



Date: 25 October 2018

Grand Hotel Villa La Torretta (Milano)

14:00 – 14:30

Welcome & Registration

Convening to the meeting room

14:30 – 14:40

Opening welcome by HDFI - Benito Manlio Mari, President

14:40 – 15:00

Keynote Speech: Antonio Arcidiacono, EBU Director of Technology & Innovation

15:00 – 15:30

States General: Key highlights of Market Research, “Understanding and forecasting the future of the TV and media industry” - Paul Gray, IHS Markit

15:30 – 15:45

Report from States General: feedback & guidelines - Marco Pellegrinato, Vice President HDFI



15:45 – 16:10

Italian television scenario: the vision of the Authority - **Antonio Martusciello**, Commissario AGCOM

16:10- 16:30

Italian television scenario: the view of the Broadcasters – **Franco Siddi**, Confindustria Radiotelevisioni President

16:30 – 17:00

Coffee break – Salone di Corte/Demo Area

17:00- 17:15

Ultra HD Book 1.0.1: Line-up 2020 and 2022 impact - **Gino Alberico**, HDFI JTG

17.15 – 18.00

New technology futures: 5G, Cloud computing and Media Blockchain

Introduce: **Marco Pellegrinato**

5G – **Luca Sampietro**, Fastweb

Cloud Computing – **Francesco Sacco**, Università Bocconi

Media Blockchain – **Michele Festuccia**, Cisco

18.00 – 18.30

Round Table – Vision from media supply chain

Moderate: **Sebastiano Trigila**

Renato Farina, Eutelsat, **Alberto Sigismondi**, Tivu, **Francesco Leveque**, Samsung, **Luca Baldin**, Smart Building

20:00

Gala Dinner, Sala delle Rondini*

**Only with Premium Ticket and HDFI Invitation*



26 OCTOBER 2018

09:00 – 09:30

Convening to the meeting room

09:30 – 09:40

Welcome **Benito Manlio Mari**, HD Forum Chairman and **Vincent Grivet**, HbbTV Chairman
Introduction **Francesco Moretti**, Fincons Deputy CEO

09:40 – 11:00

Cutting-edge Services leveraging HbbTV:

European Broadcasters to showcase their innovative launches

Moderator: **Francesco Moretti**, Fincons Deputy CEO

- **RTÉ Soarview - Richard Waghorn**, Director of Transformation and Technology
- **Mediaset Play – Massimo Capalbo**, Responsabile Innovazione e Servizi OTT
- **ITV: Clive Santamaria**, Chief Architect

11:00 – 11:45

Coffee Break – Networking

11:45 – 12:30

Groundbreaking Technologies and Business Models

European suppliers to showcase their success stories with key customers

Moderator: **Andrea Michelozzi**, Comunicare Digitale President

- **Fincons&Mediaset: Interactive TV and Addressable TV Advertising - Massimiliano Pessina**, Mediaset Technology Manager Business Digital; **Alberto Niero**, Fincons Media BU Manager
- **SwissTXT: Accessibility Services for the Citizens - Robin Ribback**, Head of Innovation Management
- **Cellnex Telecom: Innovative Catchup TV services for the Spanish market – Sergi Alsina Gonzalez**, Product Strategy Manager

12:30 – 13:00

TV Standard Evolution and Market Penetration by HbbTV Chairman – **Vincent Grivet**

13.00 – 13.40

Round Table: Anticipating Viewing Patterns

Moderator: **Angelo Pettazzi**, Senior Strategic Marketing Manager at R.T.I. S.p.A.

- **Alberto Sigismondi**, Tivù CEO
- **Nicola Iovene**, Kineton Senior Business
- **Giorgio Torielli**, Lutech Client Director Executive
- **Oliver Botti**, Fincons Head of International Business Development and Innovation
- **Christophe Kind**, Mediakind Director of Market Development

13:40

End of Day 2 – Free time for all participants