

Marc Furrer, President, Swiss Communications Commission COMCOM, Switzerland

cyoshi mobile, Germany

Jürg Rötheli, President Board of Directors Swisscom Broadcast, Swisscom AG, Switzerland
 Alain Vallée, Directeur des Etudes et de la Prospective, Division Contenus, France Telecom
 Mark Selby, Vice President of Multimedia, Nokia, Finland

Mark Friend, Controller Broadcast Strategie, BBC, UK
 Walter Bachmann, Head Multimedia Center, SF - Swiss Television, Switzerland

Peter Cowley, Director, Endemol UK, UK
 To be announced

Practical examples from the World of Football by UEFA
 Rikard Steiber, Managing Director, Xlent Strategy, Sweden

Thomas Sauer, Head of Distribution, SRG SSR idée suisse, Switzerland
 Daniel Ledermann, Programme Manager Media and Entertainment,
 Swisscom Innovations, Swisscom AG, Switzerland
 Mark Selby, Vice President of Multimedia, Nokia, Finland

Martin Diesbach, Media and Entertainment Lawyer, Noerr Stiefenhofer Lutz, Germany
 Charlotte Paoli, Lawyer, Bignon Lebray & Associés, France
 Peter Fischer, Deputy Director General, Head Telecom Services,
 Federal Office for Communications OFCOM, Switzerland
 Philip Kübler, General Counsel, Group Legal & Regulatory, Swisscom AG, Switzerland
 Pietro Graf Fringuelli, Legal Adviser, CMS Hasche Sigle, Germany

Rolf Auf der Maur, Lawyer, VISCHER, Switzerland
 Klaus Pilz, Head of DVB Project, Swisscom Broadcast, Swisscom AG, Switzerland
 Rikard Steiber, Managing Director, Xlent Strategy, Sweden
 Mike Weber, CEO, activeMobile Media AG, Switzerland
 Jürg Bachmann, Member of Group Management, Goldbach Media Gruppe, Switzerland
 To be announced

Marc Furrer, President, COMCOM, Switzerland
 Georges Luks, CEO, Rose d'Or, TV Festival, Switzerland

Introduction

Presentation Mobile TV

Telecom Operators

Broadcasters

Coffee Break at the Swisscom Broadcast Stand

Content-Producers

Application and Events

Panel with the speakers

Lunch

Technical Aspects
*Which technology is
 the driving force?*

Legal Aspects
*Mobile Entertainment -
 Getting the legal framework
 ready*

Business Aspects
Opportunities and pitfalls

Final Session / Discussion and Closing remarks

Networking Apero TGIF!

09.15

09.25

09.35

10.35

11.15

11.35

12.15

12.45

13.20

14.15 Session 1:

Session 2:

Session 3:

15.45

16.00