

Conference Program within the exhibition EEBC 2008 Telecom&Broadcasting  
29-31 October 2008  
Exhibition center "KievExpoPlaza", Kiev, Ukraine

**PROGRESS TRENDS IN TECHNOLOGIES AND BUSINESS OF INFOCOMMUNICATION OPERATORS**  
29 October 2008

Conference organizer:



Conference partner:



Sponsor of the Conference:

<b>Hall 1</b>	
<b>13:00-18:00</b>	
<b>13:00-13:30</b>	<b>Conference participants registration</b>
<b>13:30-14:30</b>	<p><b>Legal regulation in the convergent communications era</b></p> <ul style="list-style-type: none"> <li>• State policy in the sphere of telecommunications in the process of full digital switch.</li> <li>• Efficient combination of government control and market mechanisms as the stimulus of the development of Ukrainian telecommunication market.</li> <li>• New telecommunication service regulation and licensing.</li> <li>• Radio frequency management and new services development. Who will see the "green light" in the spectrum?</li> </ul> <p><b>Invited:</b> Representatives of State Department of communications and informatization of Ministry of Transport and Communications of Ukraine, State Committee for television and radio broadcasting of Ukraine, Ukrainian State Centre of Radio Frequencies - Centre "Ukrchastotnadzor"</p>
<b>14:30-15:30</b>	<p><b>Technologies in the convergent world: what's the news?</b></p> <ul style="list-style-type: none"> <li>• End to end solutions for IPTV and broadband services.</li> <li>• TriplePlay and QuadPlay for the operators.</li> <li>• High-speed mobile Internet.</li> <li>• Mobile WiMAX. Development trends and competitive capacity in CIS countries.</li> </ul>
<b>15:30-16:00</b>	<b>Coffee break</b>
<b>16:00-17:00</b>	<p><b>System integration: help solving the operators' tasks</b></p> <ul style="list-style-type: none"> <li>• Complete system solutions for telecommunication operators: from optical infrastructure to multiplay networks.</li> <li>• Multiservice network: how does it work? Integrators advise.</li> <li>• "The network is not closed for repair"- integrators' proposals of high quality network maintenance.</li> </ul>
<b>17:00-18:00</b>	<p><b>Round Table "Telecom operators: looking for alternative revenue sources"</b></p> <p>Questions for discussion:</p> <ul style="list-style-type: none"> <li>• Strategy and tactics of operators' activity in the competitive market: where's the advantage?</li> <li>• What should be the strategies of operators to gain new subscribers? Can the tactic "from bonus to bonus" bring its results?, <b>Ozcan Ermis, Deputy General Director Individual Segment Sales &amp; Marketing, Astelit , LLC – TM life: )</b></li> <li>• Operators' partnership and interconnection to implement new VAS-services.</li> </ul>

<b>Hall 2</b>	
<b>14:00-16:00</b>	<b>All Ukrainian congress of cable operators</b> <b>Organizers:</b> Union of cable operators of Ukraine, Association "Ukrteleset", All Ukrainian Association of cable TV and teleinformation networks operators
<b>Hall 3</b>	
<b>15:00-16:30</b>	<b>International Round Table «New interaction opportunities of commercial, social and state organizations in ICT industry in European countries»</b>

**THE INTERNATIONAL PRACTICAL CONFERENCE ON SATELLITE BROADCASTING TECHNOLOGIES  
 "THE EVOLUTION OF SATELLITE COMMUNICATION SYSTEMS IN UKRAINE.  
 SATELLITE PAY TV PLATFORMS "**  
**30 October 2008**

**Conference organizers:**



**Program committee:**

Anatoliy Melnik, Head of Department of satellite communications systems, Ukrainian Scientific-Research Institute of Radio and Television  
 Nikolay Mikhailov, Director of Ukrainian Scientific-Research Institute of Radio and Television  
 Alexander Makarov, Chief Designer of the Design Office 3, SDO "Yuzhnoye"

<b>Hall 1</b>	
<b>10:00-18:00</b>	
<b>10:30-11:00</b>	<b>Conference participants registration</b>
<b>11:00-13:00</b>	<b>The national satellite by the time of the European Championship: myth or reality?</b> <ul style="list-style-type: none"> <li>• Satellite telecommunications in the world and in Ukraine: current situation and development trends.</li> <li>• Plans, reality and prospects of building the National satellite communication system in Ukraine by 2012.</li> <li>• Legal and normative provisions for the development of national satellite telecommunications in Ukraine. The problems of frequency-orbital assignments</li> <li>• The use of satellite systems for television radio broadcasting in Ukraine. The market of satellite telecommunication technologies in Ukraine</li> <li>• Evolution of the national regulatory environment to facilitate the above, including policies on international satellite operator landing rights</li> <li>• Development of the national communications policy &amp; regulatory environment for the future potential EU Accession of Ukraine, <b>Representative of the international organization Global VSAT Forum.</b></li> </ul> <p><b>Invited:</b>            National Space Agency of Ukraine, Ukrkosmos, SBO "Yuzhnoye", State Department of communications and informatization of Ministry of Transport and Communications of Ukraine, State Committee for television and radio broadcasting of Ukraine, Ukrainian State Centre of Radio Frequencies - Centre "Ukrchastotnadzor".</p>
<b>13:00-13:30</b>	<b>Coffee break</b>



