

48 Międzynarodowa Konferencja i Wystawa PIKE



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MONDAY (4 October) GOING ALL-IN IN THE MEDIA AND TELECOM INDUSTRY

9.30-10.00 **Grand opening of the 48th International Conference and Exhibition PIKE 2021**

10.00-10.30 **One to one: Development of technology and digital services: the 2025 outlook**
Introduction: Wojciech Dziomdziora - General Counsel and Chief Compliance Officer, Nexera
Janusz Kosiński - Member of the Digitization Council
Janusz Cieszyński - Secretary of State for Digitization, Chancellery of the Prime Minister of Poland

13.30-10.50 **Electronic Communications Operator Market 2025 – Challenges faced by PIKE**
Jerzy Straszewski – President of the Board, Polish Chamber for Electronic Communications

10.50-11.10 **Change is the only constant – the future of media and telecom industry**
Guy Bisson – Executive Director, Ampere Analysis

11.10-11.30 **Are we ready for DVB-T2/HEVC?**
Mirosław Kalinowski – Head of the National Media Institute

11.30-11.50 Coffee break – hosted by



11.50-12.20 **One to one: Regulatory perspective on the telecom market: the 2025 outlook**
Introduction: Jakub Woźny - Kancelaria Prawna Media
Jacek Oko – President, Office of Electronic Communication
Andrzej Abramczuk – President of the Board, Netia

12.20-12.50 **One to one: Media market perspective: the 2025 outlook**
Introduction: Sebastian Urban – Kancelaria Prawna Media
Patrycja Gólos – Vice-President, PIKE
Przemysław Broniszewski – Member of the Board, MOC TV
Witold Kołodziejcki - National Broadcasting Council

12.50-13.10 **Delegated Act on Cyber Security for CPE under the umbrella of the EU Commission**
Carsten Engelke - Technology Director, Association of German Cable Operators - ANGA

13.10-13.30 **What the COVID-19 pandemic brought us Development of the selected segments of the media and entertainment market in Poland and abroad by 2025, according to the PwC Global Entertainment & Media Outlook 2021-2025**
Marcin Sidelnik – Telecommunications, Media and Entertainment Sector Leader, PwC

13.30-14.30 Lunch – hosted by



14.30-14.45 **Presentation of the research results of the nationwide panel for collecting and processing RPD data**
Wojciech Pawlak - Director, NASK PIB

14.45-15.00 **"DAI round table" – is reaching an agreement possible?**
Marcin Grabowski – Chairman of the Methodological Council

Statement on the DAI market - Witold Kołodziejcki - Chairman, KRRiT

15.00-16.00 **Panel discussion: keeping competitive advantage in the changing business and tech environment**
Moderator: Ireneusz Piecuch – Managing Partner, DGTL Kibil Piecuch i Wspólnicy
Guests: Dariusz Dąbski – President of the Board, Telewizja Puls
Bogusław Kisielewski – President of the Board, Kino Polska
Dorota Żurkowska- Bytner – Member of the Board, TVN i Discovery
Marcin Klepacki – Director of Distribution Bureau, TVP
Andrzej Kozłowski – Prezes Zarządu, Emitel

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16.00-17.00 **Panel discussion: Operators vs Broadcasters vs OTT – competition or cooperation, what is more profitable?**

Moderator: Jacek Kobierzycki – CEO, TOYA
 Guests: Marcin Skabara - Original Production Director, TVP
 Marcin Malicki – Subscriptions & New Services Director, WP
 Artur Przybysz – Member of the Board, Canal + Polska
 Ewelina Rabsztyn – Programming Director, Orange Polska
 Jacek Koskowski – General Sales and Distribution Director, Kino Polska
 Tomasz Strożek – VP EMEA, SeaChange International

17.00-18.00 **"DAI round table" sitting - a closed meeting**

19.00-2.00 Welcome party

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TUESDAY (5 October)

7.30-8.00 "The early bird gets the worm" Morning operator's run - hosted by



9.00-10.30 **Breakfast - among us, the operators - practical aspects of the upcoming legal amendments - Workshop**

Information System on Broadband Infrastructure – is this the final version thereof?

Mateusz Borowiak – Attorney at Law, Kancelaria Prawna Media
Operators and media – online TV services, must carry, RPD
Wojciech Szymczak – Attorney at law, Kancelaria Prawna Media
Overview of current legislative and regulatory topics
Jakub Woźny – Attorney at Law, Kancelaria Prawna Media
New regulations related to sales of online services
Luiza Piskorek – Attorney at Law, Kancelaria Prawna Media

10.45-11.00 **Total video - single-source-fuelled data - Polish and international outlook**

Michał Buszko – Client Team Leader, AGB Nielsen

11.00-11.45 **Who creates trends in the media market, viewers, or technology?**

Moderator:

Łukasz Dec – Editor in Chief
 Grzegorz Stanisław – Director of Sales and Marketing, Household Appliances Department, Samsung Polska
 Grzegorz Grzegorski - Head of Digital Product R&D Teams, TVP
 Maciej Gozdowski – Managing Director, Player.pl
 Tomasz Żurański – President of the Board, Vectra

11.45-12.00 **Media yesterday and today - 20 years of content evolution**

Representative – Grupa TVN Discovery

12.15-12.30 Coffee break - hosted by



12.30-12.45 **New smart services offered through cable**

Albert Kuźmicz – Advisor to the Board, Vectra
 Rafał Kandziora – Head of Offer and Product, Vectra

12.45-13.30 **Panel discussion: sports channel trends: current state of affairs and development prospects**

Moderator:

Krzysztof Burmer – Sales and Marketing Director, Asta-Net
 Dorota Żurkowska-Bytner – Member of the Board, TVN and Discovery - Eurosport
 Marek Szkolnikowski – Director, TVP Sport
 Krzysztof Mikulski - President of the Board, Motowizja

13.30-14.30 Lunch

14.30-14.45 **Advantages of implementing distributed access architecture (DAA) and Remote-PHY, according to the results of the GigaFiber project**

Maciej Muzalewski – CTO, Vector Technologies

14.45-15.00 **How to develop services relying on carbon neutrality**

Ryszard Hordyński – Senior Director, Strategy and Communications, Huawei

15.00-15.30 **One to one panel discussion**

Moderator:

Ireneusz Piecuch – Managing Partner, DGTL Kibil Piecuch i Wspólnicy
 Jean-Marc Harion – President of the Board, Play

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15.30-16.30 **Economic outlooks for the cable industry: FTTH**

Moderator:

Jakub Woźny – Kancelaria Prawna Media
Jacek Wiśniewski – President of the Board, Nexera
Marta Wojciechowska – Member of the Board, Fiberhost
Patrycja Golos – Vice-President, PIKE
Andrzej Abramczuk – President of the Board, Netia
Maciej Nowoński – Management Board Member in charge of Carriers Market and Real Estate Sales, Orange Polska

17.00-18.00 **"Układ": premiere, hosted by**



19.30-2.00 **Grand PIKE gala night**

The results of the "Titanium Eye" competition
Presentation of the "Golden PIKE" award

WEDNESDAY (6 October 2021)

9.00 -11.00 Departure