

DELIVERING THE PROMISE

BROADBAND WORLD FORUM EUROPE

BRUSSELS EXPO | BRUSSELS, BELGIUM

CONFERENCE

29 September - 2 October 2008

EXHIBITION

30 September - 2 October 2008

WORLD FORUM CHAIR

Scott Alcott

Executive Vice President,
Service Delivery Engine
Belgacom



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CO-LOCATED EVENT

35th International ICT Symposium



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BROADBAND WORLD FORUM EUROPE

Delivering the

The industry-leading ICT event you can't afford to miss

Broadband World Forum Europe, host sponsored by **Belgacom**, features an array of programming and technology-rich exhibits intended to help you recognize the market potential the latest broadband content, entertainment, applications, solutions, and services bring to enterprise and consumers.

Top industry executives from global carrier, supplier, and enterprise segments will explore and analyze technology developments relating to the ICT industry's value chain through a series of keynote addresses, plenary panels, workshops, and seminar sessions. Programming will help you develop strategies and business models and make informed decisions on monetizing your broadband investments.

Session programming is complemented by a cutting-edge exhibition where you can get plugged in to the latest broadband applications, equipment, and solutions. Come see vendors from around the world offering a first-hand look at their most innovative products and services.

Attendees are encouraged to take advantage of the multitude of networking opportunities spanning the entire four day program. Interaction with colleagues and industry leaders in conference sessions, during networking breaks and on the exhibit floor, provides abundant occasions to tap into a powerful network of peers from around the world.

CO-LOCATED EVENT

35th International ICT Symposium

belgacom

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telindus

Using a dynamic combination of keynotes, workshops, and exhibits on specific market solutions, the **35th International ICT Symposium** will be packed with ideas to innovate, pioneer, and drive technologies to stay ahead in your business.

The International Engineering Consortium

The International Engineering Consortium (IEC) is a non-profit organization dedicated to catalyzing technology and business progress worldwide in a range of high-technology industries and their university communities. Since 1944, the IEC has provided high-quality educational opportunities for industry professionals, academics, and students. In conjunction with industry-leading companies, the IEC has developed an extensive, free on-line educational program. The IEC conducts industry-university programs that have a substantial impact on curricula. It also conducts research and develops publications, conferences, and technological exhibits that address major opportunities and challenges of the information age. More than 70 leading high-technology universities are IEC affiliates, and the IEC handles the affairs of the Electrical and Computer Engineering Department Heads Association and Eta Kappa Nu, the honor society for electrical and computer engineers.



Keynote Addresses

Monday, 29 September | 14:30 - 15:00

**Scott Alcott**

Executive Vice President, Service Delivery Engine
Belgacom

**Didier Bellens**

Chief Executive Officer
Belgacom

Monday, 29 September | 15:00 - 15:30

**Pat Russo**

Chief Executive Officer
Alcatel-Lucent

Tuesday, 30 September | 11:00 - 11:30

**John McMahon**

President and Managing Director, Europe
Sony Pictures Television International

Tuesday, 30 September | 11:30 - 12:00

**Carl-Henric Svanberg**

President and Chief Executive Officer
Ericsson

Wednesday, 1 October | 14:00 - 14:30

**Julio Linares Lopez**

Chief Operating Officer
Telefonica de Espana

Broadband World Forum Europe offers something for everyone, and the registration options reflect this. A variety of packages are available to meet your professional and personal schedules and needs.

Conference Programming

Select from four attractive conference packages, which include half-day workshops, 90-minute panel sessions, and an array of high-level general sessions as well as unlimited access to the exhibit floor and networking receptions.



Exhibits PLUS

Gain unlimited access to the exhibit floor PLUS a multitude of value-added complimentary sessions, including outstanding keynote addresses and plenary panels.



