



AI focus for SCTE Benelux Lecture at IBC

The SCTE Benelux Group invites you to its IBC 2019 Lecture on **Monday 16 September 2019**, during IBC 2019 in the Emerald Room at the RAI Centre, Amsterdam (The Netherlands).

On the theme of ‘Artificial Intelligence and Content Delivery’, the half-day lecture will start at 1pm, with registration and a light buffet lunch. Participation is free for SCTE members, who can register by emailing aanmelden@scte-benelux.eu



SCTE Benelux Lecture at IBC in 2018

13.00 – 14.00: Registration and light lunch buffet for attendees

14.00 – 14.10: Chairman’s welcome

14.10 – 14.15: Introduction by the Moderator, Ed Achterberg, CEO/Research Analyst, Telecompaper

14.15 – 14.45: “Building data-driven, cloud-based, click-to-deploy video delivery solutions by leveraging advances in Artificial Intelligence”

by Gabor Molnar, Ph.D., Evangelist, Video Services & Science, Divitel B.V.

Abstract: The video industry is challenged by content, platform and audience fragmentation. Operators, broadcasters and content rights owners are facing fierce competition, and the struggle to keep viewers happy is real. Continuous Integration and Continuous Delivery have already enabled video service providers to deploy software updates rapidly and integrate new services quickly. Artificial Intelligence-powered operations and fully automated testing are the next step in the video service providers’ agenda to become more effective, proactive and predictive. This presentation will highlight how recent advances in AI research can be employed to enable sustainable business growth through excellent video operations.

14.45 – 15.15: “Management of DAA ecosystems”

by Dominique De Paepe, Market Director Service Provider, Skyline Communications

Abstract: DOCSIS Distributed Access Architectures (DAA) have garnered a lot of interest across the cable industry. This is mainly due to their ability to largely converge the access infrastructure, improve end-of-line performance and drastically reduce time and cost to segment the network. However, it also becomes clear that a deployment at scale under this new architecture revolves around much more than just the approval and insertion of a series of next-generation core and access elements.

It is impossible to proceed with the same management set-up used for earlier centralised hybrid fibre coax architectures in this new ecosystem. A few elements that illustrate this are the use of shared capacity instead of dedicated links, the introduction of a converged interconnect network (CIN) and the capability to segment or redistribute nodes at the click of a button, and the option to deploy even virtualised cores for different services or easily protect connections separately.

This presentation aims to illustrate how management platforms have evolved to protect end-to-end visibility on the service delivery infrastructure beyond this DAA migration. On the one hand, there is knowledge of the topology to, for example, correlate QoS issues for given nodes or cells back to specific CIN components. On the other, machine learning unlocks “augmented operation” enabling proactive measures by, for example, the capability to flag for incidents or forthcoming capacity breaches without any upfront configuration and before any impact to the end-user.

“With current developments in streaming IP applications, the management and technical challenges associated with delivering flawless, error-free video and audio of these streams becomes more and more complicated.

Using Artificial Intelligence (AI), complicated control and IP-traffic issues can be solved, enabling reliable management of OTT, VOD and 5G interconnection streams in the networks,” explained Rien Baan, SCTE Benelux Group Secretary.



Right: Ed Achterberg, Moderator, Benelux IBC Lecture in 2018

15.15 – 15.45: “Artificial Intelligence, naturally smarter cable networks”

by Dr.-Ing. Alexander C. Adams, Managing Director, Adams Network Engineering GmbH

Abstract: Broadband cable operators are evolving towards automated operations enabling engineers and technicians to manage network functionality proactively and give customers greater flexibility in self-managing their services. The cable industry is increasingly utilising Artificial Intelligence (AI) to improve its services, including network operations and management as well as customer experience.

Cable operators collect a lot of data – the task at hand is aggregating it in a useful manner. An AI system collects and aggregates data, detects patterns, anticipates trends and automatically takes appropriate actions. Broadband cable operators are applying AI disciplines in a number of ways, including proactive network maintenance (PNM), customer behaviour detection algorithms, automation and virtualisation for better visibility into the network and self-management of services for customers.

This presentation examines the latest developments in applied Artificial Intelligence in the cable industry, their implementation strategies and technical approaches to generate meaningful insight from the abundance of data available and to enable higher efficiency in network operation, as well as future trends in the application of AI in cable.

15.45 – 16.30: Closing remarks by Moderator/Chairman and drinks for attendees.



The SCTE Benelux Lecture speaker panel at IBC in 2018

For more information, see www.scte-benelux.eu or email rien@proditel.nl