

**16 & 17
November**
Le Corum
Montpellier
France

33rd IDATE international conference

DigiWorld summit 2011



PRELIMINARY PROGRAMME

Will the device be king?



Keys issues selected and introduced by IDATE experts:

- **What's next?** After the smartphones, tablets and eReaders, the triple play boxes and Smart TVs, video game consoles and accessories, ...
- **What are the stakes of smart devices on the business models** of mobile broadband, broadcasting TV, IPTV, OTT video, the video game industry and the press?
- **Smart devices against other checkpoints of the Cloud:** Operating systems, copyrights, App stores, Net giants and social networks, fixed and mobile access plans?
- **... and 8 high-level Seminars:** Broadband, Media, Mobile, Policy, Smart Cities, Green ICT, e-Health, Video Game



www.digiworldsummit.com

IDATE
DigiWorld Programme

PRELIMINARY PROGRAMME

 Version française
www.digiworldsummit.com

TUESDAY 15 November 2011

- 6:30pm - **Breaking the ice:** Welcome Party at the Musée Fabre, Montpellier.

WEDNESDAY 16 November 2011

PLENARY SESSIONS

- 9:00-9:30am - **Opening session**

Welcome speech and general introduction

Keynote Speech

- 9:30-10:30am

Smart devices: what's next?

After the tablets, eReaders and connected TVs, what will be the next innovation? Who will choose what? What features and services will be made available on the personal entertainment, household and professional markets? What will be their level of interoperability? How will the fixed, nomadic and mobile broadband access resources be shared?...

- 10:30-11:00am - **Coffee Break**

- 11:00am-12:30pm

Boxes and Connected TV facing Multi-screen strategies

What is the future of IPTV set-top boxes and more generally of the Telcos'

managed services and networks in the wake of OTT player applications and connected TV? What role will the tablets play in the consumption of mobile TV and video? What are the choices available to television stations in their multi-screen strategies? Between long tail and exclusivities, what is the stake of content for the different players? ...

- 12:30-1:00pm - **Keynote Speech**

- 1:00-2:30pm - **Lunch**

- 2:30-6:45pm

EXECUTIVE SEMINARS (parallel sessions)

- 7:30pm - **Gala Dinner**

THURSDAY 17 November 2011

- 9:00-10:30am

The smartphones: a commodity in the Future of the Mobile Internet?

What could be the features and functionality of future smartphones? Is there still room for Feature Phones? How many different OS will survive the maturation of LTE? What will be the economic burden of the associated application stores? Is it safe to bet on the continued subsidisation of media terminals by operators? Is there a real risk of operator disintermediation via Soft SIM card strategies? What are the real stakes and opportunities of NFC for the different players? ...

- 10:30-11:00am - **Coffee Break**

- 11:00am-11:30pm - **Keynote Speech**

- 11:30-1:00pm

Can smart devices save the Press?

Should we bet on tablets instead of eReaders? Are the media groups able to sell their content and subscriptions outside the ecosystems of the media device and Internet giants? What are the advantages and limitations of pooling strategies? Will the cloud provide a solution for all terminal types? ...

- 1:00-2:30pm - **Lunch**

- 2:30-3:00pm - **Keynote Speech**

- 9:00am-6:00pm

ASSOCIATE SEMINARS (parallel sessions)

- 3:00-4:30pm

Final Round-Table: ...Will the devices be really King?

Will the markets remain dominated by innovation around more or less enclosed ecosystems combining devices and applications? Or can we rather expect a dominant model characterised by cloud architectures and application platforms independent from the physical media devices? What will be the strategy of large social networks with respect to media devices? Will we have application stores destined to smartphones, tablets, PCs and game consoles... all the way to connected TVs? What are the main strategies and stakes in the personal data management and transaction environment arenas? ...

- 4:30pm - **Closing Cocktail**



EXECUTIVE SEMINARS* WEDNESDAY 16 November 2011



NextGen Networks 1 - FTTH at a Crossroads: Innovative services, Business models and Impacts

- How to boost the appeal of ultra-fast broadband offers?
- What are the different rollout and investment schemes emerging in Europe?
- What long-term impact are FTTH rollouts likely to have on other networks and on the telecom industry's structure?



NextGen Networks 2 - LTE: What's changing mobile IP?

- 50 or 100 billion connected devices by 2020? 127 Exabytes of data per year on mobile networks by 2020 or even more?
- IP at all stages?
- Where are the LTE deployments?



Content distribution on connected devices: the (r)evolution is now

- Connected Terminals: competing or complementary in the video online market?
- User Interface: key issue of adoption of connected services and managing the client relationship
- OTT vs managed networks: has war been declared?



Trans-Atlantic Telecom Dialog – Net Neutrality: Act II

- Analyzing the positions being upheld by the stakeholders and the status of regulatory efforts (USA, Europe, ...)
- Spotlighting critical points of debate (traffic management practices, tiered pricing, peering agreements...)
- Forward-looking discussions on the main developments we will see on the Web and in how the major players are positioned.



ICT for a green economy

- Green transformations in the ICT supply-side: from awareness to tangible measures
- ICT as a driver for green and smart solutions



Cities' smart and digital living policies

- Managing mobility
- Taking account of residents' needs
- ICT's role in urban development projects



ASSOCIATE SEMINARS* THURSDAY 17 November 2011



Enabling patient autonomy and in-situ care

- The care-giver's ability to gather reliable and relevant information from a mobile or roaming patient;
- Preserving patient privacy and intimacy;
- Managing the autonomy of ageing populations in our understanding of living situations;
- The relationship between health workers, care givers, patients and society in a mobile or roaming living space.



