



WBU-ISOG FORUM

June 12-13, 2008
Hosted by CNN @ One CNN Center, Atlanta, Georgia
Studio 7A (7th Floor)



DAY 1 - Thursday, June 12, 2008

08:00 Delegate Security Clearance | CNN Lobby

- Sign-in with security (**photo ID required**) and proceed to Studio 7A
- Pick-up WBU-ISOG badge and documents, Terrace outside Studio 7A
- Refreshments served, Terrace outside Studio 7A

09:00 1.0 Welcome Remarks – Scott Teissler, EVP, CTO & Chief Digital Technology Strategist, TBS & CNN

09:05 1.1 Approval of Agenda and Minutes from October 22-23, 2007 WBU-ISOG Forum

09:08 1.2 WBU-ISOG Project and Action Item Updates

- 1.2.1 – MPEG-4 Interoperability Test Project – Tom Gibbon, Legal Counsel, International Circuits, NHK
- 1.2.2 – Implementation of ISOG Metadata Set – Carol Darling, Executive Director, NABA/WBU
- 1.2.3 – Implementation of Common PID Settings – Dick Tauber, WBU-ISOG Chair

09:30 1.3 Joint WBU-ISOG/WBU-TC Project Investigation Updates

- 1.3.1 – HD Standards Converters Report – Tony Caruso, Director, New Broadcast Technologies, CBC/Radio-Canada
- 1.3.2 – Proposed Cross-Converter Investigation – Tony Caruso, WBU-ISOG Liaison

09:50 1.4 WBU-ISOG Project - Making a Reality of WBU-ISOG Uplink Identification (ATIS)

- Moderator: Adam Edwards, Sr. Manager, Payload Operations, SES Engineering
- Khalid Chaudhry, VP, Network Operations, Ellenwood E/S, Intelsat

10:30 Coffee Break, Studio 7A Terrace

10:45 1.5 Protecting Our Spectrum – Follow-up Issues Related to WRC-07

- Francois Conway, Senior Director, Strategy & Planning, CBC/Radio-Canada
- David Hartshorn, Secretary General, Global VSAT Forum

11:30 1.6 Satellite Operators' Update: The Next 2 Years Outlook

Moderator: Howard Fine, VP, Broadcast Services, PacTV

- Nabil Shanti, Director, Marketing, Arabsat
- Tony Rayner, Senior VP, Business Development, Eutelsat America
- Frank August, Director, Business Development, Americas, Inmarsat
- Jay Norway, Senior Account Manager, Intelsat
- Kelly Heflin, Director, Occasional Sales and Services, SES Americom
- Eddy Frankland, Managing Director, SES Astra UK Ltd.
- Samantha McCloskey, VP, Special Events and Occasional Use, SES New Skies
- Len Lawson, Director, Sales, Telesat

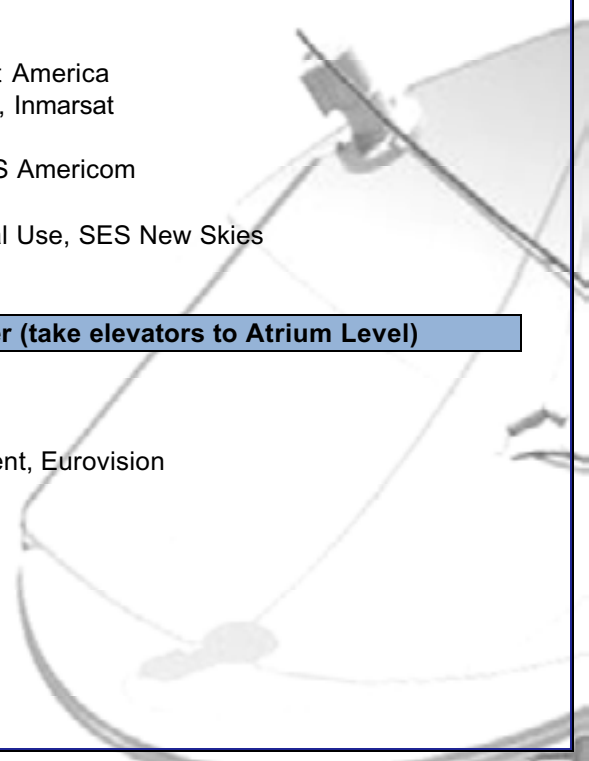
13:00 – 14:00 Lunch in Atrium Terrace B @ Omni Hotel, South Tower (take elevators to Atrium Level)

