



KnowledgeDatabase
MHP-KDB



Institut für Rundfunktechnik 

The Interactive Opportunity 2006

20. - 21. February 2006 Institut für Rundfunktechnik (IRT), Munich

| Day 1 21. February 2006 | | |
|------------------------------------|---|---------------------------------------|
| | Welcome and introduction | |
| 9:30 - 10:30 | Session 1: The Morning Briefing | Chair: Andreas Weiss, ARD |
| 09:30 - 10:00 | What is the future of interactive television? | Christian Ruland, BBC |
| 10:00 - 10:30 | What makes a good interactive application really good? | Nicoletta Iacobacci, EBU |
| 10:30 - 10:35 | Nomination of Group Leaders for the Creative Process Sessions | |
| 10:35 - 11:00 | Coffee Break | |
| 11:00 - 13:00 | Session 2: The creative process - Part 1 | |
| 13:00 - 14:00 | Lunch | |
| 14:00 - 17:00 | Session 3a: Case studies of great interactive applications today | Chair: David Wood, EBU |
| ca. 20 min. per presentation | Sofia Digital | Hannu Anttila, Sofia Digital |
| | RAI | Monica Bartocci & Fabio Ventrone, RAI |
| | ARD/BR | Jonas Stricker, BR |
| | ARD Digital | Rolf Czernotzky, ARD Digital |
| | VRT | Sven Rousseaux, VRT |
| | Session 3b: Interactive opportunities | |
| ca. 20 min. per presentation | Interactive opportunities | Nico de Abreu, RBB |
| | Presentation of Authoring Tool | Heike Fischer, IMK |

Day 2 | 22. February 2006

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| 9:00 - 10:30 | Session 4: The creative process - Part 2 | |
| 10:00 - 11:00 | Coffee Break | |
| 11:00 - 13:00 | Session 5: New technologies for content creation and delivery | Chair: Edgar Wilson, EBU |
| | Update on the MHP knowledge data base | Klaus Merkel, IRT |
| | Make once, use any – the portable content format in practice | Stephen Perrot, BBC |
| | What future for services to mobiles? | Natalie Mouyal, DigiTAG |
| | LiveText – Teletext as a user interface for MHP | Alexander Schulz-Heyn |
| 13:00 - 14:00 | Lunch | |
| 14:00 - 15:00 | Session 6: The Interactive discussion Session | Chair: Nicoletta Iacobacci, EBU |
| 15:00 - 16:00 | Session 4: The creative process - Part 3 | |
| 16:00 | Coffee and close of meeting | |



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