Next gen game platforms: another step into the cloud and ubiquity in association with Montpellier In Game

- Will the social networks be the next video game platform?
- Cultural industries: the convergence is still going on
- NextGen home consoles: what technological evolutions?
- The "cloud gaming", future of games?
- Online game: spread of ubiquity



ASSOCIATE EVENTS*

16 & 17 November 2011

The 4th International Business Forum DigiWorld Summit (IBF-FIA)

In parallel to the conferences and seminars of the Summit:

- Come take part in the B2B meetings, organised according to your schedule, in a business-friendly environment;
- Participate in the DigiWorld Summit Challenge for 2 days and become a member of the jury for the Pitching contest.

How it works: 70 demos by topic, 4 minutes to convince you, all live at the on the set and livecast!

Come meet us at the FIA DigiWorld Summit, annual digital technologies business meeting, organised by 

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www.fia-dgws.com

16 to 20 November 2011



Montpellier In Game (MIG) is a young video game trade show with big ambitions. Organized by Montpellier Agglomération, this second edition, will include a series of seminars with a slew of high profile industry personalities, B2B meetings, a public exhibition and an off-site festival that will bring all the fun and excitement of gaming to the greater Montpellier area. MIG will take place from 16 to 20 November, and will partner the DigiWorld Summit Video Game Seminar on 17 November. www.montpelliergame.com

About IDATE

www.idate.org

Founded in 1977, IDATE is one of Europe's foremost market analysis firms, devoted to the telecom, Internet and media industries.

Our dedicated teams publish a variety of reports for industry stakeholders and public authorities. We also publish an extensive library of market reports that serve as reference works for market figures and analyses of the latest trends.



At the same time, IDATE has developed a series of think-tank activities, assembled within the **DigiWorld Programme** which enjoys the support of more than 30 of the industry's top players:

- **DigiWorld Network:** a series of monthly meetings in European capitals and international business trips
- **DigiWorld Events:** the DigiWorld Summit annual conference and a series of associated seminars devoted to the year's central issues
- **DigiWorld Publishing:** the DigiWorld Yearbook and the DigiWorld Economic Journal (Communications & Strategies)
- **DigiWorld Collaborative Research:** an annual think tank between member companies, a team from IDATE and experts from the academic world.

DigiWorld Summit ...

A unique place in Europe to understand the future of the digital world



...A place of unmatched exchange and networking through the Questions & Answers sessions included in plenary talks and seminars, during coffee breaks and lunches, and during the November 15 evening reception at the Musée Fabre and the November 16 gala dinner at the IBM site.

With the support of the DIGIWORLD PROGRAMME MEMBERS



With the support:



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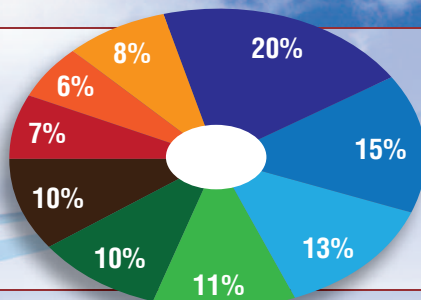
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● PARTICIPANTS' PROFILE

- Telcos
- Vendors
- Finance & Law
- IT
- Media
- Consulting
- Internet
- Entertainment
- Other



- Over 1300 attendees
- 70 exhibitors
- Over 30 countries
- Attended by the industry's top decision makers
- More than 150 speakers
- General and trade press

● Sponsoring & Exhibition

Becoming a sponsor or having your own stand at the 2011 DigiWorld Summit allows you to be part of one of Europe's largest events of its kind. A variety of communication options are possible, and can be tailored into packages to meet your needs. Previous sponsors include: **Accenture, Alcatel-Lucent, Altitude Télécom, Axione, Bouygues Telecom, Bull, Caisse des Dépôts, Covage, Ericsson, Eutelsat, FFT, Imaginove, Infinera, Invest-LR, IRCEM, Montpellier Agglomération, PricewaterhouseCoopers, Qualcomm, Région Languedoc-Roussillon, Pix-LR, Qualcomm, Relaxnews, SES, SFR, TDF, Technicolor.**

● Transportation:

Special conference rates are available with Air France and the SNCF (railway).

More detailed information will be provided in the final programme in September and on the website.

Special DigiWorld Summit return flight: London-Montpellier*

For those travelling to Montpellier from the UK, we are making a direct return flight available from London that will allow you to attend all of the DigiWorld Summit plenary sessions and special seminars.

*Subject to sufficient booking numbers – For more information, please contact Christine Barre c.barre@idate.org

● Accommodation

We are happy to book your accommodation when you register, in one of a selection of 2 to 4-star hotels.

● Registration

Registration is online only at: <http://www.alphavisa.com/dws2011/registration.php>

Registration includes: Access to the conference halls, the exhibition, to lunches and receptions, online access to the summit proceedings, a copy of the special issue of Communications & Strategies (DigiWorld Economic Journal).

Registrations are final only upon payment in full.

Cancellation: All cancellations must be made in writing to Alpha Visa Congrès **before 28 October 2011.**

A 15% service charge will be deducted from reimbursement of registration fees. After 28 October, all outstanding invoices will remain due.

DAYS	REGULAR PRICE	SPECIAL PRICE ⁽¹⁾
1 day (16 or 17 November 2011)	€ 890 excl. VAT	€ 667.50 excl. VAT
2 days (16 and 17 November 2011)	€ 1,490 excl. VAT	€ 1,117.50 excl. VAT

VAT: 19.6% - As the service is provided in France, no VAT exemption is possible

(1) 25% discount for:

Payment prior to 14 October 2011

- Multiple registrations (same company and address): from the 2nd person on up

- University staff

CONTACTS

● Information, registration, accommodation

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