

# iptvworldforumasia

delivering multi-platform television over IP  
5-7 December 2007  
Suntec, Singapore

**free exhibition**

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## speakers include



**Paul Berriman**  
CTO, PCCW, Hong Kong



**Low Ka Hoe**  
Director of mio TV & Content,  
SingTel



**Philip King**  
General Manager, Video Services,  
Telecom New Zealand



**Ricky Wong**  
Chairman and Co-founder,  
City Telecom



**Puneet Garg**  
General Manager – IPTV,  
Bharti Airtel, India



**Jukka Helin**  
Director, TV, Content &  
Digital Home, TeliaSonera



**Stephen Kim**  
Managing Director of  
content HQ, Hanaro Telecom



**Jitender Garg**  
Deputy General  
Manager, MTNL



**Chi Lee**  
Vice President of Content  
Business Strategy, KT

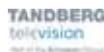


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## dayone telecoms evolution

Across Asia, telecoms network operators are evolving into service providers, and service providers into television companies, and some IP television companies into media giants. Day One looks at the market prospects for IP-based television in the region and investigates the impact video is having on the companies delivering it, and the local markets they serve.

### 0800 Registration

### 0900 Chairman's Introduction

### 0910 Opening Keynote

**Sal Arora**, Senior Director of Product Management, Microsoft TV, Microsoft Corp

## sessionone market dynamics

With less satellite competition and a largely urban cable footprint in Asia, IPTV could emerge as an equal to these legacy technologies for Pay TV services. The first session will address the prospects for IP-based multimedia and television across the region, including a close look at the local market in Singapore.

### 0940 The transformation from a telco to a media company

- The importance of 'big brand' content in building a television business
- The impact of IPTV on a telco's broadband/voice business
- Multi-platform television strategy across TV, web and mobile
- Exploiting content rights across multiple-platforms: the considerations

**Paul Berriman**, CTO, PCCW, Hong Kong

### 1010 Connected Home - It's Our Time

- From content locked in different devices to content in the network for any device
- From inconsistent user interfaces to uniform user interface
- From digital complexities to simplified user experience
- From disparate platforms for each device to network with as a single platform for multiple devices.

**Senior Representative**, Cisco

### 1040 Morning Break & Exhibition

"I enjoyed your IPTV Asia very much. It was professionally organized and I am sure delegates find it impressive."

**Raymond Hsu VP, North Asia Sales, Kasenna**

## sessiontwo telco evolution

A common theme driving telcos towards IPTV in all markets is the need for transformation, as they evolve from network operators into service providers. In mainland China the government is encouraging a cooperation model to deploy IPTV nationwide while in Hong Kong the process is nearly complete as PCCW becomes a media company.

### 1130 Market forecasts for Pay TV and IPTV in Asia

- The market for Pay TV in Asia 2007-11
- The market for broadband in Asia 2007-11
- The market for IPTV in Asia 2007-11
- The main drivers for Pay TV and IPTV in Asia
- The main obstacles to Pay TV and IPTV penetration

**Senior Representative**, Red Bee Media

### 1150 Network requirements for IPTV services & its challenges

- Additional new sources of revenue for incumbents,
- How the services provider can take the leverage of IPTV

**Jitendra Garg**, Deputy General Manager, MTNL

### 1210 Panel: Is multi-platform media delivery the future for telcos in Asia?

- Are wireless communications more important than wired for Asia?
- Is the Asian market ready to pay for multimedia entertainment via mobile?
- How can telcos combine wireless services with broadband and TV to combat cable and satellite?
- Do consumers want all their media/communications services from one provider?
- Is the quad-play the ultimate differentiator for IPTV in Asia?

**Alain Fernando-Santana**, Chief Marketing Officer, Envivio  
**Abdul Razaque Memon**, Solution Marketing, Alcatel-Lucent  
**Matt Cannard**, Vice President of Marketing, Widevine  
**Senior Representative**, Cisco

### 1245 Lunch, Networking & Exhibition

## sessionthree iptv evolution

Given the need to differentiate itself from cable and satellite, IPTV operators are working hard to find service innovations and new audiences. The emergence of an online entertainment culture, driven by peer-to-peer, user-generated content and increasingly, internet TV, could be a well-timed opportunity.

