



SCTE - The Society for Broadband Professionals -

has pleasure in announcing its

AUTUMN LECTURE MEETING & AGM

**“IF YOU WANT TO GET THERE, IT’S
BEST NOT TO START FROM HERE!”**

to be held on

THURSDAY 16 OCTOBER 2014

at

**The Royal College of Surgeons of England (RCS)
Eleanor Davies-Colley Lecture Theatre (LT2)
35-43 Lincoln’s Inn Fields
LONDON
WC2A 3PE**

Registration at 9.30 am

“IF YOU WANT TO GET THERE, IT’S BEST NOT TO START FROM HERE!”

9.30 am COFFEE AND REGISTRATION

10.00 am *President’s Welcome and Society Update*

10.10 am *Chairman’s Keynote Introduction and Overview*

10.15 am *“The Growing Pains and Tribulations of a National Cable Operator”*

Alan Corfield, Manager, Transmission Engineering
VIRGIN MEDIA

This presentation will cover:-

- *The development of the UK cable and telecoms markets over the last two decades.*
- *Two contrasting yet complementary Access Networks.*
- *The evolution of the Core Network to meet demands.*
- *Where we are now and maybe going?*
- *The converged ‘Super-Core’.*

11.00 am *“4K in Focus”*

Mrs Charlie Bercier, Application Engineer
ATEME

We are yet again at a precipice in technology with the introduction of HEVC and Ultra HD/4K.

- *Do we really need to go beyond HD?*
- *What benefits should be expected and what are the implications?*
- *Can new compression technology improve the consumer viewing experience within today’s network constraints?*

This presentation will cover UHD formats, an introduction to the HEVC compression standard, findings from the very first experiments and deployments around the world and the perspectives for further improvements of the video quality of experience - not just with more pixels but also with better pixels.

11.45 pm *“Distributed, Digital and Abstracted The Future of Cable Access Architectures”*

Frank Miller, Global Chief Technology Officer
HUAWEI

Cable Access Architectures continue to evolve to meet the challenges of cost pressure, time to market, competitiveness and agility as a key revenue driver for cable.

In this discussion, the key components of the future of cable access architectures are reviewed:-

- *Distributed CMTS/CCAP*
- *Digital fibre-deep and abstraction technologies*

These are covered in detail to help describe the future of access strategy in cable.

12.30 pm **Questions and Round Up**

12.40 pm **BREAK FOR LUNCH**

2.00 pm “How to Decouple Network Scalability from Network Power Consumption without Sacrificing Performance”

Neil Sugden, Technical Director, Europe

TRANSMODE

With power consumption being the largest single-ticket item in any large operators OPEX bill, it is vital that tomorrow's networks continue to grow within the power consumption envelope of today's network or below.

Neil will focus on technologies and architectures that Transmode bring to market and how these solutions can help to reduce carbon footprint throughout their lifecycle whilst delivering network simplification and long term scale.

2.45 pm “Guaranteeing Quality in an IPTV System”

Göran Appelquist, Chief Technology Officer

EDGEWARE AB

As operators move to deliver more of their own video services over IP, guaranteeing pay-TV quality is essential. The problem is how to manage and optimise the use of resources in a DOCSIS (IP) environment and potentially in a hybrid environment, with both QAM and DOCSIS options available during a transition period. In considering this issue, this presentation will address the following questions:

- *Stateless HTTP/ABR vs RTSP sessions?*
- *Is HTTP/ABR best-effort or not?*
- *Is a DOCSIS IP network just like any other IP network?*
- *All IP or a hybrid of QAM and IP?*
- *What role does CCAP play?*

3.30 pm BREAK FOR TEA

4.00 pm “Piracy and Live Sports: Protecting Assets, Enhancing Consumer Experiences”

Rory O'Connor, VP of Managed Services

IRDETO

Sport and live events have long been recognised as a principal driver of both innovation and revenue in the broadcast industry. Following a summer of major sporting events, this session looks at how the boundaries have shifted when it comes to delivering – and protecting - this valuable content over both broadcast and broadband, across many consumer devices and to a new global audience that doesn't adhere to geographical borders.

Unlike VOD content, the value of sports content is intrinsically linked to its “live” nature. The challenge faced with regard to broadcasting and streaming live content is ensuring that they monetise it to its full potential in the short window when consumers want it and it is most valuable. And if consumers can't obtain it easily and affordably... they will seek out the next most convenient source, which is usually a pirated stream of the event.

Rory O'Connor, VP of Managed Services at Irdeto, discusses some of the key issues that every content provider faces and proposes actions they can take to extract the most value from their live sports content.

4.45 pm Questions and Closing Remarks

Dr Roger Blakeway, SCTE President

4.50 pm SCTE 2014 ANNUAL GENERAL MEETING

5.30 pm - SCTE COCKTAIL PARTY

7.30 pm The Royal College of Surgeons – The Surgeon's Library – an original 19th Century library steeped in history.

All attendees are very welcome to come along to the Cocktail Party.

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 RCS 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 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 RCS. 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 November 2014.

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 can also be made online through the SCTE shop at http://www.thescte.eu/acatalog/lecture_meetings.html

*** Payments may also be made by credit card - please contact the SCTE office.**

Please complete and return to: SCTE
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Email: office@theSCTE.eu Website: www.theSCTE.eu

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 Autumn Lecture Meeting on Thursday 16 October 2014 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