

**Speaker: Mr. Roland Götz, Member of the Board, LS telcom AG**  
**Presentation: Broadcast Mobile Convergence For New Generation Media Networks**

**Abstract:**

Next Generation Networks (NGNs) must meet the demands of the next generation users. A “network everywhere”, offering a broad range of different data services, multimedia support, security, personalization and mobility have to be provided by the operators of future networks. But the users do not want to worry about technical details like the access technology; they are only interested in the offered services and the quality and costs thereof. It will be the task of the network operator to choose the “best fitting” technology, or better the best mix of technologies for their next generation network meeting the customer’s expectations in a cost-effective way.

The presentation will determine the demands towards next generation media networks and provide an overview of convergence between mobile and broadcast networks. Based on the comparison of today’s used and well-understood network technologies, new opportunities and benefits coming up with the development and introduction of hybrid mobile-broadcast networks will be pointed out. The possibilities and challenges of such new hybrid media networks will be outlined taking into account the findings and experiences from actual market research and first field trials.