

Day 1

November 10, 2011

10:00 – 13:00	<b>Tutorial 1</b> <b>IPTV, HybridTV &amp; WebTV</b>	<b>Tutorial 2</b> <b>Application Development for 3 Screens</b>
14:00 – 18:00	<b>Workshop 1</b> <b>Broadband Broadcast Convergence</b>	<b>Workshop 2</b> <b>Web applications as an industry game changer</b>
19:00	<b>Social Event</b> Panoramapunkt, Potsdamer Platz 1 More details on page 14	

Day 2

November 11, 2011

09:00	<b>Conference, Session 1</b> <b>Welcome and Opening Presentation</b>
09:45	<b>Conference, Session 2</b> <b>Consumer Electronics meets Web</b>
11:15	<b>Conference, Session 3</b> <b>Social Media Web</b>
13:30	<b>Conference, Session 4</b> <b>Technical Challenges</b>
14:30	<b>Conference, Session 5</b> <b>Panel: Apps everywhere: best practice</b>
16:00	<b>Conference, Session 6</b> <b>New Media Business Models</b>

Venue at:

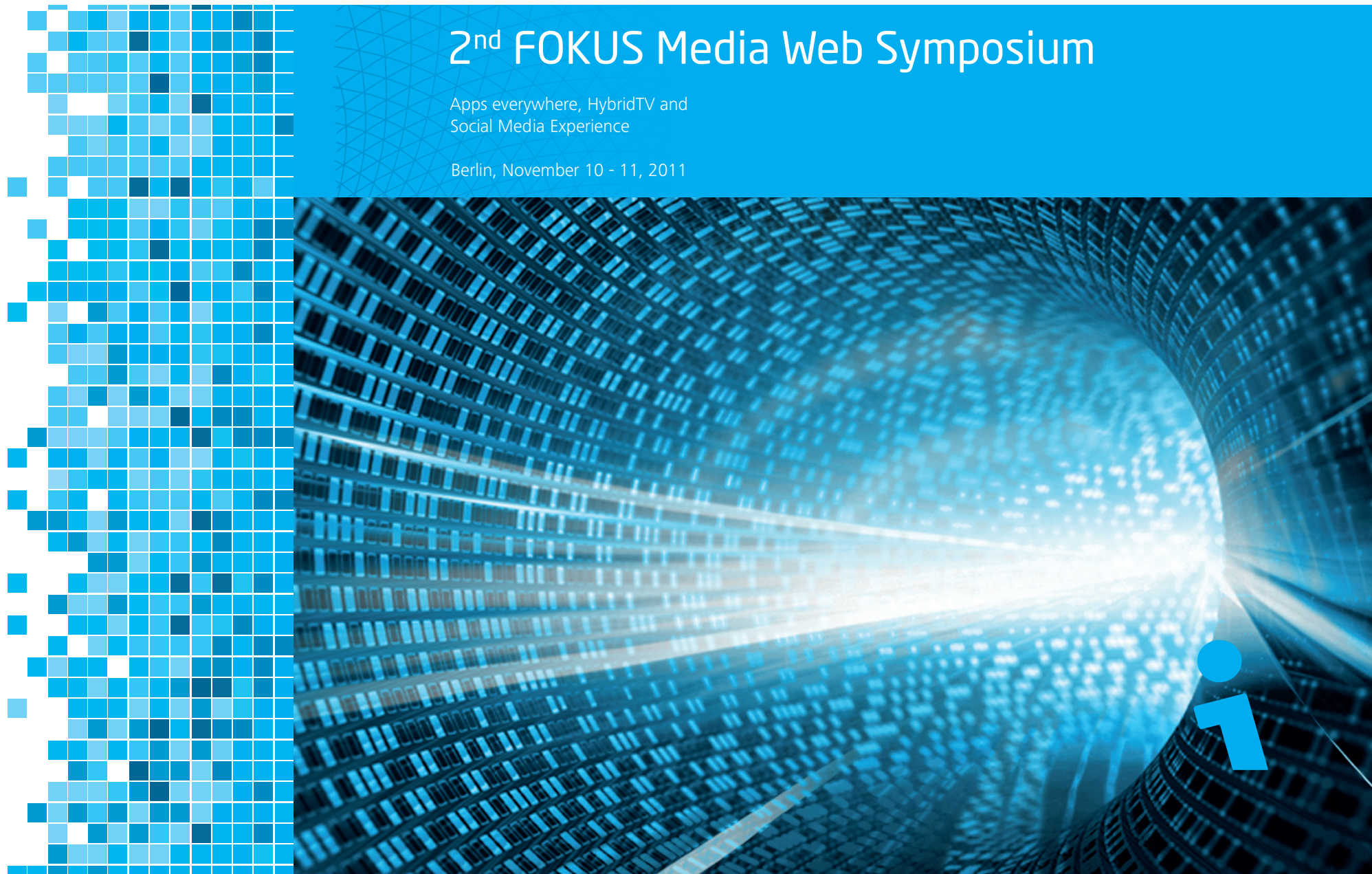
Fraunhofer-Forum Berlin  
Anna-Louisa-Karsch-Str. 2, 10178 Berlin, Germany

