



**IPDR.org IPTV Kick-off Event
February 23-24, 2006
Cisco Facility (Building 1) – San Jose, CA**

Thursday, February 23

8:30 – 9:00 am	Continental breakfast
9:00 – 9:30 am	Welcome and agenda review – Neil Prasad, senior manager, Cisco Systems Overview of IPDR.org work – Kelly Anderson, president/COO, IPDR.org
9:30 – 10:15 am	IPTV service overview – Lawrence Harte, editor in chief, IPTV Magazine
10:15 – 10:45 am	IPTV market potential – Bob Larribeau, principal, Multimedia Research Group
10:45 – 11:00 am	Break
11:00 am – 12:15 pm	IFF Overview – Maria Estefania, senior director, ATIS Architecture overview – Tal Givoly, chief scientist, Amdocs
12:15 – 12:45 pm	Lunch
12:45 – 1:15 pm	Review accounting functional areas/NDM breakdown - Steve Cotton, technical editor, IPDR.org
1:15 – 2:45 pm	Discussion Sessions: <ul style="list-style-type: none">• User behavior/usage trending• Service delivery/network management
2:45 – 3:15 pm	Break
3:15 – 4:45 pm	Discussion sessions: <ul style="list-style-type: none">• Content requirements• Advertising
4:45 – 5:00 pm	Wrap-up and agenda review
5:00 – 5:30 pm	IPTV Eco system demo

Friday, February 24, 2006

8:00 – 8:30 am	Continental breakfast
8:30 – 9:15 am	Review work items and requirements Overview of S/PS work and gaps Overview of working groups
9:15 – 10:45 am	Breakout groups <ul style="list-style-type: none">• Protocol Working Group• Business Working Group
10:45 – 11:00 am	Break
11:00 am – 12:30 pm	Wrap-up items: <ul style="list-style-type: none">• Review of action items• Appointment of leaders and meeting schedules• Identification of suggested liaisons Presentation of work plan Closing items
12:30 pm	Adjourn