

# ip&tvforum North America

*New Partnerships, Services & Business Models to Monetize IP Investment*

**21st-22nd July 2009**, Millennium Broadway Hotel, New York

**"Congratulations on an excellent IPTV Forum. I enjoyed participating and found the event productive to our business goals"** TiVo

A highly interactive, intensive, high level two day networking conference, featuring quality case-study led presentations from carriers, service providers, & content owners, interactive full value chain panel discussion and analyst roundtable briefings.

**FREE exhibition pass**  
Register at [www.iptv-northamerica.com](http://www.iptv-northamerica.com)  
by 7th July

**Attend and take this unique opportunity to address the key issues in the evolution of TV, including:**

- » Integrating and monetising Over the Top (OTT) in the TV experience
- » Options for rolling out whole home DVR
- » Assessing the impact of the broadband stimulus package on the US video market
- » Hybrid solutions for the delivery of TV + IP
- » Developing opportunities for targeted advertising
- » EPG2.0 – content discovery & search

Gold Sponsors



## KEY SPEAKERS INCLUDE



**Jeff Weber**  
Vice President  
Video Product &  
Strategy  
AT&T



**Farhad Siddiqui**  
Director Business  
Development  
Americas  
Orange



**Madeleine Forrer**  
VP Video Services  
National Rural  
Telecommunica-  
tions Cooperative



**Bill DeMuth**  
Senior VP & CTO  
SureWest  
Communications



**Terry Denson**  
VP, Content Strategy  
and Acquisition  
Verizon



**Mitch Berman**  
CEO  
ZillionTV  
Corporation



**Richard N. Yelen**  
VP & Managing  
Director  
NeuLion & KyLinTV



**Joseph Ambeault**  
Director, Product  
Development and  
Management,  
Video Services  
Verizon



**Mark Sue**  
Managing Director  
RBC Capital  
Markets



**Peter Bryant**  
EVP Business  
Development  
Avail Media



**Solomon Saul**  
Executive Director  
Digiquest



**Lisa Pickelsimer**  
Executive Director,  
Video Product  
Development,  
Cox  
Communications



**Avner Ronen**  
CEO & Co-Founder  
boxee



**Steve Sklar**  
Director - Video  
Product Management  
Qwest  
Communications



**N.L. Goodman**  
Executive Vice  
President  
Finally! TV

# ip&tvforum North America 2009

New Partnerships, Services & Business Models to Monetize IP Investment

[www.iptv-northamerica.com](http://www.iptv-northamerica.com)

## New York, centre for media, advertising and finance

In 2009 the IPTV Forum North America moves to New York, a leading global city, exerting a powerful influence over the intersection of commerce, finance, culture and entertainment.

New York is a global centre for the television, advertising, music, and newspaper industries and is also the largest media market in North America - making it an ideal location for the IP&TV North America event.



## Define Your Strategy

The 2009 IP&TV Forum North America is particularly focussed on the foremost challenge for the TV market - partnerships and new business models around integrating traditional TV & OTT. Delivered on an intimate scale, with many networking opportunities - both in sessions and during networking breaks - and a program structured to ensure your questions are addressed, the conference is your unique opportunity to map the future path of the industry and shape your strategy around it.

## Meet the Entire Industry

This event is fully inclusive of all TV delivery players, and facilitates discussion between all service providers exploiting IP capability to enhance their services, whether telcos, cable operators, satellite or OTT service providers.

## Your Questions Answered! Unique Dynamic Agenda Format

During the conference you will learn from expert industry presenters and participate in structured panel debates. Before each panel session, conference delegates will discuss the previous presentations and the issues raised, and will have the opportunity to set the agenda for the following panel.

## Network Pre & Post Show

As a delegate, you can access the dedicated online delegate networking tool, which encourages communications before and after the event. Make your time at the show event more effective by booking your meetings in advance - or follow up afterwards.

