

Thursday, June 8

12:00 – 14:00 Welcome Buffet upon Arrival

14:00 Welcome and Introduction - Bruce Tuchman, Host

14:15 TVLS Overview and Announcements - Paul Molinier, CEO, Viaccess-Orca

14:30 Keynote: TV in 2025 - Florence la Borgne, Future of TV Head Analyst, iDate

In iDate's latest prospective study for the TV and video industry, the company addresses several disrupting factors for our business. Head Analyst Florence La Borgne will discuss iDate has identified industry game changers within different scenarios for 2025. She will outline the report's insights on trends impacted by market environment (i.e, regulation, technology, changing patterns of demand) and competitive developments (i.e, change between existing competitors and new entrants). Florence will provide her assessment on how these factors will impact the value chain for the audiovisual sector as a whole, as well as by market segments – VOD, Linear TV and Home Video.

15:00 Measurement and Audience Behavior: Multi-Platform Viewing Experience: Gauging Audience Demand for Content Across Linear, OTT and Mobile

With the continued proliferation of video apps, services and outlets, and fast-growing trends like binge viewing, there is a pronounced transformation occurring in both audience behavior and the way we measure audience demand for content. How content is discovered, personalized, and monetized will continue to be one of the most crucial business challenges and opportunities to explore in the OTT and on demand era. This panel of experts will explore and identify the factors that are helping us understand how today's multi-platform content is resonating with audiences and how it compares with traditional platforms, while presenting how new tools derived from learning algorithms and big data are providing these insights.

Moderator: Bruce Tuchman

Panelists: Stefan Lager, VP Sales, Zenterio

Niko Waesche, SVP, Digital Products and Sales, GfK

Courtney Williams, European Regional Director, Parrot Analytics

Olivier Abecassis, CDO, TFI

16:00 - Coffee Break

16:30 Big Data's Influence on Monetizing Content Around the World: Success Stories & Lessons Learned

With OTT services like Amazon, Netflix, and TV apps growing exponentially, networks are not the only ones calling the plays anymore, and marketers have to find and reach viewers that are continuing to spread out and fragment. Data is becoming more of the driving force behind the initiatives of TV's big players who are trying to make smarter decisions and score big in an evolving landscape. So what does everyone's data playbook look like? Does the success of streaming services stem from better data and algorithms...or simply better programmers? How is data inspiring creative direction for programs? How are buyers and sellers of content using data to better determine that content's true value – locally, regionally, and internationally? What numbers matter the most on the scoreboard in terms of metrics, live measurement, and currencies? How will the TV business change now awash in data? Join the conversation, share your own experiences and ask questions of our guest analysts, researchers and data scientists during this high-level, interactive session.

17:15 Piracy & Security: New Challenges, New Solutions

For all of us in the content production and distribution business, protecting the value of our investment has been an ongoing challenge. Even with the host of DRM and security tools that have been developed and proved to be effective over the years, there is still a staggering amount of video piracy. A recent report found 32% of US consumers watch pirated content, even though they recognize streaming or downloading pirated content is illegal. What are the answers for curbing or even eliminating this persistent problem? This panel of experts will explore and analyze the latest issues driving piracy around the world and the legal, technical and other advances that are being put into place to address the problem. We'll also explore how making streaming and downloading content more widely available at a low cost can serve to be a surprisingly powerful anti-piracy strategy.

