



## The Annual Update for EBU Members

# Forecast 2009

- HDTV and beyond
- Synergies between broadcast & broadband
- The ongoing digitisation of TV & Radio
- Spectrum Regulation & the Digital Dividend
- Issues for the Future of Terrestrial Broadcasting
- Simultaneous workshops & discussions on results & issues raised

DAY 1 – Tuesday 24 November 2009

## Systems Sessions

08:30 – 09:30 **Registration**

09:30 – 10:00 **Welcome**

*Lieven Vermaele (EBU) – Director of EBU Technical*

**Overview of Delivery Management Committee activities**

*Gino Alberico (RAI CRIT) – Chairman of the DMC*

### Session 1 **HDTV and beyond**

*Chaired by Gino Alberico*

10:00 – 10:30 **HDTV Technology and Service update**

*Thomas Wrede (SES-Astra)*

10:30 – 11:00 **3D-TV – How important to broadcasters and how soon?**

*David Wood (EBU Technical)*

11:00 – 11:30 **Coffee break**

### Session 2 **Synergies between broadcast and broadband**

*Chaired by Gino Alberico*

11:30 – 12:00 **Introduction to Hybrid Broadcast/Broadband TV**

*Peter MacAvock (EBU Technical)*

12:00 – 12:30 **Example of a trial of HBB**

*Bernard Fontaine (France Télévisions)*

12:30 – 13:00 **The EBU Requirements for HBB**

*Franc Kozamernik (EBU Technical)*

13:00 – 14:30 **Lunch**

### Session 3 **The ongoing digitisation of TV and Radio**

*Chaired by Pierre Kasser (GRF/TDF)*

14:30 – 15:00 **The evolving market for terrestrial TV (iDTVs, MPEG-4, DVB-T2, PayTV)**

*Natalie Mouyal (DigiTAG)*

15:00 – 15:30 **Digital Radio developments (DAB, DRM, Internet, etc...)**

*Nick Piggott (Global Radio)*

### Session 4 **Introduction to the workshop sessions**

*Session Co-ordinator Ed Wilson (EBU Technical)*

15:35 – 16:00 **Coffee break**

16:00 – 17:00 **Simultaneous Workshops**

Topic 1: HDTV Service introduction

Topic 2: Hybrid Broadcast Broadband TV

Topic 3: Digitisation of Radio and TV

### Session 5 **Summarising the workshops and any outstanding Questions and answers**

17:00 – 18:00 *Chaired by Gino Alberico (RAI-CRIT)*

18:15 – 20:00 **Reception**

DAY 2 – Wednesday 25 November 2009  
**Frequency Management Workshop Sessions**

09:00 – 09:30 **Opening Session and overview of the SMC activities**  
*Nigel Laflin (BBC) – Chairman of the SMC*

**Session 6 Spectrum Regulation & the Digital Dividend**  
*Chaired by Lis Grete Møller (DR)*

09:30 – 10:00 **EU decisions on the DD and on the revision of the telecom package**  
*Nicola Frank (EBU Brussels)*

10:00 – 10:30 **Impact to broadcasting services of clearing the 790-862 MHz band**  
*Roland Brugger (IRT)*

10:30 – 11:00 **Issues related to other services (e.g. mobile) in the UHF Band**  
*Walid Sami (EBU Technical)*

11:00 – 11:30 **Coffee break**

**Session 7 Issues for the Future of Terrestrial Broadcasting**  
*Chaired by Darko Ratkaj (EBU Technical)*

11:30 – 12:00 **Overview of WRC-12 Agenda items**  
*Elena Puigrefagut (EBU Technical)*

12:00 – 12:30 **Freeview HD in the UK – one week to launch**  
*Garazi Goia (BBC)*

12:30 – 13:00 **Future opportunities for the terrestrial delivery of “Radio” services**  
*Roland Beutler (SWR)*

13:00 – 14:30 **Lunch**

**Session 8 Workshop sessions**  
*Session Co-ordinator Peter MacAvock (EBU Technical)*

14:30 – 16:00 **Workshop Sessions**

Topic A: Future Spectrum Regulation and the Digital Dividend  
How much of the currently available spectrum will be needed and what for?

