



Telsoc

Telecommunications & the Digital Economy

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Australian OTT Summit

Driving innovation in OTT service delivery

Wednesday, 18th November 2015

Coupon code for financial Telsoc members: TELSOC

Non-members: \$2524.50; TelSoc members 50% discount (Coupon code visible when logged in.)

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This event is fully booked or has passed.

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The Inaugural Australian OTT Summit will examine the rise of Over The Top (OTT) technologies and services in the Australian telecommunications industry in the TV, Messaging and Voice domains and will explore the challenges, opportunities and case studies of their disruption.

With emerging competition in the video on demand industry intensifying, Australia is seeing a shift from cable and pay TV models to cheaper, faster and advertising-free models of media streaming, challenging the status quo and reforming the broadcasting industry.

Likewise in the B2C and B2B messaging sectors there has been a substantial move from SMS messaging to instant messaging applications, voice activated messaging and a shift towards secure, integrated and interactive platforms changing the way we communicate now and into the future.

The Australian OTT Summit will have a theme and focus on 'Driving innovation in OTT service delivery'. It will draw on policy, legislation, socio-economic data and practical case studies to assess the current, emerging and future outlook for OTT services in Australia.

The Summit will hear from senior executives from OTT providers, content producers and telecommunications leaders along with industry experts, industry associations, academics and consultants. It will provide a unique opportunity to connect the senior leadership team from the speaker panel with technology vendors, professional services, along with wider telecommunications industry.

Key topics to be covered:

Socio-economic outlook for OTT media in Australia

OTT industry forecasting and growth

OTT TV as a disruptor to cable and pay TV

Servicing the mobile consumer

Meeting consumer expectations and 'TV Anywhere Movement'

Upgrading media platforms to host streaming and VOD

TV service unbundling and 'cord-shaving'

Capturing attention in a cluttered content stream

Content innovation as competitive advantage

Enterprise messaging technology

B2B secure, compliant messaging

Date and Time

Wed, 18 Nov 2015

08:30 - 18:00 AEDT

Location

Sydney InterContinental Hotel
117 Macquarie Street
Sydney NSW 2000
Australia

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Ziggy Switkowski

OTT service delivery

Reg Coutts

OTT

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