<p><b>13:30-15:00</b></p>	<p><b>Technologies of television networks construction and standards of satellite broadcasting</b></p> <ul style="list-style-type: none"> <li>• Satellite channels efficiency and the ways to increase it</li> <li>• New satellite broadcasting technologies and services and the prospects of its implementation in Ukraine</li> <li>• IPTV systems &amp; convergence of subscription-based multi-play (voice, video, data) platforms</li> <li>• <b>Low cost IPTV for all operators</b> <b>Alexander Kovalsky, Technical Director CEE &amp; CIS, Irdeto</b></li> <li>• Ka-band satellite system deployments, <b>Representative of the international organization Global VSAT Forum.</b></li> <li>• Using satellite channels to carry out the National program of digital terrestrial broadcasting, <b>Representative of the international organization Global VSAT Forum.</b></li> </ul>
<p><b>15:00-15:30</b></p>	<p><b>Coffee break</b></p>
<p><b>15:30-17:00</b></p>	<p><b>The Platforms of Satellite Pay TV</b></p> <ul style="list-style-type: none"> <li>• Satellite operators and their ability to create broadcasting systems, <b>Eutelsat Communication.</b></li> <li>• Advanced technologies of producing equipment for satellite telecommunications.</li> <li>• The first results and prospects of developing satellite platforms of Pay TV in Ukraine by 2012.</li> </ul>

<b>Hall 2</b>	
<p><b>11:00-13:30</b></p>	<p><b>Round Table «New legislative initiatives in telecommunication industry»</b> <b>Organizer: Internet Association of Ukraine</b></p>
<p><b>14:00-18:00</b></p>	<p><b>Seminars of the companies</b></p>
<p><b>14:00-15:00</b></p>	<p>Seminar of the company DEPS</p>
<p><b>15:00-15:30</b></p>	<p>Seminar of the company NDS</p>
<p><b>15:30-16:00</b></p>	<p>Seminar of the company Russian TV Time</p>
<p><b>16:00-17:00</b></p>	<p><b>Rohde&amp;Schwarz seminar</b> T&amp;M Instruments from Rohde&amp;Schwarz. The premières of 2008 Speaker: Maksym Garbuz, Sales Engineer, Rohde&amp;Schwarz</p>

**2<sup>nd</sup> INTERNATIONAL FORUM “MOBILE BROADCASTING. WORLD SUCESS STORIES AND PROSPECTS OF IMPLEMENTATION IN EASTERN EUROPE”**  
**31 October 2008**

**Organizers:**



**Partners:**



<b>Hall 1</b>	
<p><b>10:00-16:00</b></p>	

<b>10:00-10:30</b>	<b>Conference participants registration</b>
<b>10:30-12:00</b>	<div style="text-align: right;">Ukraine on air</div> <b>Analyzing the future: Forecasts and development trends in the world mobile TV market</b> <ul style="list-style-type: none"> <li>• Mobile TV in Europe – technologies, markets and regulatory actions needed for harmonization, <b>Bosco Eduardo Fernandes, UMTSF and GSMA Mobile TV Working Group Chair</b></li> <li>• Main approaches towards the <i>anytime, anywhere</i> service paradigm.</li> <li>• Is Mobile TV “a digital dividend” of switchover from analogue to digital broadcasting?</li> <li>• <b>Prospects of Mobile TV deploying innovative technologies Ivan Omelyanuyk, General Director, RPE Kvant-Efir Ltd.</b></li> <li>• Approaches to radio spectrum management in the transition period. Allocation of spectrum for specific users and applications.</li> </ul>
<b>12:00-13:30</b>	<b>Technologies of transmitting and receiving video content to handheld devices</b> <ul style="list-style-type: none"> <li>• Competition between standards in Eastern Europe market. Is the fight over?</li> <li>• Equipment for transmitting and receiving digital content to handheld devices: vendors’ offerings.</li> <li>• <b>Alcatel-lucent Ukraine.</b> Topic TBD</li> <li>• Content encryption for mobile TV services.</li> <li>• The solutions for DVB-H networks Sergii Pedorenko, Project manager T&amp;M, Broadcasting</li> <li>• Turnkey solutions for mobile TV: proposals from technical-infrastructure providers.</li> </ul>
<b>13:30-14:00</b>	<b>Coffee break</b>
<b>14:00-15:00</b>	<b>Round Table</b> <ul style="list-style-type: none"> <li>• Mobile TV services and projects launched, <b>Dr. Claus Sattler, Executive Director of BMCo Forum</b></li> <li>• What did the first commercial deployments in Europe show?</li> <li>• <b>Mobile TV in Russia case study. Hear the facts John Illingworth, Sales Director CEE &amp; CIS</b></li> <li>• Operators’ case studies.</li> </ul>
<b>15:00-16:00</b>	<b>Content for mobile TV: broadcasting or on-demand?</b> <ul style="list-style-type: none"> <li>• What would the people like to watch “on the move” and what are they ready to pay for?</li> <li>• Interactions throughout the value chain for mobile TV services.</li> <li>• Advertising in mobile TV.</li> <li>• EURO 2012 and mobile TV in Ukraine and Poland: everybody’s on?!</li> </ul>