

# Content strategies in a socially connected world: production, distribution and protection

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## Agenda

### **September 20 - Day 1:**

**9:00 - 9:05 Welcome**

**Muriel Médard**

**9:05-9:10 Overview and Goals**

**Marie-José Montpetit**

**9:10 - 10:45 Content Production and Management**

**Chair: Marie-José Montpetit**

*Meta-data in the content production workflow*  
*ConnectTV*

Christophe Diot (Technicolor)  
Jee Yeon Hwang  
and Henry Holtzman (MIT)

*Orange: towards an efficient content management* Eric Gourdin (Orange)

**10:45-11:00 Break**

**11:00-12:00 Posters, demonstrations and discussion**

**12:00 - 1:00 Pizza lunch**

**1:00-3:30 Dissemination**

**Chair: Muriel Médard**

*The Socialization of Tiered Networks*

M. Kilian (RLE)

*Unified Media Delivery*

Barry Crabtree (BT)

*Content preparation, delivery, and storage for*  
*highly heterogeneous networks*

Emina Soljanin (ALU)

*Viral Loops in Mobile Clouds*

Frank Fitzek (U. Aalborg)

**3:30-4:00 Networking Break**

**4:00-5:00 Demos, posters and discussion**

**6:00-9:00 Group Dinner (at participants' expense)**

### **September 21 - Day 2:**

**9:00-9:45 Special Presentation**

*Content strategies for the next generation*

**Jamyn Edis**, Vice President, Consumer Technology Group, HBO

**9:45-10:30 Protection**

**Chairs: M.J. Montpetit**  
**and Muriel Médard**

*An overview of content protection techniques using network coding*

Muriel Médard (RLE)

*Novel Approaches for content protection*  
*in social distribution*

M.J. Montpetit (RLE)

**10:30-11:00 Break**

**11:00-11:30 Content Centric Internet (via Skype)**

*A Match Made in Heaven:*

*Marrying Information & Computation*

Dirk Trossen (U. Cambridge)

**11:30-12:00 Wrap-up, Discussion and Future work**