### 1400 Making it all play together – enabling technology

- The evolution towards converged, multi-device Pay TV services
- Protecting Pay TV services and content - is software sufficient?
- Protecting content while promoting home networking
- Service integration and operation with customer premises middleware
- Enabling Pay TV downloads onto portable devices

**Paul Jackson**, Chief Engineer, Asia Pacific, NDS

### 1420 Is IPTV competitive or complementary to cable?

- A telco's role as a major television content producer/owner/distributor
- Multi-platform distribution strategy: terrestrial, cable, over the top, satellite, mobile and more
- The opportunity to embrace and differentiate in the media business
- IPTV deployment roadmap and evolution models

**Marlis Humphrey**, Director of Strategic Marketing IPTV and Mobile TV, Harris

### 1440 Panel: Is there a youth market for IPTV in Asia, and how can it be reached?

- The evidence for media divergence: Web TV, user-generated and P2P
- Is online entertainment taking eyeballs away from the television set?
- How can IPTV providers reach out to the online youth market?
- Online television strategies and cooperation with online media

**Adi Kusma**, President Director, Biznet Metro, Indonesia

**Amit Kumar Dev**, Co-founder, Director (Operations) & CTO, TIME Broadband Services

### 1520 Afternoon Break & Exhibition

## sessionfour the television business

Across the region, IPTV operators are taking on incumbent Pay TV providers with services built around the promise of digital interactivity, better choice and content-on-demand. The last session of the day will address business models and go-to-market strategies for a selection of major players, including best practice from overseas, and look at their impact on the television business.

### 1600 The impact of television on customer satisfaction and ARPU

- Chunghwa Telecom's IPTV progress in Taiwan
- Television service offer, content packaging and pricing
- Impact of television/VOD on voice/broadband customer acquisition
- Impact of television/VOD on voice/broadband churn

**Yi Fong Chang**, Deputy Managing Director, Chunghwa Telecom

### 1620 Opportunities for IPTV in the New Zealand market

- The unique features of the local market
- New Zealand's different approach compared to other global markets

**Philip King**, General Manager, Video Services, Telecom New Zealand

### 1640 Developing innovative services beyond TV

- Profitable service mix models
- Partnership agreements and successful content strategies
- Analysing service drivers, problems and fixes for IPTV

**Jukka Helin**, Director, TV, Content & Digital Home, TeliaSonera

### 1700 The battle between traditional and Interactive TV services in Korea

- Will media business replace the declining access business at Telco in the future?
- Is the broadcasting market fair for new players to easily come in?
- Telco's expansion into the content creation industry, is it right decision?

**Chi Lee**, Vice President of Content Business Strategy, KT

### 1720 Panel: Is television a business in its own right?

**John Allen**, CEO, Digisoft  
**Jacqueline Lam**, Director - Distribution Sales & Affiliate Relations, CNBC Asia

### 1800 Summary & Close ONWARDS - Networking Party

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## daytwo setting the agenda

Up until now, IPTV operators have been playing catch-up, trying to force their way into the television business by offering the same thing, only better. But media/communications trends are moving in their favour, introducing content mobility and exploiting IP and IMS to enable integrated cross-platform services. Increasingly, it could be the telcos who are setting the agenda.

### 0800 Registration

**0910 Chairman's Introduction**  
**Sebastian Moeritz**, President, MPEG Industry Forum

**0920 Opening Keynote**  
**Low Ka Hoe**, Director of mio TV & Content, SingTel

### sessionone content opportunities

Major content owners have always claimed network neutrality – a willingness to distribute content across IPTV as well as cable and satellite providing operators can deliver the required security and guarantees. But now IPTV is being viewed proactively, offering the chance to reach further – and do things differently.

**0950 Content as a driver**

- Innovative product development suited for IPTV
- Innovative interactive applications such as on demand

**Yew Ming Lau**, Vice President, Business Development, Turner International Asia Pacific

**1010 IP Video Everywhere**

- Video crosses segment boundaries (wireline, cable, mobile, satellite)
- Video transforms service providers to experience providers

**Senior Representative**, Cisco

**1030 Panel: Protecting premium content services**  
**Francois Galy**, Vice President Asia, Viaccess  
**Steve Oetegenn**, Chief Sales & Marketing Officer, Verimatrix

### 1110 Morning Break & Exhibition

### sessiontwo internet tv

Video services delivered off the public internet, which are not aggregated or branded by the local network owner, are disrupting the media industry worldwide. They also provide a great opportunity to harness innovative services and new audiences by drawing them into the IPTV service.

