



PRESS RELEASE

for immediate release

Thursday, 06 May 2004

SWITCHING ON TO SWITCH OFF! DTG conference and demonstrations tackle digital switchover benefits at Mediacast 2004.

Continuing to lead the industry, the Digital Television Group will address the future of television at Mediacast 2004 with a conference tackling the digital switchover "return on investment" question and with the FIRST DTG demonstration of broadcast transmission and recorded HIGH DEFINITION and MOBILE TV.

Looking further to the future, the release of valuable spectrum, enabled by switchover, has prompted many DTG member organisations to take a good deal of interest in the emerging technologies of mobile and high definition TV. In support of this the DTG is pleased to announce an array of activities for Mediacast 2004 which include:

DEMONSTRATIONS:

- High Definition TV Theatre: transmissions of terrestrial, satellite and recorded HDTV. (Supported by: Arri, BBC R&D, SES-Astra, Snell & Wilcox, SONY)
- Mobile TV: DVB-H handheld and vehicle seatback TV. (Supported by NTL, Nokia, DiBCom)

CONFERENCE:

"SWITCHING ON TO SWITCH OFF" – WHAT ARE THE BENEFITS OF INVESTING IN SWITCHOVER?

The DTG one day conference on Thursday 27th May will address:

- SWITCHOVER – CONSUMER REWARDS
 - Professor David A Youlton, Chairman - DTG
- SWITCHOVER BUSINESS AS USUAL?
 - Marcus Coleman, Director General - DTG
- MOBILE TV – IS THE FUTURE MOBILE – MOBILE TV IN PRACTICE
 - Mike Brooks, NTL
 - Markus Lindquist, Nokia
 - Yannic Levy, DiBCom
- HIGH DEFINITION – THE FUTURE'S FALLING INTO PLACE
 - Brendan Slamin, DTG
 - Paul Kafno, HD Thames
 - Mike Croll, BBC R&D
 - Simon Fell, ITV
 - Tim Page, SONY
 - Thomas Wrede, SES-Astra



LAUNCHES:

- High Definition TV – The Essential Guide for TV Professionals
- Mobile TV Applications Handbook
- D-Book 4 (Digital Terrestrial requirements for interoperability)
- MHEG 1.06 Test Suite
- Subtitle Test Suite

Richard Lindsay-Davies said: "We're really building on the foundations laid since 1995 when the DTG was formed. As Sir Isaac Newton said: 'If I have seen further, it is by standing on the shoulders of giants'. Most of us know that experience is a great teacher – provided we learn from it! The DTG's foundation work and ongoing activities will ensure consumers and the industry reap exciting rewards both at and after switchover. Switchover, HD and Mobile are only part of our digital journey".

Join the DTG at Mediacast from 25-27th May 2004 at Excel, LONDON www.mediacast.net
The demonstrations will run throughout the show, the DTG conference will be held on Thursday 27th May 2004. The DTG Stand is C54 and the DTG HD Theatre is E60.

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Notes to editors:

ABOUT THE DIGITAL TV GROUP

The Digital TV Group (DTG) is the industry association for Digital Television in the UK: an independent body facilitating the rapid roll-out of digital television and convergence across the communications industry. Its membership stretches from camera to consumer; from the BBC, BSkyB and OFCOM to Sony, Philips and Panasonic, Dixons and Comet through to the Consumers' Association, RNIB and RNID. Its agenda covers all aspects of future technology, public affairs and the setting, promotion and interpretation of standards and good practice. For further information about the DTG please see www.dtg.org.uk.

The DTG was originally 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 with a commitment to published standards and open markets.

The DTG supports DVB standards and a non-discriminatory approach that will enable an open and competitive market in service provision, receivers and conditional access, which is consistent with the European Union Directive on Television Transmission Standards. The *DTG D-Book* (4th Edition published May 2004) sets out the detailed technical standards for digital terrestrial television in the UK.

The DTG acts as a technical clearing house, publicising the work of members and providing a user-group to implementers around the world. It has established a wholly-owned subsidiary, DTG testing Ltd (DTGT), to provide interoperability testing services to the industry. The DTG also fulfils marketing and regulatory roles on behalf of its members and the industry.

DTG membership brings a range of benefits to any organisation in the digital television industry. The fundamental benefits for most are being able to participate in the development and implementation of important technical standards and to have a voice in activities that influence the regulatory regime. The DTG has an impressive record of forming a broad industry consensus and speaking with authority on many important issues to the great collective benefit of its many member companies.

Over 100 member organisations value the business benefits that arise from first-hand participation DTG activities.



ABOUT MEDIACAST

About Mediacast

Mediacast takes place from 25-27 May 2004 at ExCel, London. For further details, and to register, visit www.mediacast.net

Mediacast exhibition

The products and services on display will include cable, satellite, digital terrestrial television (DTT), IP, interactive & enhanced TV, VOD & content on demand, interactive applications, voice services & VOIP, consumer electronics & set top boxes, semiconductors & microelectronics, reception equipment & antennas, test equipment, TV programming & content, conditional access & DRM, broadband networking technology, and home & wireless networking.

Mediacast conference

Mediacast's free conference covers the strategic and technical issues surrounding the latest developments in digital media services. The streams will explore What's New in Media, Rolling Out New Cable Services, State of the Satellite Market, Launching TV Channels in Europe, Evolution of Digital Media, Shaping the Future of Broadband, Current State of Digital Technologies, Revenue-Driving Applications, Services and Content Delivery. There will be a whole day conference in association with the Digital TV Group looking at the benefits of investing in switchover.

Mediacast is organised by Reed Exhibitions

Reed Exhibitions is the world's largest exhibition organiser bringing together 156,000 suppliers and over nine million buyers from around the world. In addition to leading trade exhibitions, the Reed IT portfolio incorporates flagship Industry magazines and high-end independent research and analysis. As a member of Reed Elsevier, a world-leading business and information provider, Reed Exhibitions is unique in offering integrated market access programmes covering exhibitions, trade publications, direct marketing and the internet. Reed Elsevier publishes many titles worldwide which are closely linked with Reed's exhibition activities across both geographic and industrial markets.