## Global Reach

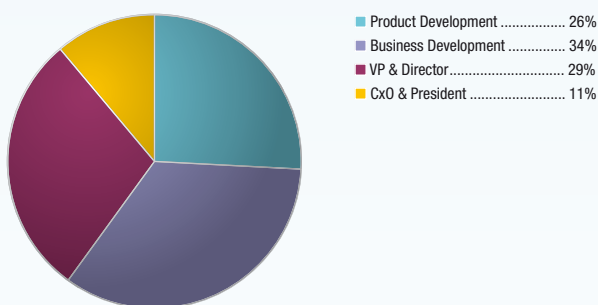
Organised by Informa Telecoms & Media, the IP&TV Forum North America is part of the global IPTV series which attracts over 7500 participants worldwide, and includes the world's leading TV & IT event, the IPTV World Forum.

## Meet the Analysts

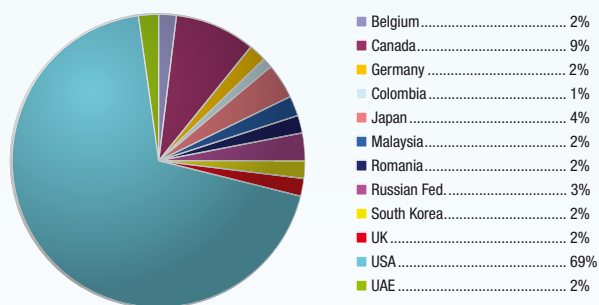
The exclusive Analyst Breakfast Briefing gives you the opportunity to meet the industry's leading analysts in an informal and relaxed atmosphere, and ask the questions that matter to you and your business. Each Analyst will host a roundtable session giving you the opportunity to choose the table most suited to your interests. See [www.iptv-northamerica.com](http://www.iptv-northamerica.com) for full details.

## Over 450 senior participants attended the launch IPTV North America show last year...

Senior level attendance – over 40% Director level



International representation



### Supporters:



### Media Supporters:



### Media Partners:



### DAY ONE: 21st July 2009: Content Delivery in the New Business Landscape

08.00 Registration & Coffee

09.00 Speed Networking

#### Keynote Session:

Content Delivery in the New Business Landscape

09.10 Chairman's Opening Remarks

Jonathan Hurd, Director,  
Altman Villandrie

09.15 Maximising ARPU through  
Delivering Compelling TV  
Services

Terry Denson, VP Content Strategy  
& Acquisition, Verizon

09.35 Integrating OTT & IPTV –  
the future of TV

Mitch Berman, CEO, Zillion

09.55 Reserved for Diamond  
Sponsor

10.15 Audience Roundtable  
Discussions

10.25 **PANEL DISCUSSION**

New Technology, New  
Economy, New Partnerships?  
Bill DeMuth, Senior VP and CTO,  
SureWest Communications  
Senior Representative, Sezmi  
& Further panellists to be  
announced

11.00 Refreshment, Networking &  
Exhibition Break

#### Session 2:

IP Video in the New Economic Environment

11.45 Assessing the impact of  
Broadband Stimulus Package

Madeleine A. Forrer, Vice  
President, Video Services,  
National Rural Telecommuni-  
cations Cooperative

11.55 The Investment Community  
View of IPTV & IP Video

Mark Sue, Managing Director,  
RBC Capital Markets

12.15 Audience Roundtable  
Discussions

12.25 **PANEL DISCUSSION**

How Video Drives the New  
Competitive Environment for  
Broadband

Steve Pastorkovich, Business  
Development Director, OPASTCO

Madeleine Forrer, VP Video  
Services, National Rural  
Telecommunications Cooperative  
& Further panellists to be  
announced

13.10 Networking Lunch &  
Exhibition Visit

#### Session 3:

Developing the On Demand Business Model

14.20 Using Compelling On Demand  
to drive Market Penetration  
Speaker to be Announced

14.40 Audience Roundtable  
Discussions

14.50 **PANEL DISCUSSION**

Understanding the Evolution  
of the On Demand Market  
Richard N. Yelen, VP & Managing  
Director, NeuLion & KyLinTV  
Avner Ronen, CEO & Co-Founder,  
boxee  
& Further panellists to be  
announced

