

NEWS RELEASE

for immediate release

Tuesday, 10 May 2005

DTG Mediacast Conference Explores Emerging Technology

One of the most eagerly-attended events at Mediacast 2004 was the Digital TV Group seminar *Switching on to Switch-off*. Some people had to be turned away from the keynote session, which asked whether or not the market could deliver switchover within a defined timetable.

So what happens next, with an agenda for switchover only waiting on Government approval?

Delegates can *Discover the Reality of Emerging DTV Technology* at a special DTG conference at Mediacast 2005.

"This year," says Marcus Coleman, Director-General of the DTG "we are eager to move on from switchover to the emerging technologies that will shape the next period of TV development."

One of these technologies is, of course, High Definition TV, which the DTG is demonstrating at Mediacast. A leading authority on the technology of HD signals, Dr Ian Childs, Chief Scientist at BBC Research & Development will be the first speaker. It is BBC R&D that developed the low bandwidth solution for HD that is on show at Mediacast and Dr Childs will be addressing 'The development and Introduction of HDTV Services' in his address.

A Continental perspective on mobile applications comes from Bernard Pauchon, the Senior Vice-President of TDF, the French broadcast and service provider who also heads the Digitag DVB-H interest group.

Some analysts claim that IPTV is the 'Trojan Horse' of broadcasting. They suggest that the ability to deliver TV content direct to home computers could shatter the structure of public service broadcasting. The media consultant Graham Lovelace will be addressing the issues of IPTV in his speech. Graham was the founder of the prestigious Morning Briefing - an electronic industry newsletter - and now runs Lovelace Consulting.

The DTG provides the two final speakers. David Bradshaw, who manages the DTG Test Centre will talking about the role of technical testing in the rollout of emerging technologies.

Technical Director Peter Marshall will be reviewing the way receivers are growing-up under the banner Boy's Toys in DTV: Advanced Receivers.

The afternoon promises to be essential for everybody who wants to know where technology is going next.

Need to know more?

The DTG team and their Mediacast partners will be available at the HDTV Stand and stand E6:

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NOTES FOR EDITORS

IMAGES

Print-quality images are available at www.dtg.org.uk/dtg/press.html or on request from mediaoffice@dtg.org.uk / 020 8891 1830:

An electronic version of this text is also available at www.dtg.org.uk/dtg/press.html

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 in DTG activities.

For more information and to arrange media interviews please contact:

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