



PRESS RELEASE

for immediate release

16th December 2003

DTG's Director of Communications to retire

The Digital TV Group's Director of Communications, Martin Bell, has announced his retirement. He will leave the job which he has held since March 2001 at the end of January 2004. A successor has not yet been named.

In his three year tenure, Bell has significantly raised the profile of the DTG both in the UK and elsewhere in the world. A career communicator, he originally trained as an engineer, but spent three decades as a producer and director of television programmes at the BBC and in the independent sector. From the mid-1990s, working for Michael Starks, he was the project director of the BBC's digital pilot, hosting many demonstrations which raised awareness within the industry to the emerging possibilities of digital terrestrial television. He was responsible for formulating the BBC's widescreen simulcasting practices, later adopted by other UK broadcasters. Before joining the DTG, he worked in BBC Broadcast's digital implementation group and for a year worked as a BBC Technical Advisor.

Announcing his retirement, Bell, who is 61, said, "I leave the DTG having achieved the things I set out to do. I believe I leave the Group with a considerably higher profile both in the UK and abroad, with a number of successful exhibitions and conferences to our credit, and with a strong and professional voice through our popular website and highly successful magazine, *Digital News*. Through these activities, the continuing ground-breaking work of our technical groups is now widely known and respected..

"The DTG is a unique organisation in digital TV. We know from the many visitors who come from abroad to seek and receive our briefing on the UK situation how much they envy the apparent ease with which we have formed a highly effective and broadly-based cross-industry group to implement and consolidate digital television. As we enter the run-up to switchover, the DTG's essential role will remain crucial to its success. I leave knowing that the organisation is in good shape to face these challenges."

DTG Director General, Marcus Coleman, said, "Martin has fulfilled a challenging communication role for the DTG with great professionalism and with a special empathy for the needs and expectations of DTG members. He has, without doubt, played a crucial role providing accurate, reliable and insightful information for the entire digital TV industry. We are delighted that Martin has agreed to maintain an involvement with the DTG taking responsibility for special communications projects on an ad hoc basis.,,

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NOTES FOR EDITORS

About the DTG

The DTG was formed in 1995 to set technical standards for the implementation of digital terrestrial television (DTT) in the UK and now encompasses all digital TV platforms and convergence issues on a world-wide basis.

Membership of the DTG is open to all companies involved in digital TV broadcasting on all platforms with a commitment to published standards and open markets. We now have over 100 member companies which include broadcasters, platform operators, manufacturers, retailers, regulators and others, including a growing number of world affiliates.

The DTG...

- encourages an open market in receivers and set-top boxes.
- supports regulators' requirements for interoperability and open access.
- works in support of the Government's Digital Action Plan
- acts as a technical clearing house, publicising the work of members and providing a user-group to implementers around the world.
- has established a wholly-owned subsidiary, DTG Testing Ltd., to provide interoperability testing services to the industry.
- fulfils marketing and regulatory roles on behalf of its members and the industry.
- is actively working to enhance broadcasting with interactivity and internet technology.
- is an active member of the DVB Project.
- is a founder member of DigiTAG.
- exhibits at major international trade fairs.
- advises on DTT implementation world-wide.