

**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**

<b>08:30</b>	<b>Registration &amp; Coffee</b>
<b>09:00-09:15</b>	Introduction and welcome from Kip Meek, Chairman, BSG
<b>09:15-10:45</b>	<b>Meeting consumer expectations with high quality services</b>
<b>09:15-09:20</b>	Introduction to session by panel moderator Antony Walker, CEO, BSG
<b>09:20-09:35</b>	What quality of service means to consumers Anna Bradley, Chair, Communications Consumer Panel
<b>09:35-09:50</b>	The Canvas customer experience Anthony Rose, CTO, Project Canvas
<b>09:50-10:05</b>	Enhanced networks and the evolution of services Philip Sheldrake, Partner, Influence Crowd; Director, 6UK
<b>10:05-10:20</b>	Impact of growing demand and increased traffic on networks John Cunliffe, CTO, Ericsson Ltd
<b>10:20-10:45</b>	Chaired discussion with all speakers and Q&A with audience
<b>10:45-11:15</b>	<b>Coffee break</b>
<b>11:15-12:30</b>	<b>What are the barriers to consistent quality of service; what are the solutions?</b>
<b>11:15-11:25</b>	Introduction to session by panel moderator Antony Walker, CEO, BSG
<b>11:25-11:35</b>	The role of CDNs in supporting quality of service: today and tomorrow George Fraser, VP EMEA and Asia Pacific, CFO, Limelight Networks
<b>11:35-11:45</b>	What the barriers/solutions to quality of service are from an operator's perspective Phil Sheppard, Director of Network Strategy, Three
<b>11:45-11:55</b>	End to end: getting it right Dominic Elliot, Consulting Systems Architect, Cisco
<b>11:55-12:30</b>	Chaired discussion with all speakers and Q&A with audience
<b>12:30-13:30</b>	<b>Lunch</b>
<b>13:30-15:00</b>	<b>Collaborating to deliver quality of service: the commercial issues</b>
<b>13:30-13:45</b>	Introduction to session by panel moderator
<b>13:45-14:30</b>	Responses from panellists: Sean Williams, MD Retail Strategy, BT Group plc Simon Pitts, Controller of Corporate Strategy, ITV Jon James, Director of Broadband, Virgin Media Matt Rennie, Commercial Director, SeeSaw
<b>14:30-15:00</b>	Chaired discussion with all speakers and Q&A with audience
<b>15:00-15:30</b>	<b>Coffee</b>
<b>15:30-16:40</b>	<b>The regulatory framework for end to end delivery</b>
<b>15:30-15:35</b>	Introduction to session by panel moderator Kip Meek, Chairman, BSG
<b>15:35-15:50</b>	Ofcom's approach to traffic management and net neutrality Alex Blowers, Director of International, Ofcom
<b>15:50-16:05</b>	The European Commission's approach to net neutrality Head, EU and International ICT Policy, Department for Business, Innovation and Skills
<b>16:05-16:30</b>	Response from industry panel: Richard Feasey, Public Policy Director, Vodafone Andrew Heaney, Strategy and Regulation Director, TalkTalk Jonathan Howell, CTO, Huddle Jean-Jacques Sahel, Director, Government and Regulatory Affairs, Skype
<b>16:30-16:40</b>	Chaired discussion with all speakers and Q&A with audience
<b>16:40-16:45</b>	<b>Close followed by networking drinks</b>