

HTE 8-9 October 2015 Four Points by Sheraton, Kecskemét MediaNet 2015

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INVITATION

The **HTE MediaNet 2015** conference organized by the Scientific Association for Infocommunications Hungary (HTE) is going to be held in Kecskemét, Hungary. As a renewal of previous successful TV conferences traditionally organized every two years (thus being the fourteenth occasion in the course of HTE media conferences), this conference will be a prominent media technological event of the Hungarian infocommunications community and a widely recognized scientific forum. Participants primarily include executives of specialist firms, R&D project leaders and top decision makers in technical and technological issues.

This year's event focusses on the impact of the media penetration by IT innovation on technology and media consumption habits, as well as on other current technical, market-related and regulatory issues of infocommunications to draw on synergies of telecommunications, IT and media communications. MediaNet aims to provide insights into the changes of media technology and the infocommunications market. It provides a forum for publishing novel technical solutions, innovative network, service and application development ideas, as well as for exchanging experiences, fostering cooperation and personal and direct networking among attendees.

Highlights of our 2015 event particularly include **the latest stages of technological development (e.g. new programme production and broadcasting technologies, digital radio), the impact of social media on day-to-day life, and regulatory issues triggered by new technologies.** Particular emphasis is placed on informing participants about the appealing professional and policy-related aspects of the above topics from the most reliable sources, by the best specialists and project leaders of the relevant areas, as well as on potential responses to issues arising. Special panel discussions are to be organized to support the programme highlights of the conference.

The conference, planned to last for one and a half days, features a number of prominent guest speakers, also awaiting specialists to apply for presentations in reply to the invitation and to be confirmed by the program committee.

8-9 October 2015

Four Points by Sheraton Kecskemét

<http://fourpointskecskemét.hu/>

<http://www.hte.hu/MediaNet2015>

The high-priority topics of the conference:

CONTENT AND REGULATION

- **Government roundtable** – current policy issues
- **DNFP** – recent developments and experiences, first lessons of implementation
- **Regulatory challenges** – current highlights

TECHNOLOGICAL DEVELOPMENT

- **New programme production technologies** – what is to come after 3D, 4K, and 8K (or before?)
- **Digital radio** – whether the last stronghold of analog services is to tumble down (and if so, when?)
- **Alternative broadcasting technologies** – are they really about anything, anywhere and at any time?
- **Acoustics, audio control, speech synthesis** – or can anyone have Stephen Hawking's voice?
- **Automobiles and media** – cinemas to be furnished in cars?

CONTENT AND COMMUNITY

- **Who owns the content** – why is the mud fighting of lawyers when P2P and OTT win it all?
- **Social media** – „love and hate”, why do so many people hate what others can't even live without?
- **Ratings** – are there any better measuring methods to outlive current solutions?

Looking forward to meeting you at the **HTE MediaNet 2015 conference!**

Gábor Magyar

President of the Conference

Miklós Szűcs

President of Program Committee

Mária Tézsla

Conference organizer

Scientific Association for Infocommunications Hungary (HTE)

phone: +36 1 353 1027 fax: +36 1 353 0451

<http://www.hte.hu/MediaNet2015>

