop at http://www.thescte.eu/acatalog/lecture_meetings.html**

Please complete and return to: SCTE
Communications House, 41a Market Street
WATFORD, Herts, UK WD18 0PN
Tel: + 44 1923 815500 Fax: + 44 1923 8030203
Email: office@thescte.eu
Website: www.theSCTE.eu

Alternatively, Members may book places via the SCTE website (details above).

Name
Address

Daytime Tel No Daytime Fax No
Mobile Tel No Email Address

SCTE Member YES*/NO* If NO, please send membership details YES*/NO*
* Please delete as applicable

1 Please reserve place(s) at the Society's Spring Lecture Meeting on Thursday 12 April 2012 in the names of the following person(s):
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Note: Non-Member charge for each attendee is £50.00 plus VAT (ie £60.00).

2 Please reserve place(s) for the optional luncheon. Please note there is a charge of £15.00 plus VAT (ie £18.00) for each place booked.

I enclose a cheque for £ made payable to SCTE. All bookings will be confirmed.

Signed Date