



The Society for Broadband Professionals

has pleasure in announcing its

SPRING LECTURE MEETING

“ENSURING NETWORK QUALITY”

to be held on

THURSDAY 29 APRIL 2010

at

**The Institution of Engineering and Technology
(Council Chambers)**

**Savoy Place
LONDON
WC2**

Registration at 9.00 am

“ENSURING NETWORK QUALITY”

9.00 am **COFFEE AND REGISTRATION**

9.30 am ***President’s Welcome and Society Update***

9.40 am ***Chairman’s Keynote Introduction and Overview***

9.45 am ***“Ensuring Fibre Optic Network Performance”***

**Paul Avison, Fibre Optic Product Specialist
JDSU**

Fibre optic connectors are widely distributed throughout the optical network as they enable administrators to add, drop, move and change the network with ease. At the same time, connectors are the weakest link in any fibre system. Contamination is typically the number one cause of troubleshooting in optical networks. Debris particles on a connector end face can prevent the transmission of light, cause costly downtime and lead to permanent network damage.

This presentation shows how best practices for inspection, cleaning, connecting and testing can greatly reduce network downtime and optimise the performance of an optical link.

10.40 am ***“Delivering a Premium Service”***

**Ron Paans - Director of Operations
Future Entertainment Sàrl**

This presentation will outline and give an overview of how to deliver a premium service. It will also introduce a cost effective way of operating, as well as examining the future of entertainment.

11.35 am ***“An Analysis of the recent U.S. SCTE Recommended Practices: What’s Next for Video Delivery Management?”***

**Stuart Newton, Managing Director, European Operations
Ineoquest Technologies Inc.**

This presentation will discuss the recently released US SCTE 168 recommended practices for end-to-end video monitoring and introduce a “best practice” approach to video quality assurance.

The topics covered will provide insight into the concept of “Program Availability”, the impact on service provider OPEX through improved fault diagnosis and SLA compliance and the potential impact on the end-to-end supply chain based on the recommended video quality goals.

12.30 pm **BREAK FOR LUNCH**

1.55 pm ***“Cutting your cloth – keeping pace and managing***

transitions”

David Durnford, CEO

Smallworld Cable

How do you keep pace with technology as a small operator competing in an industry of giants? And how do you manage the transition from legacy infrastructure to a flexible platform that is cost effective to operate and yet can adapt to future needs?

David Durnford, owner of Smallworld Cable, gives an insight into how Smallworld deals with these and other challenges facing small cable operators in today's environment.

2.50 pm ***“What you need to know about MPEG to retain compatibility with legacy STB while improving video quality”***

Ian Trow, Director of Broadcast Solutions

Harmonic Inc

3.45 pm **BREAK FOR TEA**

4.05 pm ***“Comparative Analytics and Monitoring for the 21st Century”***

Rolf Ollmar, Managing Director

Bridge Technologies PPC

The cable industry faces challenges that might be called “The Big Squeeze”. Even as infrastructure becomes more complex, it is operated day-to-day by a diminished labour force with less experience and fewer skills. Meanwhile, experienced engineers assume higher-level management and strategic responsibilities. The “Big Squeeze” potentially creates a “Big Problem”, the risk that consistent, reliable, high quality cable delivery will suffer just as the industry faces its most intense competition.

This presentation will detail how comprehensive, end-to-end analytic and monitoring tools can be deployed to enable cost-effective, fast troubleshooting in support of broadcast consistency and quality that will keep viewers tuned in and happy.

4.45 pm ***Closing Remarks***

Dr Roger Blakeway, President

SCTE

5.00 pm **SCTE COCKTAIL PARTY**

PLEASE NOTE:

The above programme is correct as at the time of going to print but may be subject to change.