Tuesday, 30 September | 14:00 - 15:30

Plenary Panel | Role of Service Providers in the Content Value Chain

As more service providers enter the content value chain, the status quo changes and issues and new solutions arise. This plenary panel will discuss the content ecosystem and the role service providers play and the value they bring, as well as issues and alternatives that need to be addressed. This plenary will also discuss the roles and value that other players in the content ecosystem bring and solutions they provide.

CHAIRPERSON



Stephen McKenna

Vice President
Hewlett-Packard

PANELISTS



Michael Fagan

Deputy General Counsel
PCCW



Peter Kerckhoff

Senior Vice President
Deutsche Telekom AG, T-Com



Francois Moreau de Saint Martin

Chief Executive Officer
Viaccess

Richard Young

Head of Business Development
BT Vision

Wednesday, 1 October | 11:00 - 12:30

Plenary Panel | The Impact of IDTV on the Broadband Community

After 3 years of Belgacom TV, a complete digital TV offering over a DSL infrastructure, look back at the technical and content challenges the company faced in order to prepare for the future. Items to be discussed include:

- The impact on technology, and how the technology providers are evolving to support the increased demand of the service providers to counter the technical challenges
- The increasing customer expectations in terms of interactivity, quality and also 'integration' of content in multi-platform environments
- The overall impact this (r)evolution has on the broadband community, the way people 'look' at content, the interactive part of the IDTV offering
- The answer of content production companies and broadcaster by delivering new formats

The panel brings together industry leaders in both domestic as international markets and should provide the attendee a good insight in the challenges of bringing IDTV to the market. In conclusion, there will be an open discussion on how the next TV-experience will look like and what could prevent us from getting there.

CHAIRPERSON



Jean-Charles De Keyser

President
Belgacom TV

PANELISTS



Wim Coessens

Head of Digital Media
VRT



Nick Fielibert

Chief Technology Officer Europe and APAC,
Service Provider Video Technology
Cisco Systems



Myles MacBean

General Manager, Online Services
Walt Disney Company



Thomas Werner

Head of Applications,
Service Core and Applications
Nokia Siemens Networks

Plenary Panels- Exhibits PLUS Programming



Thursday, 2 October | 9:00 - 10:30

Plenary Panel | How Can Enterprise Benefit from Business Applications Hosted by End-to-End ICT Service Providers

This panel will discuss how the current telecom service provider can become the ICT service provider of the future. Over-the-top companies such as Google are putting applications that consume lots of bandwidth on-line, but how sustainable is this model when business guarantees are to be provided? Is offering more bandwidth to business customers a solution to all their problems?

CHAIRPERSON



Laszlo Gyalog

Vice President of Enterprise Solutions
Alcatel-Lucent

PANELISTS



Pierre Hanoune

Collaboration Strategy Director
Global Enterprise-IP Advanced Services
Orange Business Services



Philippe Rogge

Vice President, Business Development,
Enterprise Business Unit
Belgacom

The 4th Annual InfoVision Awards



The 4th annual InfoVision Awards at Broadband World Forum Europe recognizes technologies, applications, products, advances and services considered to be the most unique and beneficial to the ICT industry.

InfoVision Awards are presented in the following categories:

- Access Network Technologies and Services
- Network and Services Management and Operations
- Wireless Broadband
- Content, Entertainment, Applications, and Services
- Broadband Appliances, Devices, and Home Networking
- Enabling Silicon and Component-Level Technologies
- Core Network Innovation and Advances
- Metro Network Technologies and Services
- **New! Go Green**
- New Product Concepts



InfoVision Award finalists will be announced in **August 2008**. Winners will be revealed at a special evening reception on **Tuesday, 30 September** at Broadband World Forum Europe.

The Right Mix of Solutions and Interaction

A key component of the Broadband World Forum Europe is the cutting-edge exhibition featuring the most progressive broadband technologies, equipment, applications, solutions, and services from leading vendors from around the globe.

The exhibition provides an ideal opportunity to discuss new technology advancements with key industry organizations and get a first-hand look at the latest products and services that will help you keep implementation costs down and maximize your return on infrastructure investment.

