



NEWS RELEASE

for immediate release

Tuesday 25th 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
 - Tony Salmon/Paul Walland



LAUNCHES:

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

Commenting Richard Lindsay-Davies – Director of Public Affairs 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”.

The DTG is also in the process of developing a practical and workable industry-wide consensus on exactly what form the switchover implementation body should be. Amongst others OFCOM, BBC, BSkyB, ITV, BT, Dixons Stores Group, Panasonic, Philips and SONY sit on DTG Council, the steering board of the DTG. This cross industry Council resolved at the last meeting to respond to calls by OFCOM¹ to help 'change gear' and 'move from planning to implementation'.

OFCom has also recommended that the switchover body should be '*...neither the Government, nor the BBC, nor a consortium of broadcasters, nor Ofcom should run SwitchCo because their interests are diverse. Instead, SwitchCo should have sufficient independence so it can represent the national interest effectively, ensure platform neutrality and avoid conflicts of interest.*'

The DTG remains committed to supporting the process of switchover and plans to publish recommendations for the implementation organisation by the end of July 2004."

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.

¹. OFCOM "Driving Switchover Report (April '04)

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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.

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