



**Date: 25 October 2018**

**14:15 – 14:30**

Convening to the meeting room

**14:30 – 14:40**

Opening welcome by HDFI - Benito Manlio Mari

**14:40 – 15:00**

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

**15:00 – 15:20**

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

**15:20 – 15:35**

**Report from States General:** feedback & guidelines - Marco Pellegrinato

**15:35 – 15:45**

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

**15:45- 16:00**

**Italian television ecosystem scenario:** re-farming plan, toward 2022, Marco Bellezza - Ministero Sviluppo Economico

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**16:00 – 16:30**

Coffee break - Foyer Auditorium

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**16:30 – 18:00**

Round Tables:

- Italian television ecosystem scenario
- New distribution model
- Advanced Robotics - Cognition, Motion and Neuroscience, A.I.
- Vision from supply chain

**20:00**

**Gala Dinner, Sala delle Rondini\***

*\*Only with Premium Ticket*



## 26 OCTOBER 2018

09:00 – 09:15

Convening to the meeting room

09:15 – 09:30

Introduction by **Francesco Moretti, Deputy Ceo Fincons**

Introduction by **HbbTV Chairman** and **HDFI Chairman**

09:30 – 10:30

**Keynote: Unleashing Audience Interaction, ATSC 3.0 and HbbTV**

10:30 – 11:15

Cutting-edge Services leveraging on HbbTV:

- **Europa Broadcasters** to showcase their innovative launches
- **Mediaset, ITV, SRG, SwissTV, Pro-Sieben, VRT, TDF**

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11:15 – 11:45

Coffee Break – Networking

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11:45 – 12:30

Groundbreaking Technologies and Business Models:

European suppliers to showcase their success stories with key customers

- **Fincons & Mediaset:** Interactive TV and Addressable Advertising Platform
- **SwissTXT & SRG:** HbbTV Methodology and Training
- **Freeview & ITV:** enabling VOD services for the UK market
- **Cellnex & Mediaset España:** innovative Catchup TV services for the Spanish market
- **TDF**

12:30 – 13:00

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

13:00 – 13:30

**Round Table:** Anticipating viewing Patterns – HDFI Competence Center, SwissTXT, Freeview, Cellnex

13:30

**End of Day 2 – Free time for all participants**