#### 1140 IOL Broadband: from the internet to the TV set

- IOL's central role in developing the Indian broadband market
- Where does IOL go next with its multimedia development?

**BT Jumani**, Senior VP Operations, IOL Broadband Ltd

#### 1200 The alternative model for IPTV in Hong Kong

- Why City Telecom won't try to match PCCW's push for exclusive premium content
- The 'alternative' media market for under-25s who are online
- The impact of P2P user-generated and Web TV in Hong Kong
- How the 100Mbps fibre network complements online media services
- City Telecom's strategy as a third-party media service enabler
- The role for 'classic' self-aggregated television

**Ricky Wong**, Chairman and Co-founder, City Telecom

#### 1220 Panel: The Good, the Bad and the Ugly of internet TV

- Is the internet the next great video delivery platform?
- How much can premium internet video disrupt Pay TV?
- Can last mile network owners hope to block/charge for local access?
- How can IPTV and internet TV providers do business together?
- What synergies can be gained from IPTV/internet TV cooperation?

**John Lindsay**, Carrier Relations Manager, Internode

#### 1300 Lunch, Networking & Exhibition

### sessionthree personalising tv

Personalising the viewer experience is not only a great strategy to attract new audiences but a way for platform operators to keep eyes fixed on the television. This session also looks at how operators can monetise these services against targeted and profile-led advertising.

#### 1400 A dual platform approach to television: IPTV plus cable

- The MyPersonalTV IPTV launch and service offer
- Why convergence with TrueVisions (original is UBC)
- Plans to expand services in Thailand: cable or IPTV or both?
- Does IPTV complement the new cable business, and how?
- What can be offered on IPTV that cannot through the cable network

**Dr. Ampai Pornprasertsakul**, Deputy Director, IPTV Software Development, True Internet Thailand

#### 1420 Individualizing & Personalizing TV - how to achieve real user experience excellence

- User experience from the perspective of service providers and research departments
- What makes an iTV/IPTV offer attractive for the subscriber
- User interfaces to address subscriber expectations like communication, privacy, security and ease-of-use in the context of home

**Ferdinand Maier**, Managing Director, ruwido

#### 1440 Personalising multimedia services in a quad-play environment

- The ultimate EPG: personalised and converged
- Cross platform service guides: are they needed: how are they achieved?
- Search and presentation tools for my content, anytime, anywhere
- Multi-platform access to user-generated content, upload and download
- Social networking, communities and blogs: how 'online' does TV need to be?

**Li Huaiyu**, COO, Best TV,SMG,

#### 1500 Panel: Winning over advertisers

**Ian Stewart**, Vice President, Research and Planning, MTV Networks Asia Pacific

#### 1530 Afternoon Break & Exhibition

### sessionfour delivering a different service

Digital, interactivity and on-demand services were the early differentiators for IPTV and remain key weapons going forwards. This session looks at the impact of on-demand in one major market and looks at ways IPTV providers can set themselves apart in future, including the increasing personalisation of TV.

#### 1615 The importance of on-demand content for IPTV

- The importance of on-demand content in the Korean media market
- How to manage and market 10,000 plus VOD titles in Korea
- VOD business models: content, pricing and usage behaviour

**Stephen Kim**, Managing Director of Content HQ, Hanaro Telecom

#### 1635 What IPTV means to China Central Television (CCTV)

- How CCTV is facing up to increasing media competition in China
- CCTV's television content and distribution strategy
- Can interactivity be exploited to make content better: like on-demand?

**Wang Wenbin**, General Manager, CCTV International

#### 1655 Adding value through content and services in Japan

- When broadband is so cheap, where does NTT make money?
- The increasing importance of content and services
- IPTV as part of NTT's service-based value proposition

**Jay Kishigami**, VP, Director NTT Cyber Solutions Labs

#### 1715 Panel: Standing out from the crowd: advanced IPTV differentiators

- Me-TV: customised home pages and personalised 'skins'
- Creating a lifestyle brand based around TV and other multimedia
- Exploiting mobile: using quad-play to put the squeeze on cable/satellite

**Robert Winters**, Vice President of Sales, Shenick  
**Italo Milanese**, Senior Project Leader, Telecom Italia Lab

#### 1800 Summary & Close

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## daythree reaching markets

IPTV is many things to many people. Urban centres and rural villages have very different networks but both can be targeted as markets for digital interactive TV, with services optimised for each. Some telcos are buying into cable and companies who built their media businesses on cable have turned their attention to IPTV. Eventually cable operators will turn to IP switching, and maybe even DSL or wireless to expand their footprint. Day three highlights the value of pragmatism.