[www.fokus.fraunhofer.de/go/mws](http://www.fokus.fraunhofer.de/go/mws)

# 2<sup>nd</sup> FOKUS Media Web Symposium

Apps everywhere, HybridTV and  
Social Media Experience

Berlin, November 10 - 11, 2011



# Welcome to the 2<sup>nd</sup> FOKUS Media Web Symposium.

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# Words from the chairs.



Dear FOKUS Family and Friends,  
Ladies and Gentlemen

Continuing the series of successful FOKUS Workshops, we are proud to invite you to the 2nd FOKUS Media Web Symposium (MWS) in Berlin on November 10-11, 2011. This event will provide a premier source of information and technical networking platform for international experts from related industries and well-known academic institutions.

This year's Symposium features the theme "Apps everywhere, HybridTV and Social Media Experience". It will take place within the traditional two-day setup, offering tutorials, workshops and a great social event on day one and a full day conference on day two. Demonstrations of products and prototypes from sponsors, partners and Fraunhofer FOKUS will be shown in the exhibition area on both days. In addition, dedicated demo tours to the FOKUS Future Applications and Media Lab show room will be organized (on-site registration at MWS reception desk necessary).

We welcome an international audience from all over Europe and a significant number of participants from Asia, North America and Australia to the 2nd Media Web Symposium 2011. The majority of the attendants is predominantly from the Internet, media and broadcast industries, (mobile) network operators, equipment vendors and CE vendors. The final agenda lists around 45 presentations for the two days given by experts from 15 different countries on the hottest topics in broadband-broadcast convergence, cross-platform service provision and social media.

We hope you will enjoy the 2nd Media Web Symposium 2011 and wish you very interesting and fruitful two days.

Sincerely yours,

*Dr. Stephan Steglich & Dr. Stefan Arbanowski*  
and the entire FOKUS team



## SPONSORS



## SUPPORTERS & FRIENDS



# Day 1

November 10, 2011 – 10:00 till 13:00

## »» Tutorials

10:00 – 13:00 **TUTORIAL 1** »IPTV, HybridTV & WebTV«  
Room 1 Dr. Stefan Arbanowski, Fraunhofer FOKUS  
Spektrum

10:00 – 13:00 **TUTORIAL 2** »Application Development for 3 screens«  
Room 2 Dr. Stephan Steglich, Fraunhofer FOKUS  
Auditorium

13:00 – 14:00  Lunch, Exhibition & Demos

# Day 1

November 10, 2011 – 14:00 till 18:00

## »» Workshops

**WORKSHOP 1** – »Broadband Broadcast Convergence«  
Room 1 - Spektrum, Chair: Dr. Stefan Arbanowski, Fraunhofer FOKUS

14:00 – 15:00 **SmartTV**  
HbbTV++ - What is the next step in Hybrid TV, Klaus Merkel, Institut für Rundfunktechnik | How to make a SmartTV, Volker Blume, Philips | Interactive TV experience, Frank Lonczewski, DTAG

15:00 – 16:00 **Adaptive Streaming / DRM / Metadata**  
ZDF Mediathek - How to serve all this media, Robert Amlung, ZDF | Metadata - The missing link  
Alexander Adolf, Condition-ALPHA | Adaptive Streaming, Eric Rosier, Ericsson

16:00 – 16:30 Coffee Break, Networking, Exhibition & Demos

16:30 – 17:30 **Media Cloud / Audio & Video**  
How to store and deliver live TV, Stefan Lietsch, Zattoo | Cloud Based Media, Stefan Jenzowsky, Siemens Austria | The audio cloud, Anirban Majumdar, Dolby | Delivering personalized social media content to the bush, Dr. Arkady Zaslavsky, CSIRO Australia

17:30 – 18:00 **Panel Discussion: Broadband Broadcast Convergence**  
Jan Wendt, MMH Netrange | Dr. Adel Al-Hezmi, QUWIC | Yun Chao Hu, Huawei | Dr. Randolph Nikutta, Deutsche Telekom Laboratories | Dr. Dirk Hetzer, MEDIA BROADCAST

