

## NEWS RELEASE

for immediate release

Tuesday 25<sup>th</sup> May 2004

### The DTG launches 'members only' digital TV industry news service, [DTG Friday Bulletin](#), and new web news feed.

The [DTG Friday Bulletin](#) is a new service for DTG Members to keep them up to date with the latest news from the digital world. The Bulletin, e-mailed to members at 3.00pm on Friday afternoons will include a wide variety of news stories from the UK, the rest of Europe, America and the rest of the world. It will focus on all aspects of digital TV – terrestrial, satellite, cable and ADSL – including the switchover debate, interactivity, regulation and technology. It will be launched on 4 June 2004.

The news service will be powered by Lovelacemedia, part of the Press Association since last year. Founded in 1999 by Graham Lovelace the Company is a key supplier of news and information to executives in media, telecoms and technology companies. Its flagship product The Morning Briefing is a 'must-read' for thousands of executives in scores of blue-chip companies.

The Bulletin will also include the latest news on DTG Activities, reports on the work of DTG Groups and an agenda of upcoming events.

Lovelacemedia will also power the news service of the DTG's website – [www.dtg.org.uk](http://www.dtg.org.uk) with daily updates. The site, which recently clocked up its two millionth hit, provides unique coverage of the development of digital TV. It is also the link into a postcode database which identifies precisely what homes in the UK can, or cannot, receive digital TV via Freeview.

Commenting on the [DTG Friday Bulletin](#) and news feed Richard Lindsay-Davies, Director of Public Affairs said: "The DTG has always been praised for its news and information services. So, I am very excited to be able to enhance both the public and members services we offer. I believe reliable information is key at this critical stage in the UK's digital TV journey and we plan to introduce even further improvements later this year."

A taste of what's to come....

#### **DTG FRIDAY Bulletin**

May 28 , 2004

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#### WHAT'S IMPORTANT ... IN UNDER A MINUTE:

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- + Mediacast 2004 a great success .....

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#### **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 please see [www.dtg.org.uk](http://www.dtg.org.uk).

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