



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

## 8:30 am: Welcome Desk

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 12:45 am

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

## TV 1.0 and TV 2.0: The Interactive TV offer in Europe, today and tomorrow – 9:30 am/11:00 am

Introduction: "Panorama of the Interactive TV offer in Europe", [Regis Saint Girons](#), President, AFDESI

Round Table: **Moderator**, [Laurant Weill](#), President, Visiware

**Speakers:** [Muriel Mouton](#), Marketing Director, Darty Network, [Olivier Abecassis](#), General Manager, TF1 WAT, [Stanislas Leridon](#), Multimedia Director, Audiovisuel Extérieur de la France (France24, RFI, TV5Monde), [Klaus Merkel](#), Senior Engineer, Institut für Rundfunktechnik, [Rémi Tereszkiewicz](#), Sales and Marketing Director, Video Futur - Netgem Group, [Helmut Thoma](#), Founder, RTL Group, [Ian Valentine](#), President, Miniweb.

*Keynote Speech – "Interactive TV Ecosystems", [Nathalie Magniez](#), Marketing expert & Founder Bloobble.com*

## What are the interactive projects on DTT – 11:15 am/12:30 am

Introduction and **Moderator**: "Presentation of HD Forum's works on interactivity", [Frédéric Tapissier](#), HD Forum

**Speakers:** [Philippe Bourquin](#), General Delegate, Groupement TNT, [Philippe Citroen](#), Managing Director, Sony France, [Pascal Hildebert](#), European TV R&D Manager, LG Electronics, [Bernard Fontaine](#), Innovation and Technologies Manager, France Television Interactive, [Oussama Ouzzani](#), Network Director, Lagardère Active, [Vincent Tautzia](#), Director, Strategy & Business Development, Philips, [Michael Trabbia](#), Director Strategy and Business Development, TDF Group.

## 12:45 am: Lunch at the French Parliament Restaurant – World first Demonstration of the HBBTV Solution

**Afternoon: 2:30 pm to 6:15 pm**

Keynote Speech: [Emmanuel Gabla](#), Counselor, Conseil Supérieur de l'Audiovisuel

**Creativity and new programs: Will Internet bring more creativity to television programming?  
2:45 pm/4:00 pm**

Introduction: "10 years of creative programming", [John Denton](#), Managing Editor, TV Platforms, BBC FM&T

Round Table: **Moderator**, [Bertrand Amar](#), Director, Bouyaka

**Speakers:** [Simone Halberstadt Harari](#), President, Effervescence, [Alain Le Diberder](#), President, Buzz2Buzz, [Daniel Renouf](#), President, System TV, [Joël Ronez](#), Director Web, ARTE France, [André de Semlyen](#), Founder and President, GONG, [Vincent Solignac](#), Vice President, The Script Writers Guild.

Keynote Speech: "T-Government services case study", [Joël Landes](#), Pre-Sales Director, Digital Media & Advertising, EMEA, Alcatel Lucent

**Perspectives for the advertising market in a non linear programming context – 4:20 pm/5:30 pm**

Introduction: "Interactive advertising models", [Olivier Wellmann](#), Senior Director Product Management, General Manager UK, OpenTV

Round Table: Moderator, [Stéphane Martin](#), General Delegate, SNPTV

**Speakers:** [Mykim Chikli](#), Managing Director, ZenithOptimedia, [Benoît Cassaigne](#), Senior-Vice President - Audience Measurement, Mediamétrie, [Frédéric Joseph](#), CEO Zed digital Europe/Asia, and Managing Director Vivaki Nerve Center, [Sebastien Lion](#), Corporate Science Officer, Mars Inc, [Claude Nahon](#), General Manager, Director of Internet Sales House, M6, with the presence of [Frédéric Lefebvre](#), Member of the Parliament, Vice President of "Club Parlementaire sur l'avenir de l'audiovisuel et des médias".

Keynote Speech: «And tomorrow? Mobile Television», [Pierre Marchal](#), Director, Business Development Europe, Qualcomm –

**Conclusion: Favor the Internet and Television's marriage – 5:45 pm/6:15 pm**

[Laurence Franceschini](#), Director Direction des Medias ; Prime Minister Services

[Frédéric Lefebvre](#), Member of the Parliament, Vice President of "Club Parlementaire sur l'avenir de l'audiovisuel et des médias"

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