Broadband World Forum Europe 2008 Exhibitors

List current as of 26 June 2008

C O D I C O



belgacom



FUJITSU



ISKRATEL



Davolink



D-Link



IXIA



ciena



cisco



Exhibition



Exhibition and Sponsorship Opportunities

Maximize your exposure at Broadband World Forum Europe 2008! Limited exhibition and sponsorship opportunities are still available. For information about increasing your corporate visibility and market awareness for your products and services, contact the Broadband World Forum Europe sales team:

Christine Paplaczky
Exhibit Sales Director
+1-312-559-4616 | bbwfeurope@iec.org



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SCTE



Monday, 29 September

10:00 - 13:00

Workshop 1: Carrier Ethernet: The Future Is Now



Workshop 2: Pirates of the Net - Challenges and Solutions for Digital Content Distribution



Workshop 3: Femto Cells - Applications and Solutions



Workshop 4: Next-Generation Broadband Access Technologies: Docsis 3.0; VDSL and FTTx

Telenet

Workshop 5: The Mobile Future of Broadband: Evolving to Mass-Market HSPA and LTE



13:00 - 14:30 **Lunch Break**

14:30 - 15:00 **Welcome | Opening Keynote Address**

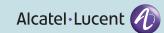
Scott Alcott, Executive Vice President, Belgacom



Didier Bellens, Chief Executive Officer, Belgacom

15:00 - 15:30 **Keynote Address**

Pat Russo, Chief Executive Officer, Alcatel-Lucent



15:30 - 16:00 **Networking Break**

16:00 - 17:30

A1 Creating New Networked Experiences in the Managed Home



A2 The Role of Data Layer in Enabling a Unique User Identity and a Ubiquitous User Experience



A3 IPTV versus Internet TV



A4 High Quality Home Delivery: The Role of Home Networking Technology in Ensuring QoE



A5 Modeling WiMAX and Mesh Networks for Maximum ROI



A6 IP Technology - Optimizing Managed Services for Operators and Service Providers



17:30 - 19:00 **Welcome Reception**

Tuesday, 30 September

9:00 - 10:30

B1 Creating a Compelling Telco Hosted Unified Communications Offer



B2 Targeted Advertising - New Business Opportunities and Advertising Challenges in Mobile and Fixed World



B3 The Impact of Next-Generation Voice, Data, and Video on Home Networking



B4 Will the Move to LTE Boost the Projected Take-Up of Mobile Broadband Access Technologies?



B5 Clean Pipe; Clear Conscience?



B6 Should Future Broadband Access Networks Be Publicly Owned?



B7 Transform Network Operations Center (NOC) into Service Operations Center (SOC): A Paradigm Shift for Improving Customer Experience (CE)



Schedule of Events



10:30 - 11:00	Networking Break	
11:00 - 11:30	Keynote Address John McMahon, President and Managing Director, Europe, Sony Pictures Television International	
11:30 - 12:00	Keynote Address Carl-Henric Svanberg, President and Chief Executive Officer, Ericsson	
13:00 - 17:00	Technology Theatre Presentations	
14:00 - 15:30	Plenary Panel Role of Service Providers in the Content Value Chain	
15:30 - 16:00	Networking Break	
16:00 - 17:30		
C1	Characteristics and Applications of IPTV for Enterprise	
C2	Advanced User Interfaces	
C3	3G Femto Cells: Where's the Party?	
C4	Access Network Evolution and Move to All-IP: Converging Tracks by VDSL2 National Plans	
C5	To Select the Fittest FTTx (C/B/H) Construction Modes	
C6	Enhancing a Broadband-Enabled Economy	
C7	Gigabit-to-the-User: A Dream or Future Reality?	European Commission
17:30 - 19:00	Reception on Exhibit Floor	
19:00 - 21:00	InfoVision Awards Banquet	

