NABSHOW
Where Content Comes to Life™

Telecom2008 Schedule at a Glance

Monday, April 14

Telecom2008 Track 1: The Business of IPTV

Time	Session	LVCC
9:00-9:35	Lessons Learned About Installing Home Networks for Triple-play IPTV Services	N236
9:40-10:15	Using Real Time Feedback to Generate IPTV Revenue	N236
10:25-11:00	Best Practices in IPTV System Integration	N236
11:10-12:25	HD Programming Delivery for Bandwidth- and Budget-Constrained Telcos	N236
1:15-2:30	*Telecom2008 Keynote* State of Broadband: Next-Generation Networks and the Future of Entertainment	N236
2:45-3:05	IPTV Know How: From Rapid Deployment to Consumer Enjoyment	N236
3:30-4:30	Carrier Perspective: Elements of a Healthy IPTV Ecosystem	N236
4:35-5:30	Retransmission Agreements: What Every Telecom Company Needs to Know	N236

Sessions I want to attend:

Tuesday, April 15

Telecom2008 Track 1: The Business of IPTV

Time	Session	LVCC
9:00-9:20	All-Optical Access -- Video Quality, Long Tails and Market Share	N236
9:20-9:40	Scalability of IPTV Deployments	N236
9:50-10:20	The Open IPTV Forum	N236
10:25-11:00	Solving the Inherent Quality Issues that Slow IPTV Adoption	N236
11:10-12:10	How Targetability Will Change the TV Game	N236
1:00-2:30	*NAB Show Super Session* IPTV Right Now	S222
3:00-3:45	Should the MSOs fear Telco's IPTV	N236
3:55-4:45	Brought to You by Broadband	N236

Telecom2008 Track 2: IPTV – It's about the Content

9:00-9:35	Winning the Couch Potato: Differentiate your IPTV Service	N240
9:40-10:10	From Gorillas to Guerrillas: IPTV Changes Everything	N240
10:15-11:00	True Hollywood Story! The Inside Scoop on Obtaining, Protecting and Broadcasting Studio Content	N240
11:10-12:10	Content Encounter: Managing the Digital Media Lifecycle	N240
1:00-2:30	*NAB Show Super Session* IPTV Right Now	S222
3:00-3:30	Billions in Infrastructure Not Required: Achieve the Elusive Triple Play	N240
3:40-4:30	Content Identification — A New Business Enabler	N240

Telecom2008 Track 3: Telecom Technology Papers

9:00-9:15	Opening Remarks	N238
9:20-9:40	The Last 50 Feet: Ensuring IPTV QoS in The Home	N238
9:45-10:05	Video is Driving Network Upgrades Today that Go Well Beyond IPTV	N238
10:10-10:30	Achieving Cable Quality for IPTV over the Internet	N238
10:45-11:05	The Evolution of IPTV	N238
11:10-11:30	IP Pitfalls for TV Networks	N238
11:35-11:55	Flawless IP Video: Advanced Techniques for Delivering Perfect Signals over Imperfect Networks	N238
1:00-2:30	*NAB Show Super Session* IPTV Right Now	S222
3:00-3:20	Meeting Future Bandwidth Demands	N238
3:25-3:45	Packet-Optical Convergence: Advances for Telco Video Distribution	N238
3:50-4:10	Powerline Connectivity Accelerates IPTV Growth	N238
4:15-4:35	Leveling the Triple Play: Consolidating IPTV Costs Through Virtual Headends	N238
4:40-5:00	Converged Solutions for IPTV and Mobile Broadcast	N238
5:05-5:25	IPTV Economics — Utilize the Existing Infrastructure	N238

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Telecom2008 Schedule at a Glance

Wednesday, April 16

Telecom2008 Track 2: IPTV – It's about the Content

Time	Session	LVCC
9:00-9:30	Building Relevance: Using IPTV to Create Market Value	N240
9:40-10:15	DRM: Securing a Future for IPTV	N240
10:25-11:00	Unique Telco Content	N240
11:10-12:25	Corralling the Content Stampede: Delivering Unified IPTV, Broadband and Mobile Video Experiences	N240
1:15-2:00	Encountering Content: A Dialogue on the Digital Media Market	N240
2:10-5:00	Content Production Potpourri — Hot Products for Producing Local Content	N240

Telecom2008 Track 3: Telecom Technology Papers

9:00-9:20	IPTV: Optimizing Channel Change Times	N238
9:25-9:45	Ensuring High Service Availability and Quality for IPTV and Other IP Video Customers	N238
9:50-10:10	Architecture of an IPTV User Interface	N238
10:15-10:35	An Efficient Approach to Audio/Video QoS Monitoring for IPTV Services	N238
10:55-11:15	Now That Your Service is Up and Running — How Do You Scale Up?	N238
11:20-11:40	1550 Video Overlay: The New "Old Reliable"	N238
11:45-12:05	Optical Transport Considerations for Video Distribution	N238
12:10-12:30	A Study of Video over IP and the Effects on Broadband Architectures	N238
1:15-1:35	Content Ingest and Management Across the Triple/Quad Play	N238
1:40-2:00	Starts with IP, Ends with TV. It is Still a Television Service	N238
2:05-2:25	Keeping the Content Flowing: How to Process Video Content for RF and IPTV	N238
2:30-2:50	Beyond TV: Effects of IPTV on Video Consumption and Business Models	N238
2:55-3:15	Role of IPTV Standards in Achieving Quality of Service	N238
3:20-3:40	The Multi-Service All-IP Video Headend for IPTV, Internet TV and Mobile TV	N238
3:45-4:05	IPTV and Web 2.0: Creating Killer Apps	N238
4:10-4:30	Targeted Advertising: The Opportunity and Delivery Architecture	N238
4:35-4:55	The End of Advertising as We Know It	N238

Get select Telecom2008 presentations at
www.nab365.com

Thursday, April 17

Telecom2008 Track 4: The Telecom Crash Course featuring Steven Shepard

Time	Session	LVCC
9:00-1:00	The Telecom Crash Course featuring Steven Shepard	N240

Exhibits I want to visit: