

Plenary session 2

Media in the New Internet Age

Tuesday, 3rd of July, 9:00 – 10:30

Content/Objective:

The internet today is no longer the domain of a few computer specialists and “early adopters”. The second age of the net has begun with the mainstreaming of very large scale applications and new media usages. In direct opposition to the twentieth-century mass media, the media in the new Internet age, has allowed the creation of a number of WEB communities with shared experiences being built from contributions by many. Technological developments in place also contribute to the usage of new forms of media consumption be them from fixed or portable terminals.

The purpose of this plenary, but interactive, session is to delve on existing experiences with new media services as well as to explore possible future developments calling for a mobile driven Internet.

- a. Which new forms of media consumption lie ahead?
- b. How will affect current business models and value chains?
- c. How will Multimedia convergence further trigger radical changes in the ways digital multimedia services are consumed by the end-user?
- d. Which technological and scientific challenges lie ahead if changes in consumer's behaviour keep appearing?
- e. How will mobile and fixed access mechanisms be integrated?
- f. Will the Internet of tomorrow be mobile Internet?

Proposed Speakers and topics

a) TBC,

New Media services in convergent networks

To be updated shortly

b) Dirk-Willem van GULIK, CTO, joost.com

The future of (internet) television

Dirk-Willem van Gulik is a Senior Partner at the Tribal Knowledge Group, a specialist Apache consultancy company, with 15 years of Internet engineering, consulting and project management experience. Along with his work at the European Commission, the United Nations, telecommunications firms, satellite and space agencies, Dirk also held both VP of Engineering and VP of Research positions with Covalent Technologies.

At this moment Dirk-Willem van Gulik holds the position of President at the Apache Software Foundation where he was a volunteer since the days of NCSA. Van Gulik's work on Apache has revolved around large enterprise systems such as portals, entitlement systems and Web interfaces to legacy systems. He has worked with a

broad range of international standards bodies, such as the IETF on metadata, protocols, URIs GIS and other Internet standards. He currently is a board member of the Apache Software Foundation, the not for profit entity behind the Apache web server, tomcat, and xml. Dir-Willem is also one of the founders of @semantics, a firm that's going to make the 'Semantic Web' reality.

c) Prof. Ed CANDY, FIET, SMIEEE, Technology Director, Global Technology Strategy, Hutchison Whampoa

Next Generation Mobile Media Services (media on the move)

"Ed Candy joined Hutchison 3G in 2000. As Technology Director, his main responsibilities have been the development of Hutchison 3G's technology, network design for '3', and the associated standards. Ed has a wealth of experience, which he has built up in previous roles as Technical Director at Orange, and as Group Development Director at Simoco International. At Simoco, Ed was in charge of directing the product development and technical activities and created a high tech, world leading, digital radio R&D team. His association with UMTS started in 1987 when he orchestrated the original cross industry UMTS EEC research programme whilst he was International Systems Manager with Philips Radio Communication Systems. Subsequently, during his time at Orange he was tasked by the Mobile industry to establish the UMTS forum the only global body committed exclusively to the market success of 3G systems worldwide, which was established in December 1996, and became its inaugural Chairman. Ed also acted in an advisory capacity to the UK government through his role as Chairman of 3G Technical Advisory Group prior to the 3Gspectrum auction in April 2000. He is a visiting Professor of Strathclyde University, a fellow of IEE and a Senior Member of the IEEE."

d) Stuart Collingwood, Vice President Europe, Sling Media

The Ubiquitous TV

Mr. Collingwood joined Sling Media in June, 2006 and has responsibility for all of the company's European operations including partnerships, country and territory expansion and strategic planning. For the last three years Mr. Collingwood advised pay TV providers, digital media companies and technology start-ups on the launch of new digital platforms and technology. He also served as Vice President EMEA for Liberate and spent eight years at Fujitsu-ICL. Mr. Collingwood is based in London. Mr. Collingwood graduated from Bath University with a Bachelor's Degree in Economics (with honours) and St. Paul's School in London.

Session Chair: **Bosco FERNANDES**, NSN