19:00  **Social Event**  
PANORAMAPUNKT, POTSDAMER PLATZ 1  
MORE DETAILS ON PAGE 14

# Day 1

November 10, 2011 – 14:00 till 18:00

## Workshops

**WORKSHOP 2** – »Web applications as an industry game changer - the disruptive impacts and opportunities of HTML5 and widget technologies«

Room 2 - Auditorium, Chair: Ajit Jaokar, Futuretext and Dr. Stephan Steglich, Fraunhofer FOKUS

14:00 – 15:00 **Will the iPhone / Android application experience change the way applications are consumed on PCs?**  
Robert Shilston, Assanka | Service Discovery, how to allow Web Applications find and use local and remote services?, Claes Nilsson, SonyEricsson | Design ♥ HTML5, Johannes Ippen and Nico Engelhardt, Aside Mag | The Future of Mobile Editorial Design, Alan Baldwin, Samsung

15:00 – 16:00 **How might media consumption change, with the introduction of apps to the TV experience?**  
How can cross-platform applications of the future look like?, Charles Dawes, Rovi Corporation | Which application types will users accept on the TV screen?, Franziska Becker, Telekom Innovation Laboratories | New Services for television: social and semantic, Dr. Lyndon J. B. Nixon, NoTube | Browsers and apps: Decision making, Jörn Rehse, YOC AG

16:00 – 16:30 Coffee Break, Networking, Exhibition & Demos

16:30 – 17:30 **What is the likely impact of apps on cars?**  
BMW: The connected car - challenges for automotive online infotainment, Simon Isenberg and Wolfgang WH Haberl, BMW Group | Apps, Cars, and webinos: desire or vision, Prof. Dr. Uwe Baumgarten, TU München | Connected Car - Application Framework, Peter Christ, Deutsche Telekom

17:30 – 18:00 **The viability of gaming on the web platform**  
Today's usage of (mobile) web apps for gaming, Sabine Irrgang, Gofresh | VisionMobile: Gaming – run time optimization, Michael Vakulenko | Mobile Social Gaming, Phillip Moeser, Wooga

19:00



Social Event

PANORAMAPUNKT, POTSDAMER PLATZ 1  
MORE DETAILS ON PAGE 14

# Day 2

November 11, 2011 – 09:00 till 17:30

## Conference

Room 1 - Spektrum

09:00 **CONFERENCE - SESSION 1** – Welcome and Opening Presentation »Future Media Web«

**Opening by Conference Chairs**

Dr. Stefan Arbanowski & Dr. Stephan Steglich, Fraunhofer FOKUS

**Future Media Web**

George Wright, Head of Prototyping, BBC R&D

09:45 **CONFERENCE - SESSION 2** – Consumer Electronics meets Web

Chair: Dr. Stefan Arbanowski, Fraunhofer FOKUS

**The emerging SmartTV experience**

Henning Eid, Intel, Business Development Manager

**HybridTV offerings based on HbbTV**

Lars Friedrichs, SevenOne Intermedia, Head of Teletext & Hybrid TV

**TV from an operators perspective**

Marcus Mäurer, Vodafone, Product Manager TV

**Next gen STB – fat vs. thin approaches**

Yun Chao Hu, Huawei, Head of FBB Solution Management

10:45



Coffee Break, Networking & Exhibition

# Day 2

November 11, 2011 – 11:30 till 14:30

## Conference

### Room 1- Spektrum

11:15 **CONFERENCE - SESSION 3 – Social Media Web**

Chair: Dr. Stephan Steglich, Fraunhofer FOKUS

#### Is social the new search

Ajit Jaokar, Futuretext, Director

#### How to make friends in the web

Andreas Gnyp, Friendscout24, Junior Software Developer

#### Be part of it

Christian Räck, StudiVZ, Senior Product Manager

#### How Mobile Devices are going social

Christian Nord, SonyEricsson, Senior Manager

12:15 – 13:30



Lunch, Networking, Exhibition & Demos

13:30

**CONFERENCE - SESSION 4 – Technical Challenges**

Chair: Dr. Stefan Arbanowski, Fraunhofer FOKUS

#### How to bring Apps Everywhere?

Dr. Nick Allott, nquiringminds, Director

#### Internet delivered video

John Simmons, Microsoft, Media Platform Architect

CONTINUED ON FOLLOWING PAGE

# Day 2

November 11, 2011 – 14:30 till 17:00

### Adopting HTML5 for Television: Next Steps

Dr. Philip Hoschka, W3C, Deputy Director

### Designing real time data analytics at webscale comparing SQL and NoSQL technologies

Dirk Bartels, Versant, Vice President Marketing and Strategy

14:30

**CONFERENCE - SESSION 5 PANEL – Apps Everywhere: Best Practice**

Chair: Ajit Jaokar, Futuretext

Jan Wendt, Netrange MMH, CEO – Tobias Fröhlich, TeraVolt, Managing Director – Steffen Holly, Au-peol, CTO – Stefan Lietsch, Zattoo, Head of Engineering – Dr. Andre Schneider, Samsung Electronics, Head of Product Strategy