### 0800 Registration

### 0910 Chairman's Introduction

### 0920 Opening Keynote

## sessionone on-demand

Movies-on-demand has been an important competitive weapon for IPTV and, given the ability to offer more choice than cable, operators are keen to expand their offer to include vast ranges of programmes and music on-demand. But the real revolution for consumers is time-shifting, whether through the PVR or the network.

### 0950 IPTV and NGN-based multimedia services in China

- The development trend of NGN-based multimedia services
- The challenges of IPTV networks and services
- The importance of value-added services as differentiators for IPTV
- Convergence of IPTV and NGN
- Olympics on-demand

**Xiongyan Tang**, CTO, System Integration Corporation, China Netcom Group

### 1010 Entertainment on-demand: the killer application

- The importance of on-demand video as a service differentiator
- Beyond movies: Replay TV, education and games-on-demand
- Free on-demand and subscription on-demand: lessons from the US
- Advertising around on-demand streams: how and why

### 1030 Panel: The future of time-shifted television

- The role of network storage and time-shifting in Asian IPTV
- The role of in-home PVR via the set-top box

**David Gunson**, Senior Vice President of Programming and Broadcasting, National Geographic Channel Asia and FOX International Channels

**Ross Pollack**, Senior Vice President, Distribution, Asia, Sony Pictures Television International

**Thierry Fautier**, Director, Telco Solutions Marketing, Harmonic  
**Deepakjit Chatrath**, General Manager, Client Management, MEA & Asia Pacific, BT Media and Broadcast

### 1110 Morning Break & Exhibition

## sessiontwo extreme services

IPTV covers a diverse range of network types, business models and service offers, driven by the local conditions in each market. In this session we illustrate how telcos can design services to suit everyone, from multi-room HDTV over VDSL to video services optimised for lower bit rate broadband that can reach into the heartlands of rural Asia.

### 1140 Delivering HDTV over DSL

- General bandwidth and reach characteristics for ADSL/VDSL
- HD bandwidth requirements for different content types in H.264
- Bit rate projections for advanced compression over the next two years
- Better than SD but less than HD: enhanced standard-definition?
- HD encoding innovations to improve services including picture-in-picture

**Alan Delaney**, IPTV Business Development Director, TANDBERG Television

### 1200 Delivering IPTV services tailored for lower bandwidth networks

- Broadband speeds in India today and projections for three years
- Broadband coverage on our networks
- Making sure TV can be offered at the ends of the network
- How to tailor IPTV services to lower-speed broadband
- The technical challenges of delivering video under 500Kbps
- Video quality and user interface: what is possible at lower speeds?

**Puneet Garg**, General Manager - IPTV, Bharti Airtel, India

### 1220 Panel: Quality assurance for extreme services

- Are IPTV providers paying enough attention to service quality?
- Impact of quality assurance on customer acquisition/retention and bottom line
- Why is Quality of Experience (QoE) this year's buzz word?

**Stefan Winkler**, Chief Scientist QoE Assurance Division, Symmetricom

### 1300 Lunch, Networking & Exhibition

## sessionthree multi-service

The emergence of the quad-play could change the balance of power between telcos and their cable and satellite rivals. Besides the obvious potential for cross-marketing and upselling between wireless, broadband and TV subscribers, the introduction of mobile offers the chance to integrate video and communications services across both fixed and wireless networks.

### 1400 Lessons from mobile and broadband and the potential for quad-play

- IPTV trials and deployment plans
- Network capacity, reach and ambitions
- Cross selling mobile and broadband customers to TV
- What potential difference can a quad-play make to business?

**Zomma Mohiuddin**, Executive Vice President (Corporate Strategy), PTCL

### 1420 Targeting multiple services to multiple screens

- Do customers really want media on every device from the same provider?
- Mobile TV trials using DVB-H and 3G
- Targeting different services in different formats to different screens
- Is multi-platform media delivery the future for telcos in Asia?