15.30 Refreshment, Networking &  
Exhibition Break

#### Session 4:

Hybrid Solutions for the Delivery of TV + IP

16.15 **CASE STUDY**

Successfully integrating a  
Satellite & IPTV Offering  
Farhad Siddiqui, Director Business  
Development Americas,  
Orange (France Telecom)

16.35 Delivering TV over Satellite in  
Partnership with Broadband

Steve Sklar, Director - Video  
Product Management,  
Qwest Communications

16.55 Audience Roundtable  
Discussions

17.05 **PANEL DISCUSSION**

Success factors for Hybrid  
TV Solutions  
Panel Chair: Steve Hawley,  
Principal Consultant, TV Strategies  
Panellists:  
Pete Bryant, EVP, Business  
Development, Avail Media  
& Further panellists to be  
announced

17.50 Close of Conference Day One

### DAY TWO: 22nd July 2009: The Consumer Experience

08.00 Analyst Breakfast Briefing

Enjoy an informal breakfast with some  
of the leading IP&TV analysts and gain  
insight into their industry forecasts.  
Each Analyst will lead a discussion on  
a different theme – simply choose with  
session is of most interest to you!

Confirmed analysts currently include:

Current Analysis  
IMS Research  
MRG  
Parks Associates  
Trender Research  
TV Strategies

09.00 Chairman's Opening Remarks

#### Keynote Session:

The Networked Home

09.10 Meeting Consumer Needs  
with Whole Home DVR

Jeff Weber, Vice President of  
Product and Strategy, AT&T

09.30 Making the Networked Home  
a Reality

Reserved for Platinum Sponsors

09.50 Audience Roundtable  
Discussions

10.00 **PANEL DISCUSSION**

Applications Driving the  
Networked Home

Steven Goldstein, Director,  
Samsung Electronics  
N.L. Goodman, EVP, Finally! TV  
& Further panellists to be announced

10.45 Refreshment, Networking &  
Exhibition Break

#### Session 6:

Quality of Experience

11.30 Defining and Measuring the  
Users Quality of Experience

Daniel O'Callaghan  
Chairman, IPTV Interoperability  
Forum (IIF), ATIS & Principal  
Member of Technical Staff, Verizon

11.50 Using Quality of Experience  
as a True Differentiator

Jean Michel Planche, President,  
Witbe

12.10 Ensuring International  
Collaboration to Enable  
Interoperability

Yun Chao Ho, Chairman,  
Open IPTV Forum

12.30 Audience Roundtable  
Discussions

12.40 **PANEL DISCUSSION**

Delivering the Promise  
– Managing the True Quality  
of Experience

Daniel O'Callaghan  
Chairman, IPTV Interoperability

Forum (IIF), ATIS & Principal  
Member of Technical Staff, Verizon  
Yun Chao Hu, Chairman,  
Open IPTV Forum  
Robin Mersh, President,  
Broadband Forum  
& Further panellists to be announced

13.10 Networking Lunch &  
Exhibition Visit

#### Session 7:

New Personalisation & Service  
Opportunities through IP Capability

14.00 Gaming Opportunities in IPTV

Solomon Saul, Executive Director,  
Digiquest

14.20 Audience Roundtable  
Discussions

14.30 **PANEL DISCUSSION**

Exploiting the capability  
of IP to build new revenue  
opportunities for Video  
• Exploiting EBIF & APIs to enable  
niche services

Joseph Ambeault, Director,  
Interactive Services, Verizon Video  
PLM, Verizon  
& Further panellists to be announced

15.15 Refreshment, Networking &  
Exhibition Break

#### Session 8

Content Discovery

16.00 The Role of Recommendation  
in the Next Generation TV  
Experience

Reserved for Gold Sponsor

16.20 Audience Roundtable  
Discussions

16.30 **PANEL DISCUSSION**

Creating EPG 2.0: managing  
content Search & Discovery

Speakers include:  
Lisa Pickelsimer, Executive Director  
of Video Product Development,  
Cox Communications  
& Further panellists to be announced

