



SCTE - The Society for Broadband Professionals -

has pleasure in announcing its

SPRING LECTURE MEETING

“BUILDING A NEW HFC NETWORK FOR THE NEXT GENERATION”

to be held on

WEDNESDAY 25 MARCH 2015

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

“BUILDING A NEW HFC NETWORK FOR THE NEXT GENERATION”

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 *“DOCSIS 3.1 – an Operator’s Perspective”*

Dr. Mark Burns, HFC Architect

VIRGIN MEDIA

As MSOs prepare for the imminent introduction of the latest DOCSIS standard, we take a look at what we have learnt so far and examine the challenges facing the industry to ensure successful introduction and evolution.

11.00 am *“ADI (Adjacent Device Interference) and its Impact on Broadband Cable Networks”*

Jan Arieson, CTO

TECHNETIX

11.45 am *“Hardening the Drop for New Technologies”*

Anthony Basham, Market Manager

PPC

This presentation will cover issues such as industry advancements/performance needs; drop plant component issues; craft errors/financial impact and the root causes of drop-related service calls.

It will also focus upon solutions, case studies and how to ultimately improve or “harden” the drop plant.

12.30 pm Questions and Round Up

12.40 pm BREAK FOR LUNCH

2.00 pm *“Digital Ad Insertion on Any Device”*

Matt Smith, Chief Evangelist

ANVATO

New monetization opportunities are emerging as more and more viewers are watching broadcast television on their connected devices. More service providers, operators and broadcasters today are actively seeking the technological advantages needed to address this opportunity effectively and efficiently. The technical requirements to help deliver true broadcast style, in-stream advertisements are not trivial and include:

- Insertion of unique, user-targeted ads leveraging existing, enterprise digital ad platforms.
- Support for a variety of signals which trigger the presence of an ad break, from SCTE-35 and 104 to GPI triggers to HTTP socket connections.
- Support for broadcast-style advertising pods that include a mix regional and national ad payload.
- Playback and monetization metrics for thin client mobile devices as well as desktop.
- Playback of adaptive bitrate (ABR) streams on every device.
- One easy-to-use, integrated, cloud-managed solution.

Solving for effective and reliable digital ad insertion (DAI) can involve a complex web of signal markers, triggers, ad networks and interoperability. From VAST tags to SCTE markers, set-top boxes to Roku TV, we will explore the universe of what is needed to technically enable a viable ad replacement strategy for OTT delivery and discuss the benefits and disadvantages throughout the workflow.

2.45 pm “The Opportunity for Legacy Network Migrations”

Christian Rouffaert, Director, Networks Practice
ACCENTURE

This presentation will explore why many players in the market believe the time is right for legacy network migrations. It will focus on the opportunity and drivers as well as the regulatory, technical and economic challenges.

3.30 pm BREAK FOR TEA

4.00 pm Panel Discussion: “Evolution of Access Networks, including Introduction and Implications of DOCSIS 3.1, HFC and DCA”

Moderated by:

Julian Clover, Editorial Director
BROADBAND TV NEWS

Panel Participants:

Representatives from operators, manufacturers and analysts will debate the issues below, with questions from the audience.

The panel will focus on questions such as how to best utilise DOCSIS 3.1 technology, how to introduce it in current HFC plant and expand to support higher bandwidths. How much additional capacity will this yield and what changes will be needed to manage this? What will be the impact on the RF networks and installations? RF equipment support for higher bandwidths, such as 1.2 GHz downstream and 204 MHz upstream, and how to manage the transition will also be discussed.

5.25 pm Closing Remarks

Dr Roger Blakeway, SCTE President

5.30 pm - SCTE COCKTAIL PARTY

7.30 pm The Royal College of Surgeons – The Surgeons Library

All attendees are very welcome to come along to the Cocktail Party in the original 19th Century RCS library which is steeped in history.

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 April 2015.

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 Spring Lecture Meeting on Wednesday 25 March 2015 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