**Li Yiqing**, VP, Huashi Media

### 1440 The impact of IMS on the quad-play marketplace

- What is IP Multimedia subsystem and how does it work?
- Exploiting interactivity and switching - playing to IPTV strengths
- What happens when you separate services/applications from networks?
- Transferring video sessions from home to mobile

### 1500 Managing multimedia and quad play services

- OSS for IMS
- Problems and fixes for new service creation and delivery
- Real-time interaction between consumer and service provider

**Derek Bell**, Director, Product Management, Subex Azure

### 1520 Q&A

### 1545 Afternoon Break & Exhibition

## sessionfour ip cable

IPTV is shaping the competitive landscape and its influence is about to expand again. This session will look at the cable industry's response to IPTV and how cable operators in the region will deliver services utilising similar technology.

### 1620 Panel: Can home networking add value to the IPTV service proposition?

- What is the market for home networking: how big can it become?
- Should IPTV providers target the equipment market for home networks?
- Direct sales or retail models: what could work best?
- Can service providers add value for their customers - and revenues for themselves?

**Jack Yang**, Business Development Manager, DS2 Asia

### 1650 Supporting next-generation video services in Singapore

- The growing popularity of online multimedia content - and how cable must respond
- The opportunity for new and different video services using IP over cable last mile
- Practical considerations when using channel bonding and pre-DOCSIS 3.0

### 1710 Why cable operators are interested in IPTV over cable

- CCN's current IP network infrastructure and migration strategy
- Competitive pressure from telcos and alternative broadband providers
- Channel and on-demand choice as drivers for IPTV
- The economics of IP-centric customer premise equipment
- Perceived weaknesses of existing video architecture

**Yonghong Xie**, VP, China Cable Networks

### 1730 Panel: The future of IPTV over cable, who needs it and why?

- Is there any reason to wire Greenfield networks using hybrid fibre-coax?
- Is xDSL and fibre the future of cable network expansion?
- How are cable operators using DSL today - and why?

**Col KK Sharma**, Chief Editor, Cable Quest

### 1800 Summary & Close

# TVOVERNETASIA

Internet video has been making steady progress for several years, thanks to increased broadband speeds, maturing DRM solutions and the advent of portable video players that rely on internet-originated content delivered via the PC. Major content owners are now taking this distribution 'platform' seriously, while established Pay TV platforms have started to exploit the internet for video. The internet has the potential to seriously disrupt the media marketplace and this one day conference will explore some of the challenges and opportunities being presented to content owners and platform operators from both the traditional and new TV markets.

## 0900 Chairman's Introduction

### 0910 Opening Keynote

**Matthew H. Sturgess**, Vice President, Asia Pacific, Limelight Networks

## sessionone setting the scene

Content owners have much to gain from internet TV but for Pay TV operators, and especially those that own their own networks, it presents both opportunities and challenges. This session looks at what the internet means to leading media companies and assesses the degree to which internet TV can disrupt the existing television market.

### 0940 The market for online TV and video in Asia-Pacific

- The worldwide market for online video 2006-2012

### 1000 Consumer usage patterns for online video in Asia-Pacific

- Consumer awareness and interest in online video in Asia-Pacific

**Alice Zhang Yan Chun**, Research Analyst, In-Stat

### 1020 How will internet TV be treated by regulators in Asia-Pacific?

- Television without boundaries: the dilemma for regulators

**Pek Ling**, Director, Media Policy Division, Media Development Authority

### 1050 Morning Break & Exhibition

## sessiontwo a developing business

Internet TV is a reality for many broadcasters, using it primarily for niche programming targeting smaller markets. This session will look into how this is made possible and what other opportunities are available for video services over the net.

