Convergent Media & Networks
- New Business Chances and Economic Opportunities -

12th German-Japanese Symposium
April 19th to 20th, 2007
Representative Office of Deutsche Telekom AG
Französische Strasse 33a-c, 10117 Berlin
Program

Thursday, April 19th, 2007

09:00  SESSION 1: OPENING SESSION
Co-Chairs:  Prof. Dr. Radu Popescu-Zeletin, Fraunhofer Institute FOKUS, Berlin and
Dr. Haruhisa Ichikawa, NTT, Tokyo

Opening Address
Prof. Dr. Dres. h.c. Arnold Picot, MÜNCHNER KREIS, Munich

Keynotes
Mr. Takashi Hanazawa, NTT, Tokyo
Mr. Christopher Schläffer, Deutsche Telekom AG, Bonn

10:30  Coffee Break

11:00  SESSION 2: TECHNOLOGIES FOR CONVERGENCE
Co-Chairs:  Dr. Roland Raschke, Fujitsu Labs Europe, Langen and
Mr. Kazuo Hagimoto, NTT, Tokyo

FMC and Triple Play as Drivers for Uniform Service Delivery Platforms
Dr. Josef Schäfer, Arcor AG & Co. KG, Eschborn

IP Multimedia Convergence Technologies Implemented by IMS and Other Functions
Mr. Tatsuro Murakami, NTT, Tokyo

IMS vs. Peer-to-Peer - a War of Concepts or a Synergy?
Prof. Dr. Thomas Magedanz, Fraunhofer Institute FOKUS, Berlin

Service-oriented Architecture and Web Service Security
Mr. Kojiro Nakayama, Hitachi Ltd., Kanagawa

Convergent Service Delivery Platforms and Service Orchestration
Alf Henryk Wulf, Alcatel-Lucent Deutschland AG, Stuttgart

Technologies for Fixed Mobile and Broadcasting Convergence
Mr. Hideaki Tani, NEC Corp., Kanagawa

13:00  Lunch
14:00  **SESSION 3: TECHNOLOGIES FOR NEW MEDIA**
Co-Chairs: Dr. Thomas Götz, Detecon International, Bonn and Prof. Dr. Tohru Asami, The University of Tokyo, Tokyo

**Business Models/Value Chain Impact from Provider's View**
Mr. Thomas Mörsdorf, Deutsche Telekom AG, T-Com, Bonn

**Challenges and Opportunities for Broadband Mobile Media in the Next Decade**
Dr. Minoru Etoh, NTT DoCoMo Inc., Yokosuka

**Technology Evolution and Medium Long Term Changes in the Value Chain**
Mr. Roberto Saracco, Telecom Italia, Torino

**Technologies for Fixed Mobile Broadcast Convergence Services**
Dr. Yasuyuki Nakajima, KDDI R&D Laboratories Inc., Saitama

**User Driven Publishing - Technology Push vs. Market Pull**
Dr. Manfred Kops, University of Cologne, Cologne

**The Scaleable Video Technologies Towards Fixed Mobile Convergence**
Dr. Tokumichi Murakami, Mitsubishi Electric Corp., Kanagawa

16:00  **Coffee Break**

16:30  **SESSION 4: PLAYERS AND THEIR CHANGING ROLES**
Co-Chairs: Prof. Dr. Thomas Hess, University of Munich, Munich and Prof. Dr. Koichiro Hayashi, Institute of Information Security, Yokohama

**User Generated Content: Blessing or Curse?**
Dr. Matthias Moeller, Gogol medien GmbH & Co. KG, Augsburg

**How Public Telecommunications Operator Try to Survive: Horizontal vs. Vertical and Wireline vs. Wireless Development**
Mr. Yoshihiro Tagawa, The Foundation for MultiMedia Communications FMMC, Tokyo

**Technology and Capricious Consumers: Drivers of Change in Business Models and Value Chains**
Prof. Dr. Robert G. Picard, Jönköping University, Jönköping

**New Networking: From the Perspective of Web2.0 and Rise of Internet Companies**
Dr. Kou Yukawa, Fujitsu Research Institute, Tokyo

