**MediaCityUK**

57th FITCE Congress, UK 2018

# Delivery and Consumption of Digital Media

6-7 September 2018, MediaCityUK, Salford



# PROGRAMME

The 57th Federation of Telecommunications Engineers of the European Union (FITCE) Congress is hosted by the University of Salford, UK and will take place at MediaCityUK which is an international hub for technology, innovation and creativity, being home to over 250 media and digital businesses, including the BBC.

The focus for this year's congress is the "Delivery and Consumption of Digital Media" in recognition of the fact that media streaming is transforming both the telecommunications and broadcasting industries. Providers of online video streaming services are reporting significant growth in the number of subscribers to their services and are investing billions of dollars in the creation of new and original content. Meanwhile, both fixed and mobile operators are reporting significant growth in the data volumes on their networks associated with both live and catch-up streamed video content.

The Congress will therefore address this important trend and examine the impact and challenges arising for both the telecommunications and broadcasting industries by the consumption of digital media and its conveyance over fixed and mobile communication networks.

This programme may be subject to change. Please check the Congress website for the latest, up-to-date, version.

**http://congress.fitce.org**

## Wednesday 5<sup>th</sup> September 2018 *(evening)*

| Time | Activity | | |
|------|----------|---|---|
| 18:30 to 20:00 | Pre-Congress Evening Reception | For those people who have arrived early for the Congress we are pleased to offer an evening reception and opportunity to visit the University of Salford's facilities at MediaCityUK. | |

## Thursday 6<sup>th</sup> September 2018  *(morning)*

| Time | Activity | Speaker | Topic |
|------|----------|---------|-------|
| 08:30 to 09:30 | Registration | | *Registration desk open and welcome refreshments* |
| 09:30 to 09:45 | **Formal Opening** | Chair: Nigel Linge | |
| | | Professor Helen Marshall, VC, University of Salford | *Welcome to the University of Salford* |
| 09:45 to 10:50 | **KEYNOTES** | Professor Andy Valdar, President, FITCE Chair: Nigel Linge | *Welcome to the 57th FITCE Congress* |
| | | Jamie Hindhaugh, Chief Operating Officer, BT Sport | *The BT Sport studios facility* |
| | | Ian Macrae, Director of Market Intelligence, Ofcom | *The changing picture: trends in how we access and watch TV and other video* |
| 10:50 to 11:20 | Refreshments | | *An opportunity to network with fellow delegates and view exhibits.* |
| 11:20 to 13:00 | **PAPER SESSION 1** | Chair: Guntram Kraus | |
| | | Andy Sutton, BT | *5G Network Architecture - Enabling the Future Delivery and Consumption of Digital Media* |
| | | Juan Riol Martin, Universidad Carlos III de Madrid | *Towards 5G: Techno-economic analysis of suitable 5G use cases* |
| | | Hassan Hamdoun, Video Delivery Research, Future Consumer Applications & Services Labs, BT Technology | *Media Delivery in 5G* |
| | | Berit Bettina Schubert, ATOS, Germany | *Pathways to digital transformation in the media industry* |
| | | PANEL | *The session concludes with a question and discussion panel comprising the session's speakers* |

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| Time | Activity | Speaker | Topic |
|------|----------|---------|-------|
| 13:00 TO 14:00 | Lunch | | An opportunity to network with fellow delegates and view exhibits. |

## Thursday 6th September 2018 *(afternoon)*

| Time | Activity | Speaker | Topic |
|------|----------|---------|-------|
| 14:00 to 14:30 | **KEYNOTES** | Chair: Andy Valdar | |
| | | Laurence Murphy, University of Salford / SMPTE | *8K and holography, their impact on communications and future media technology* |
| 14:30 to 16:10 | **PAPER SESSION 2** | Chair: Miguel Merino | |
| | | Ed Smith, BT | *QUIC's role as a transport mechanism for IP video* |
| | | Tom Evens, Ghent University, Belgium | *Platform Mania in Television Distribution* |
| | | Doug Williams, BT | *Why the future of Media Distribution may be object based: Exploring the power of this new approach to media distribution using content genres as diverse as live theatre and sport.* |
| | | Silvia Rossi, UCL | *Learning optimal streaming strategies for virtual reality applications* |
| | | PANEL | *The session concludes with a question and discussion panel comprising the session's speakers* |
| 16:10 to 16:40 | Refreshments | | *An opportunity to network with fellow delegates and view exhibits.* |
| 16:30 to 18:15 | **Technical Visit** | | *An opportunity for Congress delegates to visit the dock10 studios and media production facilities at MediaCityUK. dock10 is the home of some of the biggest television programme productions in the UK including The Voice, Mastermind, Countdown and Match of the Day. This 45-minute tour will showcase the studios, behind the scenes and the technical infrastructure. Due to restrictions in group size, three tours are being offered starting at 4:30pm, 5:00pm and 5:30pm. Delegates will need to register on the day for one of these tour slots and must assemble at "The Tardis" in the MediaCityUK studios 5 minutes before the start time.* |

