

The Impact of Net Neutrality
'Quality time? Meeting consumer expectations for next generation services'
BSG Conference on Thursday 09 September 2010 at Delfina, London SE1

Agenda

08:30	Registration & Coffee
09:00-09:15	Introduction and welcome from Kip Meek, Chairman, BSG
09:15-10:45	Meeting consumer expectations with high quality services
09:15-09:20	Introduction to session by panel moderator Antony Walker, CEO, BSG
09:20-09:35	What quality of service means to consumers Anna Bradley, Chair, Communications Consumer Panel
09:35-09:50	The Canvas customer experience Anthony Rose, CTO, Project Canvas
09:50-10:05	What consumer behaviour today tells us about tomorrow Brian Williamson, Principal, Plum Consulting
10:05-10:20	Impact of growing demand and increased traffic on networks John Cunliffe, CTO, Ericsson Ltd
10:20-10:45	Chaired discussion with all speakers and Q&A with audience
10:45-11:15	Coffee break
11:15-12:30	What are the barriers to consistent quality of service; what are the solutions?
11:15-11:25	Introduction to session by panel moderator Antony Walker, CEO, BSG
11:25-11:35	The role of CDNs in supporting quality of service: today and tomorrow Simon Drinkwater, Director of Strategic Alliances, Limelight Networks
11:35-11:45	What the barriers/solutions to quality of service are from an operator's perspective Phil Sheppard, Director of Network Strategy, Three
11:45-11:55	End to end: getting it right Dominic Elliot, Consulting Systems Architect, Cisco
11:55-12:30	Chaired discussion with all speakers and Q&A with audience
12:30-13:30	Lunch
13:30-15:00	Collaborating to deliver quality of service: the commercial issues
13:30-13:45	Introduction to session by panel moderator Matt Yardley, Analysys Mason
13:45-14:30	Responses from panellists: Zaffrin Afsaruddin, Head of Legal, SeeSaw Jon James, Director of Broadband, Virgin Media Edward Uzzell, Proposition Development Manager, Sony Sean Williams, MD Retail Strategy, BT Group plc
14:30-15:00	Chaired discussion with all speakers and Q&A with audience
15:00-15:30	Coffee
15:30-16:40	The regulatory framework for end to end delivery
15:30-15:35	Introduction to session by panel moderator Kip Meek, Chairman, BSG
15:35-15:50	Ofcom's approach to traffic management and net neutrality Alex Blowers, Director of International, Ofcom
15:50-16:05	The European Commission's approach to net neutrality Nigel Hickson, Head, EU and International ICT Policy, Department for Business, Innovation and Skills
16:05-16:30	Response from industry panel: Richard Feasey, Public Policy Director, Vodafone Jonathan Howell, CTO, Huddle Jean-Jacques Sahel, Director, Government and Regulatory Affairs, Skype
16:30-16:40	Chaired discussion with all speakers and Q&A with audience
16:40-16:45	Close followed by networking drinks