

IBC2015 Conference Programme

Thursday 10 September

Taking the Industry's Pulse: An annual health check of the broadcasting business					
	Forum	E102	G102/103	Emerald	Auditorium
9:00 - 10:30	Opening Keynote The Future Is Now – Broadcasting In An Age of Challenge				
10:30 - 11:00	Break				
11:00 - 12:30	Is VOD the new broadcast gold?	Cloud processing, applications that make sense		Big Data Applications in Broadcasting	
12:30 - 13:30	Lunch				
13:30 - 15:00	From EPG to PPG	Advertising Meets Big Data: Watching Viewers Watching TV		The Human Interface – is the Remote Control Redundant now?	
15:00 - 15:30	Break				
15:30 - 16:00	The Internet of Things Revolution			MAM & Cloud	
16:00 - 16:15		Are video shorts the new format for TV?			
16:15 - 17:00					
17:00 - 17:15					
17:15 - 18:15	Keynote The Internet Era of TV is Here, right? So How Well is TV Tackling the Key Issues?				

Friday 11 September

Reinventing Broadcasting: The rules are changing so what are the innovative technologies helping to break the mould?					
	Forum	E102	G102/103	Emerald	Auditorium
8:00 - 8:30		IABM Breakfast Where's the money in broadcast and media? Cloud processing, applications that make sense			
8:30 - 9:00					
9:00 - 9:30				High Efficiency Video Coding meets UHDTV Broadcasting	
9:30 - 10:00					
10:00 - 10:30	Keynote Programming with Global Ambition				
10:30 - 11:00					
11:00 - 11:30	Break				
11:30 - 13:00	Is OTT Simply Broadcast Re-booted?	The IP Infrastructure Revolution	Sponsored session CISCO	DASH	IBC Big Screen Experience Sponsored session FREE
13:00 - 14:00	Lunch				
14:00 - 14:30	Silicon Valley investment in video	"Breaking the Bundle - The end of TV as we know it?"		High Dynamic Range Video – Status & Strategies	IBC Big Screen Experience HDR Part 1 FREE
14:30 - 15:30			Sponsored session DASH		
15:30 - 16:00	Break				
16:00 - 16:30	Wearable wearables?	Online News - How vice news is changing the paradigm		Broadcast Site Planning: Latest on RF Safety, Coverage and Spectrum	IBC Big Screen Experience Sponsored session FREE
16:30 - 16:45					
16:45 - 17:30	Disrupting storytelling: Wearables and what you watch		Sponsored session		
17:30 - 18:00	In conversation with...				
18:00 - 18:15					

The Power of the Digital-first Players: Google, Netflix and Facebook are here, so what?					
	Forum	E102	G102/103	Emerald	Auditorium
8:00 - 8:30				IBC sponsored breakfast	
8:30 - 9:30		What caught my eye FREE		Mobile	
9:30 - 10:00					IBC Big Screen Experience Sponsored session FREE
10:00 - 10:30	Keynote Over the Top Comes Of Age				
10:30 - 11:00					
11:00 - 11:30	Break				
11:30 - 12:00	Online video - How the MCN's online are capturing viewers	ASBU	IBC Rising Stars - Welcome to IBC	Cutting Edge Technologies I - Producing Ultra High Definition Television	IBC Big Screen Experience HDR Part 2 FREE
12:00 - 12:30			The News in a Flash		
12:30 - 13:00					
13:00 - 13:30	Lunch				
13:30 - 14:00	Roadmap session: Our CTOs look forward 12 months	Future Consumer, content everywhere and always on!		Cutting Edge Technologies II - Immersive Media Techniques	IBC Big Screen Experience HDR Part 3 FREE
14:00 - 14:30			Digital Creators - The New Mainstream		
14:30 - 15:00					
15:00 - 15:30	Break				
15:30 - 16:15	Look behind you!		Getting Your Content Out There: Distribution and Monetisation	EBU Bcast Media Tech Factory of the Future	IBC Big Screen Experience Sponsored session FREE
16:15 - 16:30	360 Content and Virtual Reality	IBC Innovation Showcase	The Future of Broadcasting		
16:30 - 17:15					
17:15 - 17:30					
17:45 - 18:00	In conversation with...				
18:00 - 18:30					
18:30 - 21:00					Movie Screening FREE

Preparing for the Future Today: How to balance innovation with keeping the broadcasting ship steady as she goes					
	Forum	E102	G102/103	Emerald	Auditorium
8:30 - 9:30		What caught my eye FREE		Production	
9:30 - 10:00	Keynote ARM				
10:00 - 11:00	Keynote Telcos Tune into Broadcasting				Sponsored session FREE
11:00 - 11:30	Break			Break	
11:30 - 12:00	The relentless rise of mobile – opportunity or threat for the TV industry?	MAM is dead, let's talk supply chain	Tour of IBC Exhibition	Second Screens – Storytelling across Multiple Platforms	
12:00 - 13:00			Craft Skills Masterclass		
13:00 - 13:45	Lunch				
13:45 - 14:00	Sports Broadcasting: Playing away from broadcasting's traditional home	Commoditization – just how low can we go?		Access Technology	
14:00 - 15:15			How Tech Start-ups are Revamping the TV Industry		
15:15 - 15:30	Break		Break	Break	
15:30 - 15:45					
15:45 - 16:30	Pervasive Disruption	EDCF Global Update FREE	Immersive Entertainment	SMPTE	
16:30 - 16:45					
16:45 - 18:00	Breaking open the Codec: Are Current Video Compression Standards enough?		16.40 - 17.30 Closing Keynote		
18:00 - 18:15					
18:30 - 21:00					IBC AWARDS

It's a Wrap: Key Outcomes and Next Steps & Big Screen day: Defining Cinema					
	Forum	E102	G102/103	Emerald	Auditorium
8:00 - 8:30					
8:30 - 9:00		What caught my eye FREE		Audio & Radio – Sound progress EBU Breakfast session	
9:00 - 9:30					
9:30 - 10:00					Keynote
10:00 - 11:00					
11:00 - 11:30	Break			Break	
11:30 - 13:00	The outlook for broadcast and media - IBC2015 wrap-up	SET FREE		Security	IBC Big Screen Experience Immersive Cinema: Picture FREE
13:00 - 14:00	Lunch				
14:00 - 15:30	Fob-TV FREE	Amsterdam Tech City FREE		SCTE FREE	IBC Big Screen Experience Immersive Cinema: Sound FREE
15:30 - 16:00		Break			Break
16:00 - 17:00		World DMB FREE			IBC Big Screen Experience Cinema 2020 FREE
17:00 - 17:30					
17:30 - 18:00					
18:00 - 18:30				FKTG SESSION	
18:30 - 19:30					Movie Screening FREE
19:30 - 21:00					

KEY	Stream
	KEYNOTE
	STRATEGIC
	BUSINESS OPS
	TECHNICAL
	INTEGRATED SESSIONS / SPONSORED SESSIONS
	BIG SCREEN
	CONTENT
	NEW DISRUPTORS
	WHAT CAUGHT MY EYE
	IBC RISING STARS