15:30



Coffee Break, Networking, Exhibition & Demos

16:00

**CONFERENCE - SESSION 6 – New Media Business Models**

Chair: Dr. Stephan Steglich, Fraunhofer FOKUS

#### Mobile Payment: Recent trends and future prospects

Dieter Plassmann, net mobile, CTO

#### The new digital ecosystem

Charles Dawes, Rovi Corporation, Product Management Director

#### Exploring Business Opportunities with Open and Connected Screens

Markus Willner, Deutsche Telekom, Senior Projekt Manager

#### Managing the everywhere customer

Heinz Honemann, Alcatel Lucent, VP Applications EMEA

17:00

End of conference: Coffee, Farewell & Demos

# Demonstrations.

The FOKUS competence center Future Applications and Media (FAME) presents most recent technologies and advancements that enable a standardized cross-platform use of apps and interactive services on TVs, PCs, and mobile phones. The demonstrations show how service providers, content providers, telco operators, and CEs can realize advanced cross-platform media applications and telecommunication services using technologies such as hybrid and connected TV, mobile web, service personalization and service mashups. Furthermore, the demonstration addresses the question of how applications can be provided on various terminal devices irrespective of vendor and device type.

A guided demonstration will be available to conference guests during coffee and lunch breaks.

**Please register for one of the demo slots at the reception desk.**

The demonstration will take place in the show room right behind the exhibiton area.

## Demo Slots

November 10, 2011

13:00

16:00

November 11, 2011

12:15

12:45

15:30

17:15

## Demo Part 1 –

### Digital Rights Management for Web-Apps

Web-Apps are the future. Running in browsers on all end devices, they reduce the development effort and save costs. In contrast to established app stores, current technical conditions are lacking ways to ensure conditional access. Fraunhofer FOKUS is working on such an App DRM system that makes it possible to enable different usage models and their secure access control for Web Apps. Thus, they are accountable and enable new revenue models for app developers and app providers.

## Demo Part 2 –

### The framework for cross-platform web apps

One App for all devices – only a myth? Media Web Runtime 2012 closes gaps in the development chain, caused by the large number of competing operating systems and the heterogeneity of smartphones and CE devices, which makes the creation of apps complex and cost-intensive. MWR as a framework provides direct access to services and device resources through well-defined Javascript APIs in HTML and HTML5. This allows features in app web such as DRM, adaptive streaming, or security as well as access to local device resources as camera, calendar and GPS.

## Demo Part 3 –

### FOKUS HbbTV & OIPF Test Suite

The rapidly growing number of devices and different versions of hard- and software for connected TVs fosters the demand for interoperability and standard compliance. Fraunhofer FOKUS addresses this demand by providing the FOKUS HbbTV and OIPF Testing Suite. The solution offers a comprehensive tool that supports both, the product development process for manufacturers of new hybrid TV sets and settop-boxes, as well as providers of CE-HTML and HbbTV applications in the application and portal development. In addition to standard conformance testing on HbbTV and Open IPTV Forum (OIPF), the system allows the testing of features such as visualization, navigation, rendering and graphics, as well as the support for audio and video content of CE-HTML and HbbTV applications.

## Demo Part 4 –

### New interactive dimension in moving pictures

Non-linear video is a technology developed by the Fraunhofer Institute FOKUS which makes video content an interactive experience. Non-linear video gives the viewer the opportunity to interact with objects that are part of the video and access supplemental information. On demand, multimedia content is linked with related information. Interactive, time independent navigation opens a new ways to experience video content. The new and interactive formats are available through various end devices as smartphones, TV sets, PC or tablets. HTML5 Web Apps are supported as well.

## Demo Part 5 –

### Fix my City

Potholes, graffiti or burned out lamps: everyone has seen such nuisances in public spaces. If there were only a way to let the right people in local government know! With mashup technologies and mobile applications, the right solution can be delivered quickly. Information from citizens is added to the data of the local authorities and business. Everyone thus benefits from the resulting information. In the scope of this project, Fraunhofer FOKUS demonstrates the potential of mashups to meet the requirements of the public sector. At the same time, the requirements that go along with this, such as structured information from governmental authorities are researched and processed. The results are presented in the form of a demonstrator and specifications and studies are published.

