

“REINVENTING SATELLITE BROADCASTING FOR THE 5G ERA”

JOINT ESA - 5G-MAG WORKSHOP PROGRAMME

WEDNESDAY 1 DECEMBER 2021 (10:00 – 16:30 CET)

ON-LINE EVENT

10:00-10:15	Welcome from ESA	Antonio Franchi (ESA)
	Welcome from 5G-MAG	Antonio Arcidiacono (5G-MAG Chair)

SESSION 1: MEDIA DISTRIBUTION IN THE CONNECTED WORLD

10:15-10:30	Keynote « Future trends in media distribution and the role of satellite »	Matteo Ainardi (Arthur D. Little)
10:30-11:10	Take the floor !	Bram Tullemans (EBU)
		Samy Nicolas Bouchalat (Globecast)
		C. Hufnagel / R. Beutler(SWR)
11:10-11:30	Round Table – Discussion	Thijs Feryn (Varnish) Moderator: A. Arcidiacono (5G-MAG)

COFFEE BREAK

SESSION 2: SATELLITE AND THE 5G MEDIA ECOSYSTEM

11:45-12:00	Keynote: « Collaboration Opportunities with 5G Media Streaming »	Thomas Stockhammer (Qualcomm)
12:00-12:40	Take the floor !	Nicolas Chuberre (Thales)
		Jean-Pierre Choffray (SES)
		Cristiano Benzi (Eutelsat)
12:40-13:00	Round Table – Discussion	Aviv Ronai (Novelsat) Moderator: Jordi Gimenez (5G-MAG)

LUNCH BREAK

SESSION 3: FROM THE SKY TO THE USER

14:15-14:30	Keynote « NTN – from technology radar into the car »	Oliver Wick (BMW Group)
14:30-15:10	Take the floor !	Helmut Zaglauer (Airbus GmbH)
		Zoran Spasojevic (Virginmedia02)
		Thierry Abraham (Satixfy)
		Hans Massart (ST Engineering)
15:10-15 :30	Round Table – Discussion	Semir Hassanaly (ST Engineering) Moderator : Maria Guta (ESA)

COFFEE BREAK

COLLOQUIUM AND WRAP-UP

15:45-16:15	Colloquium – Discussion and Q&A	Moderated by ESA and 5G-MAG
16:15-16:30	Wrap-up and Next steps	