### 1130 Is the Internet ready for Internet TV?

### 1150 The role of Internet TV for a national state broadcaster

- Consumer demand for online television in China

**Wang Wenbin**, General Manager, CCTV International

### 1210 Turning Local Television Stations into Global Brands Overnight

- Slivercasting - the demand for access to niche programming when and where consumers want it

**Kevin Foong**, General Manager of Asia Pacific, Jump TV

### 1210 Panel: Business models for premium content owners

**Robin Smyth**, Executive Director, ROO Group

**Michelle Wu**, CEO, MediaZone  
**Tony Chow**, President, AIPRO Singapore  
**Sheau Ng**, VP of Consumer and Broadcast Technology, NBC Universal  
**Janet Eng**, Director of Licensing, Asia, Sony Pictures Television International

### 1315 Lunch, Networking & Exhibition

## sessionthree the ultimate long tail

There is only so much VOD an IPTV or cable operator can manage in their private networks, and only so much special interest content that can be delivered economically, even taking into account falling storage costs. The internet provides an opportunity to expand the content offered to existing Pay TV viewers dramatically, taking niche content to new levels, but somebody has to work out the business models so that everyone in the chain gets their fair reward.

### 1430 Afternoon Keynote: Making the free content, advertiser model work

- Why the best content business model for the Internet is 'free'

### 1500 Role of Internet TV in selling online multimedia services

- The market for on-demand TV over the Web

**Ayrton Zhu**, General Manager, Tencent QQlive, QQmusic

### 1520 Revenue protection for free video downloads

- Why content owners like the free, advert supported model

### 1540 Panel: Internet TV and IPTV – Complementary or Conflicting

- Where does Internet TV fit in the overall entertainment food chain?

**Chair: Jeffrey Soong**, CEO, Broadband Network Systems Ltd

**Michael Toh**, CEO, WOW TV

### 1615 Afternoon Break & Exhibition

## sessionfour delivering a new era in pay tv

Since the advent of digital, the TV marketplace has been in a near-perpetual state of disruption, with multi-channel entertainment followed by on-demand, then time-shifting and now space-shifting. That disruption is likely to reach new levels once public IP networks can deliver broadcast-quality television (and especially live streams) as reliably as private television networks. This session looks at some of the technology considerations if it is to happen.

### 1645 The alternative IPTV model

- Targeting the mass family market with classic TV

### 1705 Panel: How should Pay TV operators handle internet TV?

- Can satellite and basic cable use the Internet for quasi-VOD?

**Rajiv Chaudhuri**, Technology Team Manager, Architecture & Design, Network Technology, Telstra

**Hemang Mehta**, Director of Product Management, Microsoft TV

### 1730 Summary & Close

## iptvworldforumasia also features



5 DECEMBER 2007  
CONNECTED-HOME-ASIA.COM

Pay TV operators face a battle in the home to deliver multimedia services across multiple devices where and when the consumer chooses. The two days conference will have presentations from platform operators, media companies, device manufacturers and regulators discussing how to control and distribute multimedia services to next generation consumers.



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Messaging Asia 2007 will look to set the stage for industry leaders and players to discuss in depth the evolution of mobile messaging services in Asia and what value propositions lie ahead for 2007 and beyond. With a unique mix of keynotes, case studies and interactive panel discussions it will provide critical insights on:



5 DECEMBER 2007  
MOBILETVWORLDSUMMIT.COM

Asia boasts some of the best deployed mobile TV services in the world.

After trials and product launches, the medium has proven to be very successful and this conference will learn from new and existing launches, look into how operators can make money from this service and how mobile TV can be converged in the pay-TV domain.

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## 01 delegate details

### delegate 1

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Title  Mr  Mrs  Ms  Dr.  Prof.  Other

Surname

First Name

Job Title

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Address

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### delegate 2

Event  IPTVworldforum Asia  Connected Home Asia  TVoverNET Asia

Title  Mr  Mrs  Ms  Dr.  Prof.  Other

Surname

First Name

Job Title

Email

### delegate 3

Event  IPTVworldforum Asia  Connected Home Asia  TVoverNET Asia

Title  Mr  Mrs  Ms  Dr.  Prof.  Other

Surname

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## 02 booking details

### IPTVWF Asia Registration

#### Day one 05.12.07

Standard	£595.00	<input type="checkbox"/>
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Membership discount rate	£994.50	<input type="checkbox"/>

### Three day pass

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### Group discount

A 10% discount is available for bookings of more than three people from the same organisation registering at the same time.

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The registration fee will entitle each participant to a copy of the conference proceedings, lunches, refreshments and conference party. The fee does not include accommodation or travel. Registration will only be accepted with full payment.