Moderator: Bruce Tuchman

Panelists: Rahul Telang, Professor of Information Systems, Carnegie Mellon

Gordon Finlayson - Former General Counsel, HBO Europe

Bruno Perrin, Former E&Y Auditor

Christine Maury Panis, EVP General Counsel & Security, Viaccess-Orca

18:00 End of Plenary Session

19:00 Meet in the lobby to leave for the Gala Dinner

19:30 Cocktail and Gala Dinner at Maison Blanche Restaurant



Friday, June 9

7:00 – 9:00 Breakfast at the hotel

9:00 Keynote: OTT & SVOD: The Next Wave of Opportunity, Niche SVOD - Bruce Tuchman

In this keynote presentation, your host Bruce Tuchman will explore some common misconceptions about what it takes to launch SVOD services today. He will address the preconceived notions that cost and complexity are barriers to entry into this market. He will address the underlying dynamics and historical precedents that have occurred in previous eras when disruptive change has impacted existing forms of distribution. He will further examine how the current growth in SVOD will transform into an even larger proliferation of niche SVOD opportunities.

9:30 SVOD Overview: Opportunities and Examples from Around the World

Continuing the theme of Bruce's keynote, we will invite analysts, mobile and SVOD content creators, and distributors to describe their experiences and lessons learned in the rapidly expanding streaming media business. What have been the biggest challenges? In order to reach a crucial subscriber tipping point, should you focus on a generalized or popular niche service? Is there room for more players than just Netflix and Amazon, and how are their local competitors performing? How important is it to customize your service by region? How big of a role should data play in how you program and market these services? Join the discussion as we explore all the angles and share insights.

Moderator: Elizabeth Guider, Contributing Editor, World Screen News

Panelists: Olivier Laouchez, Co-founder, Chairman & CEO, TRACE TV

Simon Murray, Principal Analyst, Digital TV Europe

Chem Assayag, EVP Marketing & Sales, Viaccess-Orca



10:15 Networks & Producers in the Age of Disruption

Rapid changes in technology, social media, and consumer viewing habits are redefining the “cable network” model, which in turn is putting producers and production companies under increasing pressure to produce more for less. Challenges in development funding, series budgets, size of orders are calling into question the status quo. Both networks and producers are feeling the heat - but are these merely short-term challenges in need of a few tweaks to fix? Or are they profound structural shocks that cry out for a complete re-alignment of a decades old business model? Seasoned producers and distributors join today on this panel to discuss today’s challenges and tomorrow’s solutions for an ever-evolving business.

Moderator: Elizabeth Guider, Contributing Editor, World Screen News

Panelists: Rahul Telang, Professor of Information Systems, Carnegie Mellon

Gabriel Guerra, Video Business Development Manager, Nokia

Odile McDonald, Producer and co-founder, Wildcats Productions

Valérie Pechels de Saint Sardos, Producer and co-founder, Wildcats Productions

11:00 Coffee Break

11:30 Transformation: Crossing the Traditional/Digital Divide

In the transition from linear to TV Everywhere and app-based services, established brands are looking to make the leap to streaming services and vice versa. Traditional and digital media companies are learning from each other and, in some cases, moving from being competitors to willing, if wary, collaborators. Join the executives who face these issues, and find the solutions that will move your own business forward by listening in on and participating in this high-level discussion.

Moderator: Elizabeth Guider, Contributing Editor, World Screen News

Panelists: Nicolas Bonard, CEO, Vice Media France

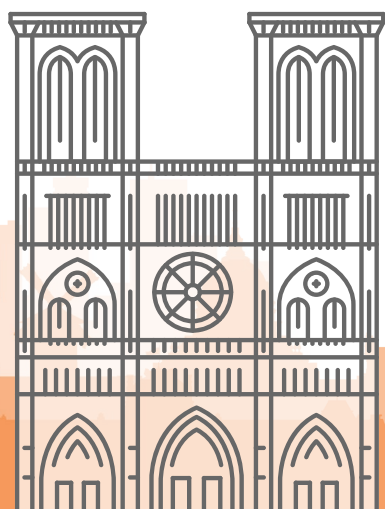
Jerome Perani, VP Mobile & Partnerships Groupe L'Express

Cedric Gouliardon, CTO & Head of Product, MyRepublic

12:15 Conclusion - Raffle

12:30 Depart for Farewell Lunch at Café des Marronniers, Tuileries Garden

15:00 End of TVLS 2017



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