



MODIBEC Priority Workshops in China Shanghai – 29 August, 2007

DRAFT AGENDA

Objectives: One of the major topics of the Shanghai workshop is Value Added Services (applications).

If you would like to attend or speak at the workshops please contact Ms. Murphy Wu at murphy.wu@worldiab.org or +4420 72884644

Period: 1 day

Format: Seminars and panel discussions with moderators

Audience: maximum 50, local policy makers, key stakeholders esp. operators and broadcasters

Venue: TBC

	Welcome Address	
Session 1. R&D in the convergence of digital broadcasting and telecommunications		
	<ul style="list-style-type: none"> - in China - in Europe - Experience from other countries (e.g. Korea, USA, Singapore) - Q&A 	
Session 2. Applications		
<p>This session aims to share the best practice of the current development on any data services based on digital broadcasting, such as EPG, broadcasting website and distance learning, etc. The presentation will illustrate the user experience and demo (if possible)</p>		
	<ul style="list-style-type: none"> - in China - in Europe - Experience from other countries (Korea, USA, Singapore) - Q&A 	
Lunch		
Panel 1 Mobile TV business model		
<p>This session will focus on the topic of CA. Local broadcasters and Mobile operators will be invited to discuss these topics. Successful case studies in Europe and the trend of the</p>		

CA will be presented.		
Panel 2. Discussion on TMC Applications		
	<ul style="list-style-type: none">- Using digital network broadcast real-time traffic, and other data information to mobile devices- Cooperation between different governmental departments	