

# Convergence Summit on Survival in the Brave New World of Broadband

Submitted by: Eskenzi PR

Monday, 12 March 2001

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Monday 21 - Tuesday 22 May 2001 - ExCeL, London <http://www.mediacast.co.uk/conference>

Convergence has brought a wave of new partnerships and mergers creating a highly competitive and confusing environment for network operators, telcos, broadcasters and new media service providers. At the Convergence Summit key industry players will discuss some of the hottest questions which must be answered before an organisation can decide which new business model it needs to adopt to survive. The Convergence Summit organised alongside Mediacast, ECC and e-CAST will feature over 30 senior executives giving a candid examination of the opportunities and threats facing companies in the broadband arena.

Speakers include:

Day One - Monday 21st May

Kate Bulkley, Broadcaster & Media Journalist - Chairperson

Ben Andradi, President and COO for BT Openworld

Jerry Roest Group MD for Internet & Strategy at ntl Group Ltd

Yves Elsen Marketing and Commercial Director for SES/ASTRA

Patrick Vittet-Philippe, Expert Adviser to the European Commission - DG Enterprise. Garry Stephen, MD of DIVA Europe

Joseph Haddad, CEO of Netgem

Alex Heath, CEO of VirginNet

Day Two - Tuesday 22nd May

Dominic Schreiber Editor Television 2.0 - Chairperson

Andrew Curle, Special Projects Manager for Irdeto Access

Mark Isherwood, Senior Consultant for Rightscom Ltd

John Moulding, Editor of CSI

Bruce Lynn, UK Director of Network Solutions for Microsoft UK

Régis Saint Girons, MD and Senior VP for Open TV Europe

Charlie Tritschler, VP of Marketing for Liberate Technologies

Mike Valiant, Senior Market Development Manager - Cable Solutions, 3com Corporation

Kevin Morrison, Vice President International, Respond TV

Philip Hooper, Head of Broadcast Networks for Madge.web

Dominic Guinness, Internet Broadcast Marketing Manager, BBC Technology

Gareth Sutcliffe, Business Development Manager, Microsoft -Windows Media Technologies

Jim Cook, General Manager, Packet Video Europe

Steve Wallbank, Market Development Director Broadband Services, Portal Software (Europe)

David Treadway, Industrial Adviser, 3i

The conference consists of eight panel discussions held over two days covering the following topics:

1. The Third Way - For some years, broadband network development has been seen as a competition between cable companies and the incumbent telco. With local loop access, broadband by satellite and fixed wireless, is there a Third Way? Leading operators review progress and examine the issues for the future.

2. Keynote Presentation, "Mobile commerce and the global digital economy: the perfect storm" by Patrick Vittet-Philippe, Expert Adviser to the European Commission - DG Enterprise. He will examine topics including: Are Governments greedy and regulators unpredictable? Does convergence pose an opportunity or threat? What is the role of mobile in the new digital economy?

3. Regulation vs. Opportunity - Content is it the same old rope or something completely different?

4. Packaging Content to Create Demand - giving customers the right content as the answer to the challenge of permission marketing.

5. Protecting Content in the Digital Environment - Is this an Illusion? Security in a digital environment is crucial to your organisation's success. Hear from the panel of experts how security can be built into your business model.

## 6. Standardisation vs Innovation - Interoperability: a Point Not Yet Proven?

In order for the market to benefit from true technological convergence, a certain level of openness between platforms must be achieved by industry players. Hear from a cross-section of experts from various platforms on their concerns and foreseeable opportunities, as well as whether they think that standardisation will necessarily blight innovation.

## 7. Can You Make Money Out of Streaming Media Or Is It Just a Fat Pipe Dream?

- Is there a business model for making streaming media work?
- Is streaming media necessarily subculture or can it go mainstream?
- Will streaming media overturn the established order?
- What will be the effect of bandwidth on streaming media services?

## 8. Making a Successful Business Your Business

In conclusion to this intensive, strategic conference, executives will debate with the delegates, how they visualise future opportunities for operators, technology companies, service providers, content providers and ultimately the brand owners.

FEE: The two-day registration fee for the Convergence Summit is £500+VAT for one day or £700+VAT for both days, register before 30th March and pay only £560+VAT for both days.

For event information or tickets access the Internet on <http://www.mediacast.co.uk/conference>

## Notes to Editors

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