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## Thursday 6<sup>th</sup> September 2018 – Congress Dinner at the Lowry *(evening)*

| Time | Activity | |
| --- | --- | --- |
| 19:30 to 20:00 | **Reception** | Delegates, Companions and Guests are asked to arrive at the Lowry via the Main Entrance from where you will be directed to Compass Room via the Quays Bar (walkway only). A drinks reception is served in the Compass Room |
| 20:00 to 21:30 | **Congress Dinner** | The formal Congress Dinner will be served in the Compass Room.<br><br>Starter: Leek and potato soup with chives and crème fraiche<br><br>Main: Braised Welsh lamb shank, colcannon mash and buttered spinach<br>(Veg. Option): Pan-fried gnocchi, butternut squash, walnuts and sage cream<br><br>Dessert: Manchester tart with banana ice cream<br><br>To finish: Chocolate truffles with tea or coffee<br><br>*Please ensure that you have notified us of any special dietary requirements and please note that the vegetarian option needs to be pre-booked.* |
| 21:30 to 22:00 | **Speeches** | |
| 22:00 to 23:30 | **Networking and Departure** | Guests are welcome to remain in the Compass Room after the meal to socialise and network. A cash-bar is available. |

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## Friday 7<sup>th</sup> September 2018 *(morning)*

| Time | Activity | Speaker | Topic |
|---|---|---|---|
| 09:00 to 09:30 | Registration | | *Registration desk open and welcome refreshments* |
| 09:30 to 10:35 | **KEYNOTES** | Chair: Nigel Linge | |
| | | Ian Wagdin, Senior Technology Transfer Manager, BBC R&D | *The impact of future networks on media content creation and distribution* |
| | | Fernando Garcia Calvo, Director, Huawei Video Business (Europe) | *New TV and video services* |
| 10:35 to 11:05 | Refreshments | | *An opportunity to network with fellow delegates and view exhibits.* |
| 11:05 to 13:00 | **PAPER SESSION 3** | Chair: José Van Ooteghem | |
| | | Brahim Allan, Video Delivery Research, BT Technology, Service & Operations | *High Dynamic Range Subjective Testing* |
| | | Ed Smith, BT and Mauro Ugolini, Roma Tre University | *What is the future for media in the Post Information Age?* |
| | | Peggy Valcke, KU Leuven | *Accountable, not liable: Is regulating video-sharing platforms under the new AVMS Directive a slippery slope towards internet censorship?* |
| | | Seamus Simpson, University of Salford | *Public Policy and Media Convergence: Paths, Limitations and Prospects* |
| | | PANEL | *The session concludes with a question and discussion panel comprising the session's speakers* |
| 13:00 TO 14:00 | Lunch | | An opportunity to network with fellow delegates and view exhibits. |

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## Friday 7th September 2018 *(afternoon)*

| Time | Activity | Speaker | Topic |
|---|---|---|---|
| 14:00 to 15:20 | **PAPER SESSION 4** | Chair:<br>Peter Leonhardt | |
| | | Andy Valdar, UCL | *Important Developments in Telecommunications Network Architecture* |
| | | Doug Williams, BT | *Does exploding data drive a demand for Gigabit connections?* |
| | | Jon Hart, BT | *5G Network Slicing and Convergence: Key technologies in Next Generation Networks.* |
| | | PANEL | *The session concludes with a question and discussion panel comprising the session's speakers* |
| 15:20 to 15:45 | Refreshments | | *An opportunity to network with fellow delegates and view exhibits.* |
| 15:45 to 16:45 | **ROUND TABLE** | Chair: Nigel Linge<br><br>Panel comprises:<br><br>Andrzej Dulka, CEO Alcatel-Lucent, Poland<br><br>Laurence Murphy, Senior Lecturer in Media Technology, University of Salford<br><br>Andy Sutton, Principal Network Architect, BT<br><br>George Williamson, Consultant | *The panel will discuss: "The next 5 years; opportunities and challenges"* |
| 16:45 to 17:00 | **Formal Close** | Chair: Nigel Linge | |
| | | Millie Banerjee | *Concluding insights and remarks* |
| | | Professor Andy Valdar, President, FITCE | *Formal closure of the 57th FITCE Congress.* |

## Saturday 8th September 2018 – FITCE General Assembly  *(morning)*

| Time | Activity | |
|---|---|---|
| 10:00 to 12:30 | **FITCE General Assembly** | *A meeting of the FITCE General Assembly will be held within the University of Salford's MediaCityUK building.* |