14:15 1.7 Global Coverage of US Elections and Primaries

Moderator: Larry Klein, Director, Affiliate Services, CBS Newspath

- Didier Debellemanière, Head, Business Technology Department, Eurovision
- Jeff Coneys, Director, Satellite Operations, NBC Universal
- Joe Shimizu, Director, International Circuits, NHK
- Sam Feist, Sr. Producer, Political Unit, CNN
- Martin Turner, Head, Operations, BBC Newsgathering

15:45 Coffee Break, Studio 7A Terrace



DAY 1 - Thursday, June 12, 2008 (continued)

16:00 1.8 Beijing Olympics – Networking Innovations & Initiatives

Moderator: Clyde Smith, Senior VP, Global Broadcast Technology & Standards, Turner

- Tony Caruso, Director, New Broadcast Technology, CBC/Radio-Canada
- Didier Debellemanière, Head, Business Technology Department, Eurovision
- Sheau Ng, VP, Consumer and Broadcast Technology, Media Works TGC, NBC Universal
- Danny Brundage, Sr. Manager, Sales Engineering, Verizon Business
- Matt Adams, VP, Broadcast Solutions, Omneon

17:30 Close of Day 1

18:00 – 20:30 Evening Event at Georgia Aquarium



WALKING DIRECTIONS (From Omni Hotel / CNN Center, 10-15 minutes):

Please follow these instructions precisely (i.e., do not enter through main aquarium entrance).

- Turn left on Marietta Street
- Cross street, turn right onto Park Ave W NW
- Follow Park Ave W NW around to the left
- Continue on Luckie Street (around the back of the aquarium)
- Turn right at Ivan Allen, Jr. Blvd NW
- Walk past the parking lot entrance to the aquarium
- Enter at the Ocean's Ballroom entrance (blue carpet on the right) and proceed to the Atlantic Room.

Georgia Aquarium | 225 Baker Street | Phone: +1-404-581-4000

18:00 – 19:00 Self-Guided Tour of the Georgia Aquarium

Sponsored by:



19:00 – 20:30 Welcome Reception, Atlantic Room

Sponsored by:





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DAY 2 – Friday, June 13, 2008

08:00 Delegate Security Clearance | CNN Lobby

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09:00 2.0 Welcome Remarks – Jim Walton, President, CNN Worldwide

09:05 2.1 Video Over IP

Moderator: Alan Williams, Managing Editor, Asiavision, ABU

- Serge Van Herck, CEO, Newtec
- Brad Gilmer, Executive Director, Video Service Forum
- Elio Parente, VP, Operations & Co-Founder, Genesis Networks
- Sean Sullivan, Media & Entertainment, Premier Accounts, Verizon Business
- Sardy Bernard, Senior Technology Architect, CNN

10:30 Coffee Break, Studio 7A Terrace

11:00 2.2 How Radio Utilizes IP Today and in the Future

Moderator: Steve Densmore, Broadcast Engineering Technology Manager, iBiquity

- Martin Turner, Head, Operations, BBC Newsgathering
- Gino Jensen, Technical Director, Galaxy-1
- Harley Hotchkiss, Operations Director, CNN Radio
- Larry O'Brien, Sr. Director, Radio Production & Resources, Radio Network, CBC/Radio-Canada

12:30 – 13:45 Lunch in Atrium Terrace B @ Omni Hotel, South Tower (take elevators to Atrium Level)

14:00 2.3 CNN – Behind the Scenes

- Bob Hesskamp, Sr. VP, Broadcast Engineering and Systems Technology, CNN
- Sam Feist, Senior Producer, Political Unit, CNN
- Michael Koetter, VP, Technology Planning & Development, CNN

15:15 2.4 Automated SNG Hardware: Show & Tell

Moderator: Mike Antonovich, President, The Space Connection

- David Meynell, Managing Director, SISLink
- James Casabella, Director, Advanced Technology, ABC, Inc.
- Jim Gilbert, CEO, On-Call Communications
- Larry Taylor, Director, Strategic Business Development, Viasat

16:00 2.5 Announcements and Closing Remarks

16:15 – 17:45 Visit SNG Trucks, CNN Election Express (outside CNN Center) and Inside CNN Tour

Visit SNG Trucks, CNN Election Express and join us for a one hour **After Hours CNN Tour** showcasing the history of CNN Networks, the technologies behind daily broadcasts and the newsroom operations of CNN and Headline News.

16:50 Tour Attendees must meet in the lobby by the CNN Security Office.

17:45 Close of Forum