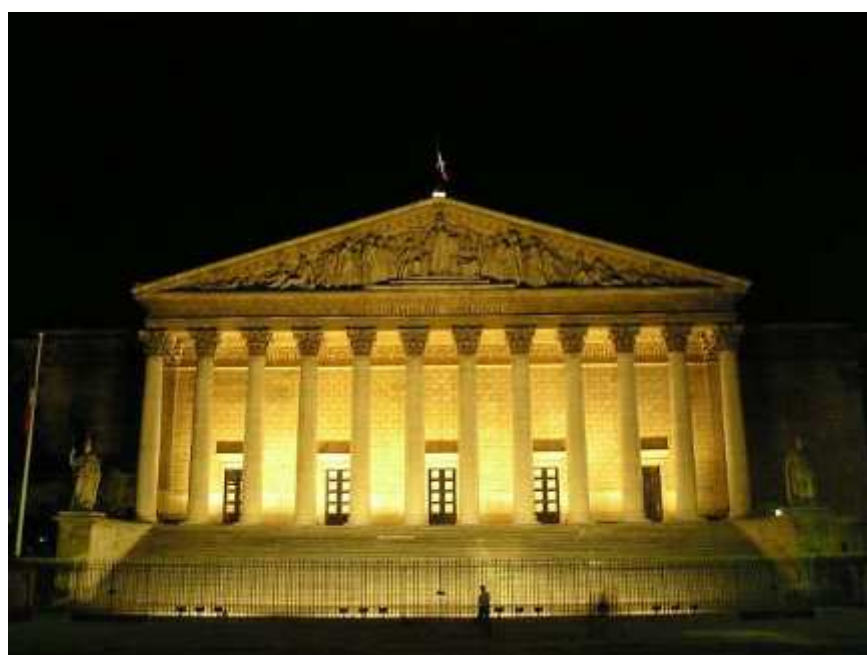


European Interactive Television Perspectives

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Proposed by



Internet and TV 2.0: a threat or an opportunity for Television ?



Internet and TV 2.0: a threat or an opportunity for Television?

Under the Patronage of Frédéric Lefebvre, Member of the Parliament, Vice President of "Club parlementaire sur l'avenir de l'audiovisuel et des médias"

Morning: 9.00 am to 1.00 pm

Introduction: Jean François Copé, Member of the Parliament and UMP Group President (to be confirmed), Regis Saint Girons, AFDESI President

1/ TV 1.0 and TV 2.0: The Interactive TV offer in Europe, today and tomorrow – 9.30 am/10.45 am

- Why do interactive programs have difficulty in reaching substantial audiences on historic platforms such as cable and satellite? What is the future of the cab/sat offers?
- How can IPTV favor new usages and new services?
- How to deal with the internet offer?

For the fourth year, AFDESI proposes a complete and comparable overview of the main market developments: the interactive service offers, technology, network competition and strategies, regulation... This year we will offer a prospective vision of upcoming TV evolution, the Internet/TV convergence, new usages and future TV.

*Introduction: Panorama of the Interactive TV offer in Europe
Keynote Speech and Moderator, Laurant Weill, Visiware President*

Future TV: the offer, strategies, management of the value chain and perspectives
Invitees: Miniweb, Bouygues, Darty, France 24, Expway, Panasonic, RTL

Keynote Speech – "Interactive TV Ecosystems", by Nathalie Magniez, Bloobble - 10.45 am/11.00 am

2/ What are the interactive projects on DTT in France? – 11.00 am/12.15 am

France remains a unique case in Western Europe with no current interactive TV service offer on DTT. At a time when DTT is growing quickly and is fast becoming the main reception mode for digital television, and when manufacturers are starting to sell connected TV sets; broadcasters, manufacturers and networks have their own short and medium term projects. But they are all aware that the emerging "battle" over standards, will condemn interactivity in France. Talks are now re opened.

*Introduction: Presentation of HD Forum's works on interactivity
Keynote Speech and Moderator: Frédéric Tapissier, HD Forum*

Interactivity on DTT:

- Which services?
- Manufacturers' strategies
- Enhanced TV programming and/or new content?
- Does interactivity only apply to specific programs?
- What are the economic models?
- What are the opportunities for local television and Government services...?

Invitees: France Television, Lagardère, Groupement TNT, Philips, Sony, IRT, TDF.

12.45 am: Lunch at the French Parliament Restaurant

Afternoon: 2.30 pm to 6.00 pm

3/ Creativity and new programs: Will Internet bring more creativity to television programming? 2.30 pm/3.30 pm

The ability to bring new content on the television media via broadband networks, offers whole new perspectives to creative teams. What will be the real opportunities on offer, and how will directors imagine multimedia programming on television sets? Will new writing models revolutionize TV programming? Is a new organization to be found for cultural industries?

Introduction by BBC: 10 years of creative programming

Moderator: Bertrand Amar, Bouyaka

Invitees: Effervescence, Buzz2Buzz, the Script Writer Guild, System TV, Arte.

Keynote Speech: T-Government services by Alcatel Lucent – 3.30 pm/3.45 pm

4/ Perspectives for the advertising market in a non linear programming context - 3.45 pm/5.00 pm

How will advertisers manage their budgets in a non linear and multiplatform environment? New opportunities should exist for them with this convergence and we can anticipate a more flexible regulation (in the past, regulators have to prevent viewers from being over exposed to advertising and have implemented strict rules; however, with interactivity, viewers have the choice to watch what they want). How will this dispositive impact industry revenues? Will there be only transfers, or will global revenues increase for the television industry as a whole? What will be the new formats for interactive advertising?

Introduction par Open TV (Olivier Wellman): "Interactive advertising models"

Moderator: Stéphane Martin, General Delegate, SNPTV with the presence of Frédéric Lefebvre, Member of the Parliament, Vice President of "Club parlementaire sur l'avenir de l'audiovisuel et des médias"

Invitees: Mars France, François de la Brosse (Publicist), Vivaki, TF1, Mediametrie.

Keynote Speech: «And tomorrow? Mobile Television», by Qualcomm – 5.00 pm/5.15 pm

Conclusion: Favor the Internet and Television's marriage - 5.15 pm/5.45 pm

What should be the regulatory approach for the industry?
What are the expectations from organizations and political policies?

Invitee: Mme Nathalie Kosciusko-Morizet, State Secretary for the prospective and the development of digital economy, Prime Minister Services.

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And

