

Telecom2009 Schedule at a Glance

Tuesday, April 21

The Business of IPTV Track

Time	Session	LVCC
8:00-8:55	Morning IPTV Technology Briefing: Telus' Real-life Customer Service Experiences	N234
9:00-9:20	Enhanced Service Opportunities Using Broadband for Hosted Games and Business Applications	N234
9:25-10:15	How IPTV Operators Can Get a Bigger Piece of the Advertising Pie	N234
10:20-10:40	Home Entertainment Networking: The Secret Ingredient in a Successful IPTV Deployment	N234
10:45-11:15	Stress Testing for IPTV Service	N234
11:20-11:50	Now Playing! New Ways to Distribute Digital Entertainment While Increasing Dollars	N234
11:55-12:55	A Marriage Made in Broadband Heaven: Big Bandwidth Content and Big Broadband Speed	N234
1:20-1:50	Integrating the Social Network Experience: Fad or Reality	N234
1:55-2:15	How Social Networking is Reshaping the Media and Communications Landscape	N234
2:20-2:40	IPTV: Important, But Not a Telco's Panacea	N234

Telecom Technology Papers Track

9:00-9:10	Opening Remarks	N232
9:10-9:30	High Definition on MPEG in Internet Protocol, Backbone and Access Network Considerations	N232
9:35-9:55	Challenges in Transforming Networks to Support Premium IPTV and Triple Play Services	N232
10:00-10:20	The Advanced Encoder: Delivering Quality of Experience Whatever the Resolution	N232
10:25-10:45	Encoding Technology for Television over DSL	N232
10:50-11:10	Managing IPTV Data	N232
11:15-11:35	Overcoming the Top Five Issues of Converged Billing	N232
11:40-12:00	Helping CSPs Deliver the xPlay Experience	N232
12:05-12:25	Importance of Network Traffic Monitoring to Maximize Revenues/Profits	N232
12:30-12:50	Internet Equality to Achieve Quality Video	N232
12:55-1:15	A Study of Video Over IP and the Effects on Broadband Architecture	N232
1:20-1:40	Packet Optical Transport Networks for IPTV-Optimal Migration Paths	N232
1:45-2:05	Enabling Broadband Stimulus	N232
2:10-2:30	Hybrid as a Pragmatic Precursor Paving the Way for True Convergence	N232
2:35-2:55	Utilizing Advances in Multi-Carrier Transmission Technology to Expand Video Transport Capabilities	N232
3:00-3:20	Downloading/Streaming HD over the Air-Home Video's Future	N232
3:25-3:45	Solid-State Drive (SSD): Disruptive Storage Technology	N232
3:50-4:10	Enabling Future Content Delivery for Next-Generation Video Infrastructure Applications	N232
4:15-4:35	The Terabit Future for Access Networks	N232
4:40-5:00	Watch, Click, Connect, Buy: How to Create Instant Customer Connections with Online Videos	N232

Wednesday, April 22

Telecom Technology Papers Track

Time	Session	LVCC
9:00-9:20	No Second Chance at IPTV User Quality: Choosing the Best Service Assurance Strategy	N232
9:25-9:45	Television is more than Video over IP	N232
9:50-10:10	Ensuring IPTV System Performance	N232
10:30-10:50	It's About the Services—Migration to a Service Based Management System	N232
11:00-11:20	Service Delivery Platforms for the Digital Home	N232
11:25-11:45	Overcoming the Challenges of the In-Home Network Complexity	N232
11:50-12:10	Leveraging the Web to Drive IPTV Viewership	N232
12:15-12:35	The Mobile Web for Video, Voice and Data: Getting to 4G	N232
12:40-1:00	From Lab Test to Laptop: Growing WiMAX in Vertical Markets	N232
1:05-1:25	The Bright Future of 4G	N232
1:30-1:50	Hyper-Syndicated Video and The Future of VOD	N232
1:55-2:15	Deep Packet Inspection: Disruptive and Controversial	N232
2:20-2:40	Solving the Three Screen Distribution Dilemma	N232
2:45-3:05	Media Mobility: Convergence of Fixed and Mobile	N232
3:10-3:30	A New Concept for Robust Video Marking	N232
3:35-3:55	Turning Subscribers into Audiences — Generating Revenue	N232
4:00-4:20	Advanced Advertising: Technical Steps in Reaching the Promised Land	N232
4:25-4:45	Building a VOD Advertising Business	N232
4:50-5:10	Social Entertainment: Merging TV Programming with On-Screen Group SMS	N232
5:15-5:35	FMC—If You Think It's Too Early, You're Too Late	N232

The Business of IPTV Track

1:00-1:40	Comcast, BitTorrent, the FCC and You	N234
1:45-2:05	Deep Packet Inspection and the Privacy Debate	N234
2:10-2:50	Net Neutrality — What is it? Where is it Going?	N234
2:45-3:40	Content Encounter — Make Money from Digital Media	N234

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