

Draft Programme  
**MODIBEC 2<sup>ND</sup> Overall Priority Workshop**  
**Brussels, 28<sup>th</sup> November 2008**  
 Venue: ERTICO, Conference Room, Brussels, Belgium

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09.00-09.30	Attendees arrive for registration <i>Welcome Coffee/Tea</i>
09.30-10.00	Keynote Address Networked Media and 3D Internet <i>Francisco Medeiros, European Commission</i>
10.00-10.30	Opening Remarks <i>Zou Feng, SARFT/ABS</i>
10.30-10.45	Overview of MODIBEC <i>Javier Barrio, ERTICO</i>
10.45-11.05	Coffee Break
11.05-11.25	<p><b>State of the Art: Research and Development Projects</b>          This session will look at research and development projects that are ongoing in China and the EU in the area of digital broadcasting and mobile convergence. By drawing comparisons between the developments in the two regions one will gain a better understanding of future possible cooperation projects.</p> <p><i>Chinese research and development projects</i>  <i>Gao Peng, SARFT/ABS</i>          As China looks to the future and learns from the Olympic experience there will be many new areas for research and developments</p> <p><i>Beijing Olympics</i>  <i>Nan Hai, Beijing Jolon</i>          What took place in the area of digital broadcasting and mobile communications during the Olympic Games. It will then discuss how the EU and China can cooperate in the future.</p>
11.25-11.45	
11.45-12.10	<p><b>Review Analysis: Current and future developments</b>  <i>Michael Ortgiese, PTV</i>          This session looks at a review of the MODIBEC project and draws attention to some of the conclusions that can be made.</p>
12.10-13.10	Lunch Break
13.10-13.30	<p><b>Lessons learned; Digital Broadcasting and Convergence with Mobile Communications</b>          This session will look into the role of digital broadcasting and how in the future further work could be carried out to encourage digital broadcasting convergence with the mobile communication industry. This follows on and draws conclusions from the MODIBEC Chinese national event held in Beijing in October 2008.</p> <p><i>Digital Broadcasting Overview</i>  <i>European Broadcasting Union, (TBC)</i>          Europe is at the forefront with the continual digitization of the broadcasting industry. As consumers demand more flexibility broadcasting is constantly faced with new challenges. Looking into the future how can China and Europe work more closely together to 'Go Digital'.</p> <p><b>Multi-standard approach to digital broadcasting</b>  <i>Margot Dor, ETSI (TBC)</i></p>

<p><b>13.30-13.50</b></p> <p><b>13.50-14.20</b></p> <p><b>14.20-14.40</b></p>	<p>In the multi-media environment multi-standard markets are emerging and this is a new area of opportunity. This session will look at some of the issues involved in making this possible: interoperability and conditional access.</p> <p><b>Proposal 1: Digital Radio - The next Evolution</b>  <i>Nick Piggott, Global Radio</i>  The European broadcasting experience has traditionally focused on audio. However, the time is now right for the focus to move to data services. This proposal will look into the convergence of broadcast with IP for mobile platforms.</p> <p><b>Proposal 2: Multi-Platform Solution for In Car</b>  <i>Jeff Astle, WorldDMB</i>  This proposal will look into the development of a common approach to in car broadcasting/telecoms telematics between the EU and China.</p>
<p><b>14.40-15.00</b></p>	<p>Coffee Break</p>
<p><b>15.00-16.40</b></p> <p><b>10 minutes per partner</b></p> <p><b>16.40-17.00</b></p>	<p><b>Recommendations / Proposals for Future Research and Development</b>  This session will look at the proposals and outcomes from the MODIBEC national event in Beijing. Each project partner will present their proposals for future projects and this will be followed by an open discussion.</p> <p><b>Moderator:</b> <i>Yu Sun, WorldDMB</i>  <i>Gao Peng, SARFT/ABS</i>  <i>Nan Hai, Beijing Jolon</i>  <i>Haoyang Liu (WorldDMB) on behalf of GTM</i>  <i>Hongsheng Cai, CRTA</i>  <i>Yao Sun, Shanghai OPG</i>  <i>Pin Zou, Shanghai Autonavi</i>  <i>Jeff Astle, WorldDMB</i>  <i>Heinz-Werner, Blaupunkt</i>  <i>Michael Ortgiese, PTV</i></p> <p><b>Discussion Forum</b>  <i>All partners to participate in a discussion on future research and development projects.</i></p>
<p><b>17.00-17.15</b></p>	<p>Closing Remarks  <i>Mariana Andrade, ERTICO</i></p>