

## “Gigabit revolution in media and telecom - what will it bring?”

### MONDAY (7 October 2019)

10.00-20.00 Registration of the participants

11.00–14.30 Meeting of Eastern and Western Cable Operators

Open discussion of cable operators, broadcasters and representatives of industry organizations, from: Belgium, Belarus, Czech Republic, Slovakia, Georgia, Lithuania, Latvia, Moldova, Germany, Poland, Russia, Ukraine, Hungary.

Main subjects:

- **Current state of 5G in Europe and perspectives for development**
- **Legal regulations as a barrier to the implementation of innovations**
- **Geopolitics – cybersecurity of cable networks**
- **30 years of cable TV in Poland**

14.30-15.30 Lunch

15.30-16:00 **Grand opening of the 46th International Conference and Exhibition PIKE**

16.00-16.20 Presentation: **Influence of the cable sector on the development of Polish economy**  
Katarzyna Urbańska – Vicedirector Regulatory, PwC

16.20-16.40 Presentation: **Cable operators' market in Poland and abroad - perspectives and expectations**  
Guy Bisson - Executive Director, Ampere Analysis

16.40-17.00 Presentation: **Progress in combating copyright infringement in Poland and Europe**  
Teresa Wierzbowska – President of the Management Board, Sygnał Association

17.00-18.00 **Jubilee celebrations: 30 years of cable TV in Poland**

18.00-18.50 Panel discussion: **How will new technologies change the cable industry through the eyes of European cable operators?**

Moderator: Krzysztof Heller – Telecommunications market expert, Infostrategia

Invited: Alexander Adams – Representative of SCTE and ISBE to Europe

Mariusz Daukantas – Director, Lithuanian Cable Television Association

Matthias Kurth – Executive Chairman, Cable Europe

Jindrich Liszka – Chairman of the Supervisory Board APKT

Ferenc Kery – President of Hungarian Cable Communications Association

Jerzy Straszewski – President of the Board of the PIKE

19.30-20.30 **Welcome Dinner, Restaurant Mak's**

21.00-02.00 **Welcome evening**  
Place – Club 77

## TUESDAY (8 October 2019)

7.00-7.40 "The early bird gets the worm" - a morning 5-km run for the operators



10.00-20.00 Registration of the participants

8.45-10.25 **Media women breakfast**

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10.30-10.45 Presentation: **Overview of media market events and legislation 2018/2019**

Krzysztof Węglarz – PIKE

Jakub Woźny – Media Law Firm

10.45-11.10 Speech: **Gigabit revolution, or how the Internet will change the future of media, technology and the economy**

Mark Giesbers – Managing Director, Products, Technology and Innovation, Liberty Global

11.10-11.30 Presentation: **Current state of 5G and the perspectives for European and global development. Examples of implementation in other markets**

Igor Milojevic – Chief Technology Officer, Huawei

11.30-12.30 Panel discussion: **Benefits or losses: what will be the balance of operators in the context of the implementation of new technologies?**

Moderator: Ireneusz Piecuch – Piecuch Law Firm

Invited: Andrzej Abramczuk – President of the Board, Netia

Tonny Bao – President of the Board, Huawei Polska

Jean-Francois Fallacher – President of the Board, Orange Polska

Jean-Marc Harion – President of the Board, P4

Robert Redeleanu – President of the Board, UPC Polska

Martin Mellor - President of the Board, Ericsson

Janusz Kosiński – President of the Board, Inea

Tomasz Żurański – President of the Board, Vectra

12.30-13.00 **One on One interview: 5G implementation strategy in Poland**

Wanda Buk – Undersecretary of State, Deputy Ministry of Digital Affairs

Eugeniusz Gaca – Member of the Board, KIGEiT

13.00-13.15 Coffee break



13.15–13.35 Presentation: **Data value in TV passive measurement**

Wojciech Pawlak – Strategy and Information Director's Advisor, NASK

Wiesław Łodzikowski – Director of Technology, NASK

13.35-14.00 Presentation: **Addressable TV in practice**  
Jacek Amsterdamski - VP TV Distribution, Head of Video, WP

14.00-15.30 Panel discussion: **Globality and locality in the media - who will gain and who will lose?**

Moderator: Mikołaj Kunica – Journalist

Invited: Dariusz Dąbski – President of the Board, Telewizja Puls

Gabor Harsanyi – VP General Manager, VIMN Central Eastern Europe and Israel

Piotr Korycki – President of the Board and Managing Director, TVN and Discovery

Marcin Klepacki – Distribution Director, TVP

Stanisław Janowski – President of the Board, Telewizja Polsat

Jacek Świdorski – President of the Board, WP

Edyta Sadowska – President of the Board, Canal+

15.30-16.30 Lunch

16.30-17.10 Panel discussion: **The phenomenon of e-sport on traditional TV and the Internet**

