

TVCON 2018

24. 4. 2018 / 9:00 / Grandior Hotel Prague Na Poříčí 42, 110 00 Praha 1

Schedule of event

9:00 - 9:15 **Starting the program**

Václav Sochor - TIPSPORT

9:15 - 9:35 **Video pioneers: Intelligent video workflows built on the cloud**

Simon Frost - AWS Elemental (Amazon)

Media pioneers such as Discovery Communications, the BBC, Channel 4 and Amazon Video are all using the capabilities of AWS to transform their ability to deliver ever more relevant programming, respond to dynamic viewing trends, and capitalize on new commercial opportunities. In this session, learn about the recently expanded suite of tools for Media, and how industry pioneers have deployed them to supercharge their video capabilities. From serverless media management, agile and cost-effective cloud playout, deep personalization and monetization, and intelligent content discovery. All delivered with global reach: Are you ready for your cloud transformation?

9:40 - 10:00 **Maximizing the Value of Content Across All Platforms**

Martijn van Horssen - 24i

Just about all aspects of the OTT industry are being massively restructured. Rapid changes in technology, user-behavior and business models have created a gap between how consumers want to experience and pay for entertainment and media and how companies produce and distribute their offerings. How can we reach our audience and keep them coming back for more? This is a question facing many broadcasters and content providers in an increasingly competitive online video market. The answer lies in building an understanding of who the audience is, how they behave and what they value... and translating that information into VOD products. In this presentation, Martijn will share his experience and talk about how you can maximize the value of content across a variety of platform.

10:05 - 10:25 **THE FUTURE OF ENTERTAINMENT FOR THE NEXT 1 BILLION PEOPLE**

Hizam Sahibudeen - iflix

iflix was created for the rapidly growing, emerging middle-class population and their increasing demand for entertainment content. We set out to address a certain set of conditions, which tend to exist universally across emerging markets - prevalence of piracy, inconsistent infrastructure, inconsistent quality and distribution of internet connectivity, expensive and limited mobile data, low paid television penetration, low credit-card penetration and a lack of familiarity with online payment options - through technology and commercial partnerships.

10:30 - 10:55 **Coffee Break**

10:55 - 11:15 **HbbTV and Czech TV: Present and Future**

Jan Zeman - Česká televize

Czech TV has been broadcasting HbbTV services for 6 years. In that time, it offered a wide range of various HbbTV services and apps. Czech TV now has significant experience in this area. What new does this service bring to viewers and how is it going to develop further?

11:20 - 11:40 **Trends, Challenges and Opportunities in the World of TV Apps**

Petr Mazanec - Mautilus

Commercial opportunities, unresolved issues and challenges in the world of TV applications. Learn the lessons of more than 7 years of development and operation of Smart TV and HbbTV apps for the entire world.

11:45 - 12:05 **TV Prima's New Hybrid Environment**

Daniel Grunt - PRIMA ON-LINE

The Director of Internet Activities of the Prima TV group will explain the reasons and intentions behind Prima's introduction of a new interface for its HbbTV hybrid app and the changes to the videoarchive at the iPrima portal; he will also summarise the lessons learned by Prima and show early audience feedback.

12:10 - 12:30 Czech Republic awareness of HbbTV

Tomáš Hanzák - Nielsen Admosphere

Do Czech viewers know what HbbTV is and what it provides? What services do they generally expect from HbbTV? Is HbbTV the technology of the future? How is measuring conducted in the Czech people meter project and how do its results stand within the overall delayed viewing ratings on TV? Numbers from Nielsen Admosphere research show not only the reality of the current state of the audience's awareness of the possibilities and use of HbbTV, but also their plans, for example, in connection with the transition to the new DVB-T2 terrestrial television standard.

12:35 - 13:25 Lunch

13:25 - 13:45 Programmatic Purchases of Spot Ads Through HbbTV - Mission Successful!

Petr Hatlapatka - FTV Prima

Hybrid TVs no longer have to be just a platform for TV formats originating on the internet: this February, Prima TV managed to sell the first two spot campaigns through HbbTV. Petr Hatlapatka will explain the mechanisms Prima used, how the campaign worked and what are the results.

13:50 - 14:10 The Addressable TV market in Germany

Lars Friedrichs - TeraVolt

The presentation gives an overview on Europe's largest Addressable TV market with the development over the last years and best practice campaigns. It will also give insights on the first HbbTV commerce trials and an outlook on new trends in the German ATV landscape like spot exchange.

14:15 - 14:35 How agencies work or will work with HbbTV

Petr Miláček - PHD

What role does HbbTV play in planning a communications mix? For whom is it suitable or unsuitable? FMCG vs. Durables. A handful of case studies and how are they handled in three Czech media companies?