## Demo Part 6 –

### Social TV

With the increasing convergence of Web and television, it has become inevitable to find suitable ways for the integration of social networks and TV. Facebook, YouTube or Twitter has become fundamental parts of the Web in recent years by allowing users to share and interact with content social networks. Social TV aims at improving social interaction around the traditional TV experience. The demo shows a selected scenario where users are able to create tags and comments for specific movie scenes to share them via social networks by taking advantage of a connected service environment, comprising TV, STB and companion devices as smartphone and tablet.

# Sponsors & Supporters



## Netrange MMH

As one of Europe's market leaders for web-based TV, NetRange MMH provides whitelabel full service portal solutions including portal architecture, content packages and technical service operations. The exhibit shows Internet content and services on a variety of TV devices and set-top boxes based on NetRange MMH's CE-HTML Whitelabel Portal for Connected TV Services.



## FI - Content

Future media Internet for large-scale CONTENT experimentation (FI-CONTENT) is a project that will transform the perception of, and possibilities for, the next generation Internet. With inputs from five important content areas, spanning future uses of AV, games, web, metadata and user generated content, demonstrating usage beyond current state of the art, we have assembled a consortium including major content providers, games companies, hardware vendors, network operators, broadcasters, research institutes and academia to propose a number of novel and inventive scenarios for new forms of content.



## Mobility is the future

The future is mobile. net mobile AG develops solutions for business customers, which are available anytime and anyplace. We provide the technical infrastructure, applications and also the content with which more than 350 million mobile telephone users can be reached worldwide.



## Open IPTV Forum (OIPF)

Open IPTV Forum e.V. is a pan-industry initiative with the purpose of producing end-to-end specifications to take the next generation of IPTV to the mass market. At this event the Open IPTV Forum will provide the latest information about standardised IPTV solutions based on elements of the OIPF R1 and R2 specifications. The forum is open to all communications and entertainment industries. Feel free to meet with us and join the Open IPTV Forum!

# FOKUS Exhibitions.

## Heli View

Non-linear Video based travel booking



BitTubes GmbH develops and sells advanced media web technologies helping customers to increase their user satisfaction and service experience. Our non-linear video technology builds the backbone for a brand new video service called HeliView, which has been jointly developed with Traffics. The solution offers a new dimension of on-line travel booking through interactive video content by enabling the customer to start his journey with interactive flights above the destination. Clickable hotels, coast and scenic flights, real-time prices, attractions and more are direct accessible through our interactive players.



## HbbTV Car Configurator

Interactive content formats for Hybrid TV



Together with Volkswagen and Pro7, Fraunhofer FOKUS presents an interactive car configurator for Smart TVs. Based on the new hybrid TV standard HbbTV a click on the red button on the remote control is sufficient to invoke the interactive application, which runs in parallel to the TV content. Whether it's the color, the engine or a 3D model, the viewer can assemble his car of choice and book a test drive instantly – everything in amazing HD quality and convenient on the TV set.



## Information for Participants.



### Reception Desk

Please contact the reception desk in case you need information or assistance. Reception desk hours are:

Thursday, November 10: 8:30 - 18:00  
Friday, November 11: 8:00 - 18:00

If the reception desk is closed you may contact us telephonically on:  
+49 170 452 7782.

### Venue

Fraunhofer-Forum Berlin  
Anna-Louisa-Karsch-Str. 2  
10178 Berlin



### Internet Access for Guests

WLAN Internet access is provided in the auditorium and exhibition area. You'll find your user ID and password information in the conference folder. Network name: MWS2011



### Presentation Slides

Presentation slides can be downloaded after the workshop on:  
[www.fokus.fraunhofer.de/go/mws](http://www.fokus.fraunhofer.de/go/mws)



### Event Minutes / Pictures

Event minutes and pictures can be found after the event on [www.fokus.fraunhofer.de/go/mws](http://www.fokus.fraunhofer.de/go/mws)



### Social Event

Thursday, November 10, 19:00

Conference guests who have registered for the Social Event are invited to get to know each other at gastronomy event Panoramapunkt. There is no dress code, and casual wear is welcome.

### Panoramapunkt

Potsdamer Platz 1

<http://panoramapunkt-events.de>

The shuttle service to the event location  
Departs at 18:15 from the front of the  
Fraunhofer-Forum building.

Afterwards the shuttle will depart from event  
location with stops at the Alexanderplatz,  
Hauptbahnhof railway station and Zoologischer  
Garten railway station.



### Follow us on Twitter

Hashtag #MWS11

## Site plan.