17:45   End of First Symposium Day
19:00   Bus Transfer from Conference Site to "MEILENWERK"
19:30   **Symposium Dinner**
22:30   Bus Transfer back to Conference Site
Friday, April 20th, 2007

09:00  **SESSION 5: REGULATION/DEREGULATION**
Co-Chairs:  Dr. Karl-Heinz Neumann, WIK GmbH and WIK-Consult GmbH, Bad Honnef  
Prof. Dr. Koichiro Agata, Waseda University, Tokyo

*How to Deregulate the Telecommunications Sector without Endangering the Level of Competition Already Realized*
Dr. Iris Henseler-Unger, Federal Network Agency, Bonn

*Regulation/Deregulation for the Convergence between Telecommunications and Broadcasting from a Theoretical View Point*
Prof. Dr. Kiyoshi Nakamura, Waseda University, Tokyo

*How to Manage Infrastructure Deployment Towards Next Generation Networks and Optical Fibre Networks in a Competitive Environment*
Mr. J. Scott Marcus, WIK-Consult GmbH, Bad Honnef

*Infrastructure, Competition and Deregulation for the Convergence of Media from the Sight of the Regulator*
Mr. Gaku Nomizu, RITE, Foundation for Multimedia Communications, Washington D.C.

10:15  **Coffee Break**

10:45  **SESSION 6: CONSUMER ACCEPTANCE**
Co-Chairs:  Prof. Dr. Heinz Thielmann, Fraunhofer SIT, Darmstadt and  
Dr. Yoshihiro Fujita, Japan Broadcasting Corporation, Tokyo

*IPTV Service Development*
Mr. Katsuhiko Kawazoe, NTT, Kanagawa

*User Experience Architecture*
Mr. Jan Mühlig, relevantive AG, Berlin

*FMC Service Trend and Consumer Acceptance*
Ms. Chihoko Tosa, Deutsche Telekom K.K., Tokyo

*Key Factors for Consumer Acceptance*
Prof. Dr. Heidi Krömker, Technical University Ilmenau, Ilmenau

*Beyond the Ubiquitous Network Society*
Dr. Miwako Doi, Toshiba Corp., Kanagawa

12:45  **Lunch**
13:45 **SESSION 7: NEW CONVERGENCE BASED APPLICATIONS**  
Co-Chairs: Dr. Andreas Bereczky, ZDF, Mainz and  
Mr. Takaaki Matsumoto, NTT DATA Corp., Tokyo  

Alice Home TV: Experience with IPTV in Germany  
Dr. Eric Heitzer, HanseNet Telekommunikation GmbH, Hamburg  

Automatic Generation Tool for Web-ready Content  
Mr. Takayuki Kunieda, RICOH, Tokyo  

Multi-Platform Programming for Digital TV  
Mr. Thomas Schultheis, SevenSenses GmbH, Unterföhring  

New IT Service Trends: Knowledge Processing and Software as a Service  
Dr. Kazuo Asakawa, Fujitsu Laboratories, Kanagawa  

Japan with Advanced Network Infrastructure, U.S. with Advanced Applications  
Mr. Yutaka Kuroda, Cardinal Consulting International, Inc., San José, CA  

15:15 Coffee Break  

15:45 **SESSION 8: CONCLUDING SESSION:**  
CONVERGENT MEDIA AND NETWORKS -  
A GLOBAL TREND WITH REGIONAL IMPACTS  
Co-Chairs: Prof. Dr. Jörg Eberspächer, Munich University of Technology, Munich and  
Dr. Shigeyuki Akiba, KDDI R&D Laboratories, Saitama  

Participants:  
Mr. Junjie Xia, China Netcom (Group) Company Ltd., Beijing  
Prof. Dr. Eli Noam, Columbia University, New York  
Dr. Yoshinobu Tonomura, NTT, Kyoto  
Dr. David R. Dean, The Boston Consulting Group, Munich  
Mr. Matthias Nass, Die Zeit, Hamburg  
Prof. Dr. Günter Müller, University of Freiburg, Freiburg  

17:15 End of Symposium  

**Saturday, April 21st, 2007-04-12**  
09:00 Exchange Program Tour with Lunch to Potsdam, Potsdam Castle  
and Japanese-German Center Berlin  
16:00 Bus Return to Conference Site