



The SCTE™ – The Society for Broadband Professionals

has pleasure in announcing
the next in its series of
Lecture Meetings hosted by the Benelux SCTE

BENELUX LECTURE MEETING

**“VIDEO CONTENT:
A CHALLENGE FOR HFC
AND OTT DELIVERY”**

on

Monday 14 September 2015

at

**The International Broadcasting Convention
Room A
RAI Exhibition & Congress Centre
AMSTERDAM**

Registration at 12.30 pm

SCTE Benelux Secretary:

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"VIDEO CONTENT: A CHALLENGE FOR HFC AND OTT DELIVERY"

The SCTE™ will host its annual Benelux Lecture Meeting as part of the IBC2015 conference programme on Monday 14 September 2015 in Room A. Following a complimentary light lunch buffet for all Lecture attendees at 12.30 pm, the presentations - moderated by Mr Kees Jan Rietveld - will commence at 2.00 pm. At the conclusion of the afternoon session, there will be a drinks reception at 4.30 pm. Please join us!

You don't have to be a SCTE member to participate in this free "Value Added" session at IBC – simply register with the SCTE Benelux Secretary, Rien Baan – see details below. Presented papers will be available for members to download from the SCTE website after the event.

PROGRAMME

12.30-13.55 Registration and light lunch buffet for attendees of the session

13.55-14.00 Welcome by the SCTE Benelux Chairman

14.00-14.30 "Divide et impera – to keep up with the ever growing capacity need"

Olli Leppänen, Vice President, Distributed Access, Teleste Corporation

DOCSIS 3.1 is the platform on which the cable industry can build to win the battle of ever growing need for more bandwidth. Maximising the performance of the DOCSIS 3.1 service together with optimised environmental and cost aspects may change the way the needed splitting of the networks is implemented. Distributed Access Architecture provides a way to make all this happen. In his presentation, Olli Leppänen of the Teleste Corporation will show you how this works and what the alternatives are to grow to this future proof solution.

14.30-15.00 "Video Distribution: A Challenging Opportunity"

Mark Kinlen, Chief Architecture Office, Liberty Global

Whilst cable's fundamental spectral advantage v telco industry peers continues, optimising distribution and consumption of various forms of non-linear content is a challenge, however, we should not wish away demand, it's where cable differentiates. At the same time, the shift away from broadcast linear to time shifted IP delivery of content to a multitude of end points is driving a number of technological changes in the cable industry. What is the scale of the challenge and what's the tool kit as seen through Liberty Global's perspective and what is our request to suppliers and partners?

15.00-15.30 Coffee Break

15.30-16.00 "IPTV over Cable: Challenges and Benefits"

Cornel Ciocirlan, Chief Technology Officer, EMEA, ARRIS

The presentation will discuss the benefits of IPTV adoption by cable operators given subscribers' patterns of content consumption and the problems operators have to solve in order to deliver IPTV over cable. The key issues of spectrum availability and the challenges around delivering IP Video streams using Multicast and Multicast ABR over DOCSIS will be evaluated and a possible evolution path towards all-IP video delivery over HFC networks will be outlined.

16.00-16.30 "Blue print of OTT delivery platform unravelled"

Emile de Ruiter, Senior Solutions Architect, Divitel

These days OTT delivery is a must have for every operator, content provider and service provider in order to expand their reach and proposition. Even though the starting point to build this OTT delivery platform varies per case, we can identify a blue print for creating successful OTT delivery platforms. We will reveal this blue print and cover some interesting challenges and lessons learned that will occur while moving into OTT delivery such as unicast content traffic, fragmentation of devices and clients, streaming formats, digital rights managements and monitoring.

16.30-17.00 Closing remarks by the SCTE Benelux Chairman and drinks reception for attendees

Booking Details: On this occasion, there will be no charge for SCTE Members and non-Members to attend. However, for catering and registration purposes, could you please complete the booking form below and return it to the Benelux Secretary by email rienbaan@zeelandnet.nl or by post or fax giving the names of the people attending. Alternatively, please complete the booking form below or just drop Rien Baan a note by email to advise him of your requirements (details overleaf) or email office@thescte.eu.

Name:

Address:

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Tel: Fax:

Email: Mobile:

Please reserve place(s) for the lecture meeting in the names of:

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