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# keyspeakers



**PAUL BERRIMAN**  
CTO, PCCW, Hong Kong

Paul currently leads a team of experts with industry experience and market vision to perform an important role in the strategic direction and the product/technology roadmaps for transformation of the company.



**JUKKA HELIN**  
Director, TV, Content & Digital Home, TeliaSonera

Mr. Jukka Helin works currently as a director at TeliaSonera's TV, Content & Digital Home unit. The activities of the unit are focused on development of commercial TV, content and other easy-to-use services for digital home.



**STEPHEN KIM**  
Managing Director of Content HQ, Hanaro Telecom

Stephen established the first IP based VOD service in Korea and acquired all kinds of content for variety of fields such as movies, animations, news, documentaries, education, religion, sports, drama, etc.



**WANG WENBIN**  
General Manager, CCTV International

Wang Wen Bing is now the director and general manager of the CCTV-International. He is responsible for CCTV's Broadcast and TV Group.



**ROSS POLLACK**  
Senior Vice President, Distribution, Asia, Sony Pictures Television Intl.

Ross heads SPTI's Licensing group Asia-wide and is responsible for distribution of all Sony Pictures filmed entertainment, acquired product and SPTI-produced product content in the region.



**DR. JAY KISHIGAMI**  
Director, NTT Labs

Jay Kishigami is also Vice President, Service Strategy, Corporate Management Strategy Division and Executive Chief Producer, Convergence, NTT holding company. He has a responsibility of IPTV service and RFID deployment in NTT.



**PHILIP KING**  
General Manager, Video Services, Telecom New Zealand

Philip King is responsible for developing Telecom's future video and television based services. Philip was appointed to the role in April 2006.



**RICKY WONG**  
Chairman and Co-founder, City Telecom

Mr. Ricky Wong Wai-kay is Chairman and Co-founder of the Group, responsible for overall strategic planning and management.



**ITALO MILANESE**  
Senior Project Leader, Telecom Italia

Italo Milanese is currently managing the innovation research projects about next generation Digital Video Entertainment applications (IPTV, innovative VAS, Triple and Quadruple Play etc) in Telecom Italia Lab (TILAB).



**YEW MING LAU**  
Vice President, Business Development, Turner International Asia Pacific

Mr. Lau heads up Turner's business development group and is responsible for creating and implementing strategic initiatives for Turner's businesses across Asia.



**IAN STEWART**  
Vice President, Research and Planning, MTV Networks Asia Pacific

Ian heads up the regional research and planning departments at MTV Networks Asia Pacific.



**PUNEET GARG**  
General Manager - IPTV, Bharti Airtel, India

Puneet Garg strives the development of IPTV service, network planning, design and testing of technology and business models in a highly competitive telecom and entertainment market. He is leading the IPTV rollout in India.



**JITENDER GARG**  
Deputy General Manager, MTNL

For the last two years, Mr Garg has been working in IPTV & VOIP project. He is responsible for the launch of India's first commercial IPTV services & its deployment in MTNL-India.



**CHI LEE**  
Vice President of Content Business Strategy, KT

Chi is responsible for development of content strategy, investment in content companies and projects, and consolidated contents aggregation for KT's media businesses.



**ADI KUSMA**  
President Director, Biznet Metro, Indonesia

Adi Kusma is President Director for Biznet in Indonesia. He is responsible for managing and leading the company to become one the leading telecom provider in Indonesia.

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www.iptvworldseries.com

The IPTV World Series is a collection of market leading IPTV conferences and exhibitions that focus on the key marketing, business and technology challenges facing IPTV service providers. These events are characterised by the high levels of service provider involvement. We work hard to deliver the best conference programmes featuring speakers who are directly involved in shaping and deploying IPTV services.

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Junction Ltd is a leading specialist in marketing communications and events for the digital technology market. Our expertise includes IPTV, home networking, digital radio and interactive TV. For further information on events in 2008 visit [www.junction-group.com](http://www.junction-group.com)

### business development opportunities

IPTV World Forum Asia is the ideal opportunity for new entrants and established players to raise their profile in the IPTV industry. It can be used as the ideal backdrop to promote products and services to a highly targeted audience. For more information, please contact Ian Johnson on +44 (0)117 3116 220 or email [ian@junction-group.com](mailto:ian@junction-group.com) or Phil Barton on +8621 6340 4191 or email [philb@junction-group.com](mailto:philb@junction-group.com)

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