HD Forum Italia – Media del domani: tecnologia, contenuti e consumo

🕐 20 Ottobre 2021   👤 redazione milano

4 Novembre 2021

ora 10:30-20:30

onsite (Westin Excelsior Rome) e online

Iscrizione all'evento

Fiere, Mostre | Webinar

15 Year of HD Forum Italia and beyond

Morning session – DEMO AREA

10:00 Opening Demo area and welcome coffee
10:00-13:00 Meeting by appointment only
Demo Area aims at demonstrating, in a tangible way, innovative solutions addressing some of the issues still plaguing today Over The Top (OTT) streaming distribution of linear events/channels, such as scalability, latency and User eXperience.
Access to the Demo Area will be possible:
– In presence, confirming your participation through the button below
– Online, through video recordings of the demos that will be made available on HDFI web site

Afternoon Session – CONFERENCE

14:00 Partecipants convening to the event site by invitation only

14:30 Opening welcome
B.M. Mari, HDFI President

14:45 15 anni di HD Forum Italia e oltre, Video

14:50 Keynote speech: A vision of new Media
Dario Edoardo Viganò, Vice Cancelliere della Pontificia Accademia delle Scienze Sociali della Santa Sede

15:20 Panel: "Tomorrow's Media: technology, content and consumption"
Moderator, Marco Pellegrinato HDFI
– Technology: New platforms for new contents fruition

– Content: evolutionary models for a generational audience
Luca Oteri, Amazon Prime*
– Consumption, FAST Free ad-supported streaming TV
Fabio Guarnaccia, Link Magazine
– The role of public service: from technology to content and consumption
Stefano Ciccotti, RAI*

16:30 Report HDFI Webinars: "Mass market linear TV via OTT"
Giovanni Venuti, HDFI

16:45 HDFI Working group: milestones, role and contributions
Gino Alberico, HDFI

17:00 HDFI OTT Observatory: objectives and activities
Sebastiano Trigila, HDFI

17:15 Key partners: focused presentation on innovative content of demonstration areas
Lutech (Giorgio Tornielli*), Mainstreaming (Philippe Tripodi*), Mediaset (Stefano Braghieri)

18:30 Cocktail and Award ceremony

20:30 Close event