



mediacast2003
where everything is leading

20-22 May 2003 ExCeL, London, UK
www.mediacast.co.uk

Contacts:

Kate Winter
PR Manager
mailto: mediacastpr@aol.com
Telephone: 07866 518079

Neil Cook
Event Director
mailto: neil.cook@reedexpo.co.uk
Telephone: 020 8910 7910

Mediacast presents the case for Freeview

London, 3rd March 2003..... This year's Mediacast event (20-22 May 2003, ExCeL Centre, London) will provide real world business models for broadband and digital TV. Visitors can attend a series of panel debates, conference sessions and exhibitor presentations focusing on digital television, DTT and Freeview.

Neil Cook, Event Director comments, "All eyes are on the UK at the moment to see how Freeview is accepted and implemented. The world is waiting with baited breath because so many countries and companies have invested millions of dollars in digital terrestrial television, only to see the early attempts like ITV Digital and Quiero in Spain, fail. However, freeview seems to be flying and Mediacast will be an excellent place to find out more about this model and its benefits."

For example, the DTG's one-day conference on DTT at Mediacast 2003 will explore the business and technical issues of the platform, primarily in the UK, but with reference to the many emerging DTT markets elsewhere in Europe and the World.

Martin L. Bell, Director of Communications, UK Digital TV Group, comments, "As the new DTT channel line-up, Freeview, continues to grow in popularity, and as a whole range of new and diverse products for digital TV become available to the consumer, the long march towards universal digital take-up is entering a new phase."

"In particular," Bell says, "we will look at the complex issue of interoperability in the horizontal market, the success of which will be a key factor in creating the conditions in which consumers come to regard digital TV as the norm."

Another expert who will be taking part in Mediacast is Andrew Wallace, Marketing Director of Pace Micro Technology. Wallace comments, "DTT has had a tumultuous 12 months but has been put back on track with the Freeview launch. If the demand for adapters such as Pace's DTVA (Digital TV Adapter) is anything to go by then Freeview has hit a hot spot. The quality of pay TV in the UK is outstanding, but it is not what all consumers want or can afford."

Wallace says, however, that the combined force of pay TV and Freeview must be giving clear signals to Government that its Digital Switch targets are achievable. "This will only be possible of course providing the Government keeps the pressure on

the Digital TV Action Plan to deliver and technology companies such as Pace continue to innovate,” Wallace argues.

In support of this Pace will demonstrate its growing range of entry-level and advanced products for the UK’s digital free-to-view market at the event. This will include Pace’s revolutionary ‘Twins’ gateway, the UK’s first digital terrestrial personal video recorder, the 1st of the 2nd generation of products that will keep digital at the forefront of the consumer psyche.

Oliver Durkin, CEO, NovaPal Limited will also be participating in Mediacast 2003. He says, “Mediacast has proved a significant punctuation point each year, over the course of NovaPal’s evolution. Last year was the first year we took part as an exhibitor. 2003 is the year of the digital terrestrial receiver, and the digitisation of television as a whole.

“We made a lot of bold statements last year,” Durkin says. “To back up those claims, in time since then, we have successfully managed the launch of SetPal DTT technology in three digital terrestrial receivers. SetPal based boxes took almost 40% of the reported UK market during December 02 and January 03.”

NovaPal supported these brands with both outdoor poster, and television advertising promoting the SetPal’s ability to work in more homes, insure happy customers and significantly reduce returns. “The empirical figures support this fully,” comments Durkin. “SetPal based boxes work where others don’t. This level of customer satisfaction proves you can design and manufacture in the UK and remain competitive through quality.”

Durkin says, “Our second generation platforms continue to offer design solutions for anyone competing in this great analogue to digital migration. The SetPal Integrated Modules (SIMs) deliver universal digital reception in all television products, and give full production support and design evolution. I’d like to invite old and new friends to visit our stand, during what I believe will be a stimulating three days in May.”

For further details about the DTG conference at Mediacast, and to pre-register, please visit: www.mediacast.net

About Mediacast

Global representation: UK, Europe, Asia, Middle East, Africa & USA

2003 conference programme: Topics include;

DTT the UK experience. Creating a competitive and effective universal broadband marketplace.

Understanding customer needs. The latest developments in MHP. Securing funding and investment in the volatile marketplace. The full market potential of digital media.

Mediacast 2002: Total attendance was 6,824 (ABC audit).

About the Digital TV Group

The DTG plays a central role in the industry's joint effort to define and smooth the path to analogue switch-over, and brings an authoritative voice to discussion of these subjects. The DTG is an industry association drawn from broadcasters, manufacturers, retailers and others, which promotes digital television based on open standards in the horizontal market. It was formed in 1996 to work towards the launch of digital terrestrial television, but our work now encompasses all platforms and the emerging world of broadband.