



Forum  
Europeo  
Digitale

# 16<sup>TH</sup> EUROPEAN DIGITAL FORUM

ROYAL COLLEGE LUCCA

6-7 June  
2019



Comunicare Digitale



DIME Comunicaciones

Giovedì 6 Giugno 2019

Sala Plenaria - REAL COLLEGIO

14.30 -15.00 REGISTRATION

15.00-15.15 OPENING SPEECH by  
Antonio ARCIDIACONO, *EBU*

15.15-15.45 OVERCOMING CHALLENGES in  
DELIVERING VIDEO and INCREASING AUDIENCES  
& MONETIZATION

Sergio ELIA, *Hispasat*

Alberto MARI, *Applicaster*

Rory McVICAR, *CenturyLink*

Steve MILLER JONES, *Limelight*

15.45-15.55 EXPERIENCE from 300 SOCCER  
GAMES USING REMOTE VAR PRODUCTION

Per LINDGREN, *Net Insight*

15.55-16.10 ADDRESSABLE TV ADVERTISING with  
HbbTv

David ULHMANN, *Google con*

Andrea TRENTIN, *Sky Italia*

Pasquale MARINARO, *Kineton*

16.10-16.25 GLOBAL CONNECTIVITY, LOCAL  
DELIVERY, EFFECTIVE NEW SOLUTIONS

Markus FRITZ, *Eutelsat*

16.25-16.40 CREATIVITY PRODUCTION: ARTE

Dominique WILLIEME, *Arte*

16.40-17.00 5G & PRODUCTION

Ioannis NEOKOSMIDIS, *Incites*

Emili PLANAS, *Mediapro*

COFFEE SERVICE offered by



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17.00 - 17.15 HDFI 2019 ACTIVITY

AGE of DISRUPTION - SURVEY HIGHLIGHTS,  
TECHNOLOGY & DEVELOPMENT TRENDS

Future of HDFI, *Benito Manlio Mari*

Overview States General, *Marco Pellegrinato*

2018 - 2019 Reports, *Paul Gray*

17.15-17.35 5G BROADCASTING - HbbTV

Alberto MORELLO, *RAI Crits*

Angelo PETTAZZI, *HbbTv Association*

17.35 - 18.15 NEW TECHNOLOGIES for CONTENT  
CAPTURE, MANAGEMENT and DELIVERY

Michele FESTUCCIA, *Cisco* - Francois AGUECI,  
*Intertrust* - Riccardo ARMUSSI, *Nagra* -  
Francesco LEVEQUE, *Samsung* - Peter SYKES,  
*Sony* - Moderator: Marco PELLEGRINATO, *HDFI*  
Vice President

18.15-18.30 FRAGILITY of PERFECTION: a NEW  
SCENARIO is BORN

Antonio NICITA, *AGCOM*

18.30 PROSECCO TOAST



20.15-23:30 SERATA di GALA 2019

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Venerdì 7 GIUGNO 2019

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**09.30 APERTURA dei LAVORI**

**OUTLOOK MEDIA ITALIA**

**Maria Teresa CAPOBIANCO, PWC Italy**

**09:45 - 10.35**

**VISION by DEFINITION: la SFIDA dei CONTENUTI  
e delle PIATTAFORME**

**Claudio CAPRARA, Mosai.co**

**Guido FERMETTI, Persidera**

**Milena FOLLETTI, RSI**

**Ciro GAGLIONE, Sky Italia**

**Pierfrancesco GHERARDI, De Agostini**

**Antonio NIESPOLO, Radio Kiss Kiss**

**Mauro PANELLA, Fox Networks**

**Alessandro TUCCI, 21st Century Fox**

**10.35 - 10.50**

**CLOUD is in the AIR: REMAKING the MEDIA CONTENT  
w/ AI, ML & AUTOMATION**

**Antonio GIOIA, Google**

**10.50-11.00 CLOUD LIVE STREAMING**

**Karine RICHECOEUR, Harmonic**

**11.00-11.10 5G BROADCASTING**

**Massimo BERLOTTI, Sky Italia**

**11.10 - 11.25 5G, la FIBRA e gli SVILUPPI in  
ITALIA:**

**Simone BONANNINI, Open Fiber**

**11.30 - 12.00 COFFEE BREAK**



**12.00-12.15 BUSINESS HUMANUM EST**

**DOVE VA L'INNOVAZIONE**

**Marco LANDI, Digital Box**

**12.15-12.45 COPYRIGHT, PIRACY, MERGING  
and PLATFORMS**

**Gianluca CAMPUS, Sky Italia**

**Barnaba COSTALUNGA, Viacom**

**Paola NEBBIA, Sherman Sterling**

**Francesco SACCO, Bocconi**

**Alberto SIGISMONDI, Tivu**

**12.45-13.25 Le SFIDE, i PLAYERS, le  
OPPORTUNITA' ed i RISCHI**

**Luca BALESTRIERI, Rai**

**Laura DI RAIMONDO, Asstel**

**Renato FARINA, Eutelsat**

**Maurizio GIUNCO, Confindustria Radio TV**

**Valerio MOTTI, Viacom**

**Davide ROSSI, Aires**

**13.25-13.45 CLOSING SPEECH**

**Marco BELLEZZA, Consigliere della Presidenza  
del Consiglio dei Ministri**

*con Andrea BIONDI, Il Sole 24 Ore*

**13:45 - 15.30 LIGHT LUNCH**

**SMART TV**

[The program may register constant changes until June 3, 2019](#)

[Register here to attend FED 2019](#)