Wednesday, 1 October

9:00 - 10:30		
D1	Innovative Broadband Services for Enterprises	
D2	How Open DRM Systems Enhance the Consumer Experience and Enable New Business Models	
D3	Socializing Telecommunications	
D4	Service Assurance in the Home Network - The End-to-End Service View and Its Most Critical Component	
D5	A Question of Sustainable Access Network Providing Profit Growth, Standard DSL vs. Fiber and Wireless Access	
D6	Scalable Architectures for Next-Generation Broadband Networks: God-box or the Right Box?	
D7	Merging the Power of Network and IT: Operations Systems for Layers 1 through 7	
10:30 - 11:00	Networking Break	

11:00 - 12:30	Plenary Panel The Impact of IDTV on the Broadband Community Jean-Charles De Keyser, President, Belgacom TV	Belgacom TV
13:00 - 17:00	Technology Theatre Presentations	
14:00 - 14:30	Keynote Address Julio Linares Lopez, Chief Operating Officer, Telefonica de Espana	
15:00 - 15:30	Networking Break	
15:30 - 17:00		
E1	Broadband Innovation in Belgian Business	
E2	The Future of Web Content	Walt Disney Motion Pictures Group
E3	Standardization Key to Broadband Success	 
E4	How Carriers Can Take Control of the Home	
E5	Unified Optical + Ethernet Access and Backhaul: A New Strategy for Fiber-to-the-X	
E6	The Next Steps for a Real Fixed Mobile Convergence	
E7	European Regulatory Frameworks - Moving toward Liberalization and Sustainability	Frost & Sullivan
17:00 - 19:00	Reception on Exhibit Floor	
Thursday, 2 October		
9:00 - 10:30	Plenary Panel How Can Enterprise Benefit from Business Applications Hosted by End-to-End ICT Service Providers?	Alcatel-Lucent 
10:30 - 11:00	Networking Break	
11:00 - 12:30		
F1	A New Advertising EcoSystem: How Broadband Service Providers, Advertisers, and Publishers can Leverage Traffic Data to Deliver the Most Relevant Ads to Consumers	
F2	Planning Now for LTE: The Business Case for a new Long-Term Evolution Network	
F3	The Opportunity of New Voice Services and Feature Enhancements in Next Generation Network	
F4	Road to 100G: Meeting the Broadband Services Challenge	

IEC Corporate Members/ University Program Sponsors



The IEC's University Program, which provides grants for full-time faculty members and their students to attend IEC Forums, is made possible through the generous contributions of its Corporate Members. For more information on Corporate Membership or the University Program, please call +1-312-559-3721 or send an e-mail to cmp@iec.org.

Based on knowledge gained at IEC Forums, professors create and update university courses and improve laboratories. Students directly benefit from these advances in university curricula. Since its inception in 1984, the University Program has enhanced the education of more than 500,000 students worldwide.

IEC Corporate Members



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University of Southern California
Stanford University
Syracuse University
University of Tennessee, Knoxville
Texas A&M University
The University of Texas at Austin
University of Toronto
VA Polytechnic Institute and
State University
University of Virginia
University of Washington
University of Wisconsin-Madison
Worcester Polytechnic Institute

Optimize Your Time

Choose the registration packages that meet your needs.



Conference Registration

A variety of conference packages are available that include the following components:

- Half-day workshops and/or 90-minute panel sessions
- Unlimited access to the technology exhibition
- Keynote addresses
- Plenary panels
- Technology Theatre presentations
- Networking receptions
- Conference materials



Exhibits PLUS Registration

Receive access to the technology exhibition PLUS the following components:

- Keynote addresses
- Plenary panels
- Technology Theatre presentations
- Networking receptions



Host Hotels

Attendees and exhibitors are invited to secure accommodations at the Broadband World Forum Europe's conveniently located host hotels.

Brussels Marriott Hotel

Within walking distance of the Grand Place and Mont des Arts, the Brussels Marriott Hotel offers luxurious accommodations in a historic building. Well-appointed guest rooms are equipped for the business traveler, featuring a large desk, high-speed Internet, dual-line speakerphone, and voice mail. The hotel offers two restaurants and one executive lounge on-site.

