

# INVITATION



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## SCTE BENELUX IBC 2019 LECTURE

TOPIC:

# Artificial Intelligence and Content Delivery



### Monday 16 September 2019

**Location:** RAI, Amsterdam, Emerald Room

**Moderator:** Ed Achterberg, CEO/Research Analyst, Telecompaper

**SCTE Benelux** invites you to its IBC 2019 Lecture on Monday 16 September 2019 during IBC 2019 in the Amsterdam RAI. An interesting programme will be held on the important theme of "Artificial Intelligence and Content Delivery" from 1 p.m. to 4.30 p.m.

Participation is free for SCTE members.

#### CONTACT DETAILS

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# Artificial Intelligence and Content Delivery

With the current developments in streaming IP applications, the management and technical challenges associated with delivering flawless, error-free video and audio of these streams becomes more and more complicated.

With the help of Artificial Intelligence (AI), complicated control and IP-traffic issues can be resolved for reliable management of OTT, VOD and 5G interconnection streams in the networks.



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**13.00 - 14.00** Registration and light lunch buffet for attendees

**14.00 - 14.10** Chairman's Welcome

**14.10 - 14.15** Introduction by the Moderator

**Ed Achterberg, CEO/Research Analyst, Telecompaper**

**14.15 - 14.45** *"Building data-driven, cloud-based, click-to-deploy video delivery solutions by leveraging advances in Artificial Intelligence"*

**Gabor Molnar, Ph.D., Evangelist, Video Services & Science**  
[Divitel B.V.](#)

The video industry is challenged by content, platform and audience fragmentation. Operators, broadcasters and content rights owners are facing fierce competition, and the struggle to keep viewers happy is real. Continuous Integration and Continuous Delivery have already enabled video service providers to deploy software updates rapidly and onboard new services quickly. Artificial Intelligence-powered operations and fully automated testing are the next steps in the video service provider's agenda to become more effective, proactive and predictive. This presentation will highlight how recent advances in AI research can be employed to enable sustainable business growth through excellent video operations.

**14.45 - 15.15** *"Management of DAA ecosystems"*

**Dominique De Paepe, Market Director Service Provider**  
[Skyline Communications](#)

DOCSIS Distributed Access Architectures (DAA) have attracted a lot of interest across the cable industry. This is mainly due to their ability to largely converge the access infrastructure, improve end-of-line performance and drastically reduce time and cost to segment the network. However, it also becomes clear that a deployment at scale, under this new architecture, revolves around much more than just the approval and insertion of a series of next-generation core and access elements.

It is impossible to proceed with the same management set-up used for earlier centralised hybrid fibre coax architectures in this new ecosystem. A few elements that illustrate this are the use of shared capacity instead of dedicated links, the introduction of a converged interconnected network (CIN) and the capability to segment or redistribute nodes at the click of a button, as well as the option to deploy even virtualised cores for the different services or easily protect connections separately.

This presentation aims to illustrate how management platforms have evolved to protect end-to-end visibility on the service delivery infrastructure beyond this DAA migration. On the one hand, there is the topology expertise to (for example) correlate QoS issues for given nodes or cells back to specific CIN components. On the other, machine learning unlocks "augmented operation" enabling proactive measures by (for example) the capability to flag for incidents or upcoming capacity breaches without any upfront configuration and before any impact to the end-user.

**15.15 - 15.45** *"Artificial Intelligence; naturally smarter cable networks"*

**Dr.-Ing. Alexander C. Adams, Managing Director**  
[Adams Network Engineering GmbH](#)

Broadband cable operators are evolving towards automated operations, enabling engineers and technicians to manage network functionality proactively and give customers greater flexibility in self-managing their services. The cable industry is increasingly utilising Artificial Intelligence (AI) to improve its services, including network operations and management as well as customer experience. Cable operators collect a lot of data – the task at hand is aggregating it in a useful manner.

An AI system collects and aggregates data, detects patterns, anticipates trends and automatically takes appropriate actions. Broadband cable operators are applying AI disciplines in a number of ways, including proactive network maintenance (PNM), customer behaviour detection algorithms, automation and virtualisation for better visibility into the network and self-management of services for customers.

This presentation takes a look at the latest developments in applied Artificial Intelligence in the cable industry, their implementation strategies and technical approaches to generate meaningful insight from the abundance of data available and to enable higher efficiency in network operation, as well as future trends in the application of AI in cable.

**15.45 - 16.30** Closing remarks by Moderator/Chairman and cocktail reception for attendees