14:40 - 15:00 The Future of Terrestrial Digital TV Platforms and the Expansion of HbbTV Services

Pavel Dvořák - Ministerstvo průmyslu a obchodu ČR

An overview of the current progress and future plans in freeing up the 700 MHz band and the related transition to DVB-T2 broadcasting; the talk will recap the current state of preparation of key documents and requirements for related technology, including the lowest compatible version of HbbTV for the Czech market, and the possibilities of future development of hybrid platforms in the transition to a new standard of terrestrial broadcasting.

15:05 - 15:30 Coffee Break

15:30 - 15:50 Do thematic TV stations have a place on the television market after 2020?

Nikola Pařízková - Digital Broadcasting, Martina Vacková - Digital Broadcasting

How do the RELAX and REBEL thematic TV stations apply the possibility of using HbbTV advertising campaigns? Does the HbbTV application with the possibilities of an archive, OTT, a program guide and other entertainment services make any sense for thematic stations? How are small stations considering the move to the DVB-T2/HEVC standard? Does it make sense for thematic channels at a time of online streaming and social media? How do we see the future and position of thematic channels on the television market after full transition to DVB-T2?

15:55 - 16:15 Assistant of Entertainment

Ladislav Navrátil - nangu.TV

We live in a time of 'on demand' content without ever being fully aware of this situation. With dozens of channels with hundreds of hours of time shifting, we are unable to grasp this content and effectively offer it to audiences. A time when producers of video content repeat the 17-year-old mistakes of the music industry while forgetting the most important thing - the reason users even switch on the television. And finally, how we deal with this at nangu.TV.

16:20 - 16:40 ERT Digital Services

Yiannis Vougiouklakis - ERT SA

It will be a short presentation regarding the ERT Digital Services

11:45 - 12:05 New Types of Linear Channels and Services

Josef Vařica - Stream Circle

Don't see the business sense in launching the tenth Czech film channel? Thinking twice about developing the country's eighth sports or music channel? Do you want to reach young and minority audiences? Do you need to open new TV channels but don't have the same amount of funding as for your current channels? Stream Circle offers a way how to use online videos, graphics, internet data and new technologies to develop an interesting linear channel that can be distributed on primary as well as alternative distribution platforms. Your new TV channel doesn't have to be a copy of what someone else is already doing on the market; utilise the power of the online environment to reach young and minority viewers and take advantage of modern tools to make the running of the channel as automated as possible.

12:10 - 12:30 Can Anyone Stop Netflix?

Tomáš Vyskočil - FILMTORO

Netflix is the most popular online video rental company in the world that has 120 million customers and is more profitable than all American cinemas put together. Can anyone stop this runaway train? What are the competitors such as Amazon, HBO or Disney trying to do to fight it? How does Netflix find new customers and where is all that money coming from? And since it's launched in the Czech Republic two years ago, will we ever see a fully localised Czech version?

13:25 - 13:45 3 Campaigns That Are Changing Programmatic Advertising in HbbTV

František Bauma - R2B2, David Kratochvíl - R2B2

A programmatic campaign in HbbTV now means far more than just "launch on Monday and stop showing on Sunday". Demonstration of the current features (content targeting, retargeting, AB testing) on the case studies of campaigns that fully utilised the potential of advertising in HbbTV. Everything is accompanied with examples and statistics.

13:50 - 14:10 Specialty Channels and HbbTV

Marcel Para - MP - Media Production

Full-format channels mostly use HbbTV as an archive and to experiment with ad formats. But almost no one actively works with HbbTV content. Specialty channels should be the most creative actors in this area. HbbTV can include live streams, interactive services and much more. PARK TV and several specific examples that may be inspiring.

14:15 - 14:35 HbbTV is not a myth, buzzword or fake. It's marketing, data and facts. There is only one red button

Lukáš Hnilička - Hybrid Company

Mythbuster Lukáš Hnilička will present the reality of the hybrid environment, which is experiencing a European-wide boom.

14:40 - 15:00 What does the future hold for linear broadcasting, IPTV and HbbTV?

Pavel Górecki - goNET

How did we manage to build our own IPTV from the ground up? Despite modern trends, why is linear broadcasting still with us? Has IPTV increased viewing rates, and what is the future of watching TV? Pavel Górecki will focus on these and other topics.

15:30 - 15:50 HbbTV for Digital Planning and More

Petr Tichý - Mindshare

Potential answers to the question of whether HbbTV can be an integral part of clients' online media planning.