

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

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

European Interactive Television Perspectives 2009 - 29th June

INVITATION

Palais Bourbon, Salle Colbert, Paris

8:30 am: Welcome Desk

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, [Franck Abihssira](#), ISP Director, Bouygues Telecom, [Stanislas Leridon](#), Multimedia Director, Audiovisuel Extérieur de la France, [Pascal Saucy](#), AVC European Development Centre, Panasonic, [Remy Tereszkiwicz](#), Sales and Marketing Director, Netgem, [Helmut Thoma](#), Founder, RTL Group, [Ian Valentine](#), President, Miniweb.

Keynote Speech – “Interactive TV Ecosystems”, [Nathalie Magniez](#), Bloobble

What are the interactive projects on DTT in France? – 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, [Klaus Merkel](#), Senior Engineer of Information and Data Services, Institut für Rundfunktechnik, [Oussama Ouzani](#), 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 Demo of the HBB TV 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*, Managing Director Vivaki Nerve Center, *Sebastien Lion*, Corporate Science Officer, Mars Inc, M6 (to be confirmed), 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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Access: 126, rue de l'Université, 75 007 Paris.

Parking: Invalides. Metro: Assemblée Nationale (line 12), or Invalides (Lines 8, 13).

Passport or ID Card will be requested at the registration desk. Only registered delegates will be admitted.

Information: contact@afdesi.org