Crowne Plaza Brussels City Center

Located next to the botanical gardens and just a short walk from the Grand Place and the Brussels Midi train station, the historic Crowne Plaza Brussels City Center offers comfortable rooms ideal for the business traveler, with a work desk, wireless data connection, power converters and electrical adapter, and phone with voice mail. Hotel amenities include a sauna, a fitness room, dry cleaning services, and a business center. The hotel offers one lounge, the Deco Verre, and one restaurant, Nouveau Taste.

Hilton Brussels City

Located in the heart of Brussels, near the Rue Neuve shopping district, the Hilton Brussels City boasts contemporary rooms with wireless Internet access and amenities that include a business center, fitness room, and solarium. In-hotel dining options include the L'Oliva Bar and Restaurant featuring modern French cuisine in a well-appointed dining room.

Sheraton Brussels Hotel

The five-star Sheraton Brussels is located in the heart of the city's business district and a short walk from the main shopping area and the Grand Place. Well-appointed guest rooms include a work desk, data port, and high-speed Internet access. The hotel features two bars, two restaurants, and a coffee shop.

To reserve your accommodations, visit www.iec.org/events/2008/bbwf

Three Ways to Register:

1. ON-LINE www.iec.org
2. PHONE +1-312-559-4600
3. FAX +1-312-559-4111

BROADBAND WORLD FORUM EUROPE

29 September - 2 October 2008
Brussels Expo | Brussels, Belgium

Personal Information

Please complete this section in full.

Mr. Ms. Dr.

E-Mail

Name (First, M.I., Last)

Name as it should appear on badge

Title

Company

Division/Department

Company Address

Room/M/S

City

State/Province

Country

Zip/Postal Code

Office Phone

Office Fax

(No one younger than 18 years of age will be admitted to the Forum or exhibit area.)

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Account # 0800504333
Account Name: Professional Education International
(Note: D.B.A., Communications Forum/IEC)
IMPORTANT: Please include registrant's name on wire transfer.

Select Your Registration Package

Packages include access to Monday workshops and/or dedicated 90-minute breakout sessions Monday through Thursday, unlimited access to the technology exhibition, keynote addresses, plenary panels, networking receptions, and conference materials.

- Four-Day Program** €2,995 + 21% VAT
- Three-Day Program** €2,595 + 21% VAT
- Two-Day Program** €1,995 + 21% VAT
- One-Day Program** €1,395 + 21% VAT
- Exhibits PLUS** €0
(after 7 September, €100 + 21% VAT)
Includes access to the technology exhibition, keynote addresses, plenary panels, and evening networking receptions.

Session Selection

Please indicate the days you will be in attendance

- Monday 29 September** **Wednesday, 1 October**
- Tuesday, 30 September** **Thursday, 2 October**

Featured Publications

- Annual Review of Communications, Volume 60**
.... **Special Attendee Rate:** €155 + VAT (*Retail Value: €312 + VAT*)
- Beyond the Quadruple Play: Networking, Convergence, and Customer Delivery**
.... **Special Attendee Rate:** €60 + VAT (*Retail Value: €80 + VAT*)
- IPTV Multimedia Networks: Concepts, Developments, and Design**
.... **Special Attendee Rate:** €60 + VAT (*Retail Value: €80 + VAT*)

TOTAL REGISTRATION FEE € _____

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- Check enclosed payable to "Broadband World Forum Europe"
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CONFERENCE **29 September - 2 October 2008**

EXHIBITION **30 September - 2 October 2008**

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Featured Speakers



Scott Alcott

Executive Vice President,
Service Delivery Engine
Belgacom



Pat Russo

Chief Executive Officer
Alcatel-Lucent



Carl-Henric Svanberg

President and Chief
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Ericsson



Didier Bellens

Chief Executive Officer
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John McMahon

President and Managing
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