Moderator: Marcin Stus – Editor in chief, Esportmania

Invited: Maciej Gozdowski – Managing Director, TVN

Wojciech Jeznach - VP of Sales, Co-owner, Fantasy Expo

Paweł Kowalczyk – Department Manager of E-sport, RASP

Piotr Michałowski - Department Manager, TVP Sport

Maciej Mikstacki – Director, Kino Polska TV

Ewa Czekala – Program Director, Polsat Games

Grzegorz Skowron Moszkowicz - Director, Canal+

## WORKSHOP ROOM

16.00-16.20 Presentation: **Telecommunications Information Point – new edition**

Marcin Kwaczyński, UKE

16.20-16.45 Workshop: **Amendments to the mega-act – the most important changes**

Jakub Woźny, Media Law Firm

16.45-17.30 Workshop: **Goodbye to the Telecommunications Law. Welcome to the Electronic Communications Law**

Maciej Jankowski, Media Law Firm

17.00-18.30 **Football match - Broadcasters & Operators**



19.30-22.00 **Golden PIKE Gala Night**

Handing out of the Golden PIKE and Titanium Eye awards, grand finale of the 14th edition of the Festival of Thematic Channels.

22.00-04.00 **After Party**



[www.konferencjepike.pl](http://www.konferencjepike.pl)

## WEDNESDAY (9 October 2019)

9.00-13.00 Registration of the participants

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10.00-10.45 Presentation Block: **Innovations Live – How To Get A Market Advantage**

**Where the TMT market is heading (technology, media & telecommunications)**

Szymon Karbowski - Development Director, Vector X Labs

**MoCA Access 2.5 – an intelligent solution for a symmetrical gigabit connection through a coaxial network**

Tomasz Wolanin, FCA

Andreas Bergman, InCoax Networks

**Open Access – how much can you lose?**

Michał Bartkowiak - Vice-President of the Management Board, INEA

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10.45-11.00 Presentation: **Media and cable market in Germany**

Carsten Engelke - Association of German Cable Operators, ANGA

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11.00-11.20 Presentation: **Research on the quality of the program portfolio - what do operators pay for?**

Bogdan Łaga – Vice-President of the Management Board, PIKE

Jacek Wyszyński – Adam Mickiewicz University, Poznan

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11.20-12.20 Panel discussion: **It takes two to tango: how to build value added in the operator - broadcaster relations?**

Moderator: Wojciech Dziomdziora – DZP Law Firm

Invited: Michał Holeksa- Vice-President, UOKiK

Bogusław Kisielewski - Member of the Board, Kino Polska

Jacek Kobierzycki – Managing Director, TOYA

Andrzej Rogowski – Member of the Board, Multimedia Polska

Maciej Śtec - Member of the Board, Telewizja Polsat

Dorota Żurkowska-Bytner – Member of the Board, TVN Discovery Polska

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12.20-12.40 Presentation: **Content and advertising - trends and expectations**

Michał Buszko – Client Team Leader, Nielsen

Joanna Kopec – Client Senior Executive, Nielsen

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12.40-13.20 Panel discussion: **How to respond to new challenges of advertising market?**

Moderator: Jerzy Minorczyk – General Director, IAA Polska

Invited: Jacek Amsterdamski - VP TV Distribution, Head of Video, WP

Agnieszka Gosiewska – Director, Nielsen

Bogusław Kisielewski – President of the Board, Kino Polska

Witold Kołodziejcki – Chairmen, KRRiT

Wojciech Pawlak - Strategy and Information Director's Advisor, NASK

Marcin Pery – President of the Board, Gemius

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13.20-13.35 Presentation: **New EU Copyright Law Directives and their impact on Digital Media Operators.**  
Sebastian Urban - WP Law Firm  
Luiza Piskorek - WP Law Firm

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13.35-13.50 Presentation: **Silver generation**  
Wojciech Kowalczyk – Advertising Office, TVP

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13.50-14.50 Panel discussion: **Contemporary viewers and their growing expectations**  
Moderator: Michał Kobosko - Journalist  
Invited: Radosław Jużwin – Head of Content Strategy, T-Mobile  
Marcin Skabara – Zastępca Dyrektora Programowego, TVP  
Maria Kosareva - VP, Kids and Family Brands, Marketing and Digital, VIMN CEEI and Russia  
Ewelina Rabsztyn – Content Director, Orange  
Krzysztof Świergiel – Managing Director, Eleven Sports Network  
Anna Limbach-Uryn – Program Director, Platforma Canal+

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14.50-15.50 Lunch

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15.00-16.00 Departure