Topic B: Consequences to broadcasting services arising from the introduction  
of mobile services and other services in the UHF Band

Topic C: Issues for the Future of Radio Broadcasting

16:00 – 16:30 **Coffee break**

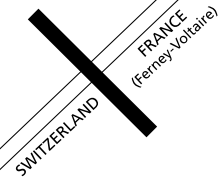
**Conclusions**

16:30 – 16:55 **Summary of workshop sessions**  
*Peter MacAvock (EBU Technical)*

16:55 – 17:00 **Closing remarks**  
*Nigel Laflin (BBC)*

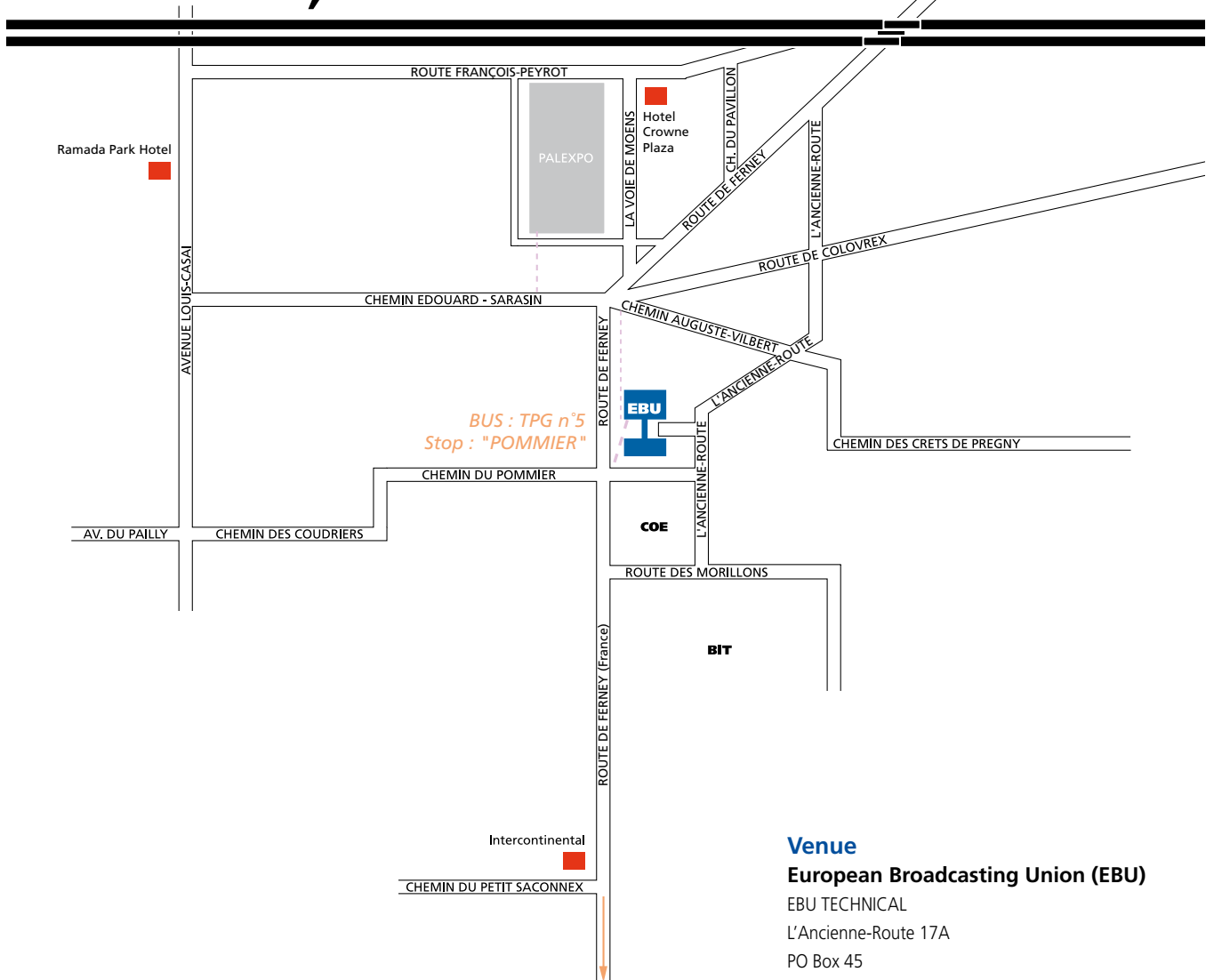


GENEVE COINTRIN



SWITZERLAND

FRANCE  
(Ferney-Voltaire)



BUS : TPG n°5  
Stop : "POMMIER"

To City Center  
ONU  
ITU

### Venue

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# EBU TECHNICAL

MEDIA TECHNOLOGY & INNOVATION