17.15 Close of Conference

# How do I register for **ip&tv**forum North America?

21st-22nd July 2009, Millennium Broadway Hotel, New York

Visit the website: [www.iptv-northamerica.com](http://www.iptv-northamerica.com)

Telephone the bookings hotline: **+44 (0)20 7017 5506**

For group discounts call: **+44 (0)20 7017 5391**

Email customer services: [itmevents@informa.com](mailto:itmevents@informa.com)

Note: all bookings are subject to Informa Telecoms & Media terms and conditions

## PRICES

### Book before 26th June

Service Providers\*: \$499

Non-service providers: \$999

### Book after 26th June

Service providers: \$799

Non-service providers: \$1399

\* Service providers are defined as cable, telco, satellite & OTT service providers.

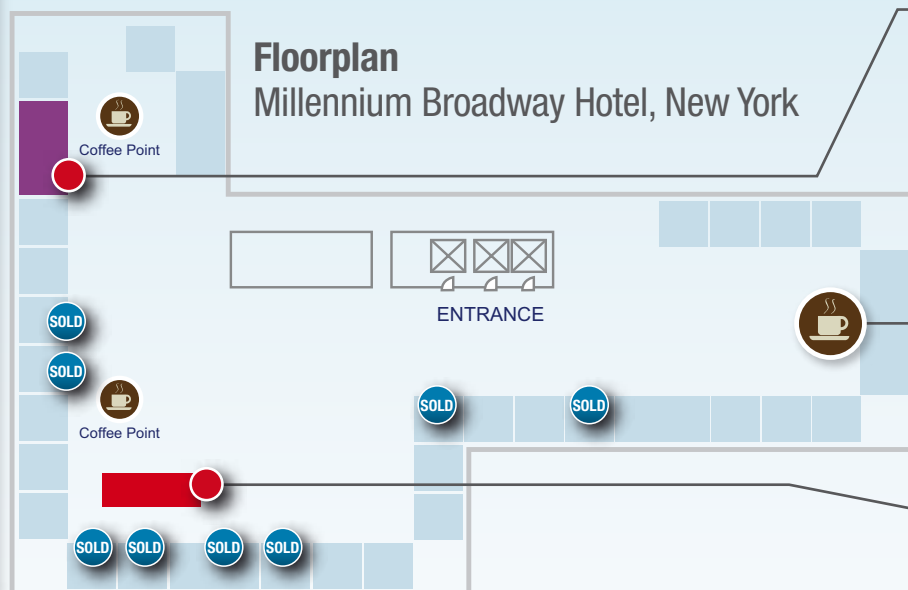
Event code: I0877

**50%**  
service provider  
discount until  
26th June 2009!



## Sponsorship and Exhibition Opportunities

**“Always guaranteed of surrounding yourself with the movers and shakers. Informa’s speakers are consistently global leaders and key innovators.”** Nora Goodman, Finally TV.com



### Private Meeting Rooms

In order to maximise the benefits of participating in the event, private meeting rooms are available to purchase. This is the ideal place to host senior delegates and visitors at the event. Having a private meeting room is a complement to a booth, but can also be purchased separately. To discuss the availability of meetings rooms, contact Joanna Jones on +44 20 7017 4801 or email [joanna.jones@informa.com](mailto:joanna.jones@informa.com).

### Networking Bar Area

Relax and catch up with your peers in the networking bar area. And join us for the exclusive networking reception at the end of Day one. To sponsor the networking drinks, call Joanna Jones on +44 20 7017 4801 or email [joanna.jones@informa.com](mailto:joanna.jones@informa.com).

### Press & Interview Zone

A fully equipped press zone will allow you to maximise your PR opportunities. You will be able to organise meetings with key industry journalists and issue press releases.

**“These events are great, for listening to others, where they are in terms of their development – good to make contacts, get new ideas – very profitable from a learning and networking perspective.”**

Paula Solumniac, Director of International TV, Content Division, France Telecom



**To take advantage of the sponsorship and exhibition opportunities,  
please call Joanna Jones on  
Tel: +44 (0)20 7017 4801 or email [Joanna.jones@informa.com](mailto:Joanna.jones@informa.com)**