

Executive Seminar - Wednesday 18 November 2009

Media Seminar

Content innovation in an open world: the end of walled-gardens?

14:30 Introduction - New forms of content distribution

Florence LE BORGNE, Head of TV & Digital Content Practice [IDATE](#)

14:50 The Internet: the open door for innovative services

The swift development of high-speed Internet has spurred the proliferation of multimedia services on the Web, providing alternatives to traditional content provision services, and opening up whole new avenues. What new prospects are being created by current and expected developments on the web: the semantic Web, 3D Web etc.? What are the limitations to innovation on the Internet?

Chair: Jean-Yves LE MOINE, Independent Consultant [Kidoma](#)

Jonathan BENASSAYA, Chairman & Co-Founder [Deezer](#)

Bertrand PECQUERIE, Director [World Editors Forum](#)

Frederic SITTERLÉ, Founder [The SkreenHouse Factory](#) et [MySkreen](#)

Rémi TERESZKIEWICZ, VP Marketing & Development [Video Futur Entertainment Group](#)

15:40 Everything's open but the rights?

In an open universe where content circulates regardless of geographical, language and cultural borders and barriers, what technical and legal protection can be given to content and copyright holders? Is open access the inevitable wave of the future?

Mathieu PRUD'HOMME, Attorney at law, Head of Internet Litigation Department [ALAIN BENSOUSSAN - AVOCATS](#)

16:00 Coffee Break

16:30 New content, new services, new formats, new devices... what impacts on advertisements?

New content distribution, reception and consumption possibilities have spurred a swift change in users' media habits. Advertising is expected to play a central role in the future financing of services on both traditional (TV, radio) and new (Internet, mobile) media. How will advertising need to adapt to these swift changes? Will personalisation and interactivity become the ad industry's new by-words?

François BESENÇON, Member of Executive Board [Publisuisse](#)

16:50 Evolving consumption habits and content innovation

The development of new platforms for consuming media content has created a new set of consumer expectations and new behaviour patterns. What should we make of these new demands? How to adapt formats to better satisfy them? How to adapt the content to the platform? What is the outlook for single screen content and for triple-screen content?

Chair: Didier BAILLEUX, Independent Consultant [DB Consultants](#)

Mark DRASUTIS, Senior Director, Media Products [Yahoo! Europe](#)

Valéry GERFAUD, General Manager [M6Web](#)

Mustafa PASA, Head of Digital Media Studios [Endemol UK](#)

Vincent ROGER, CEO & Co-founder [Mobibase](#)

17:50 Premium vs over-the-top content: what choices for Pay-TV operators?

At a time when premium content is becoming both more costly and increasingly inaccessible to pay-TV operators, the selection of mostly free online content, both professional and amateur, continues to expand. In this new environment, the critical path for pay-TV providers is becoming more and more narrow. Do they need to tighten their control over subscribers or, on the contrary, open access to their boxes up to third parties? What type of partnerships should they form with equipment makers, with content providers, with Internet companies? How to put the television back at the heart of the digital home?

Chair: John GILLESPIE, Vice-President and General Manager, Global Telecommunications [Netezza](#)

Roger SEIKEN, Associate General Counsel, Business & Legal Affairs [Verizon FIOS TV & V CAST Mobile Video](#)

Michael WERNER, Executive Chairman [DigitalTV Partner](#)

Jérôme YOMTOV, General Secretary [Numericable Completel Group](#)

18:40 Final Keynote Speaker: TV on Web or Web on TV?

Whether frenemies or fair-weather friends, Internet and media companies are going to have to learn to get along if they want to enjoy the best of both worlds. But a third party might also come sit at the table: consumer electronics. What role is this industry likely to play? A mere purveyor of gateways and technical solutions, or rather an instigator of new services and a pioneer in new consumption modes?

Roberto MAURO, Director of Strategy and Business Development [Samsung Electronics France](#)

19:30 Gala Dinner hosted by the Languedoc-Roussillon Region and IBM

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