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## **MPEGIF Master Class “TV X.0 Present and Future” at CES 2010**

**MPEGIF Informational Session on Next Generation TV on January 8th, 2010**

Fremont, California, December 9, 2009 – The MPEG Industry Forum (MPEGIF), the world’s largest advocacy group for standard’s based digital television technologies is presenting the first ever MPEGIF Master Class to be held at CES 2010. This Master Class titled “TV X.0 Present and Future” is the latest in the long running MPEGIF Master Class series that has been a cornerstone of the NAB and IBC conferences each year. The Master Class will be held on Friday, January 8<sup>th</sup>, 2010 between 9:00 am and 12:30pm in the Las Vegas Convention Centre (N260). This unique conference session will bring together industry experts representing the most influential leaders in next generation video entertainment, multimedia and television.

The CES 2010 MPEGIF Master Class showcases senior executives and experts with a track record of pioneering the adoption of new advanced technology and innovative service offerings bringing to bare new business models. They will share their experiences, challenges, and expertise with a focus on technological progress, regulatory and commercial issues, and opportunities in the overall ecosystem of Digital Television. Highlights will include insights into the following

- Internet TV: How will this support the cost of the delivery infrastructure
- From Mobile to Broadband to HD to 3DTV: What is Driving these New possibilities?
- TV Everywhere: Who is making money and how?
- What's Next and Hot on the Technology Front?: What do Consumers Want?
- Addressable Advertising: Can we Ever Move Past the CPM model?
- The Legal bits: Is it just Small Print or a Large Problem?

“Looking at the future of television and online video, it is absolutely imperative to realize that while technologies are maturing, business models applied today have not yet delivered the returns needed, expected and required by our industry.” said Sebastian Moeritz, President of MPEGIF and CEO at dicas. “It is time for all stakeholders to get together to address and resolve regulatory aspects enabling content owners and service providers alike to intelligently and diligently engage with the most important commodities of the viewers – their interests, their time, their information. The MPEGIF Master Class at CES will provide valuable insights and food for thought on this important topic.”

“The industry is preparing itself for the tsunami of change coming to the way we all consume video entertainment. This CES Master Class is vital to provide some clarity into what operators and programmers are thinking and to the way technology is coalescing around a number of standards from ultra high definition, 3D TV, to the way content is secured and in the many other links in the video delivery chain,” said David Price, Vice President of MPEGIF and Vice President at Harmonic Inc. “In addition, as many parts of the world move through digital transitions and as viewing habits change to include delivery to the laptop and iPhone there are still many questions around the world surrounding business models and rights issues.”

### **KEYNOTE SPEAKERS:**

- Robert Zitter – Executive Vice President & CTO, HBO
- Paul Whitehead – Executive Director, Video Planning, AT&T

- Tim Wu – Professor, Columbia University
- Christine Heckart – General Manager of Marketing and Business Development, TV, Video & Music Business, Microsoft Corp.

**PANELISTS:**

- Jim Kutzner – Chief Engineer, Public Broadcasting Service
- Ajay Luthra – Senior Director, Motorola
- Yuval Fisher – CTO, RGB Networks
- Thierry Fautier – Senior Director, Convergence Solutions, Harmonic Inc.
- George Huang - Huawei

This MPEGIF Master Class will be chaired by:

- Sebastian Moeritz, President, MPEGIF / CEO, dicas
- David Price, Vice President, MPEGIF / Vice President, Harmonic

To view the complete agenda, please visit: <http://www.m4if.org/exhibitions/CES%202010/Index1.php>

To register, please click here: <http://www.cesweb.org/sessions/search/results.asp?categoryID=1876>

**About CEA:**

The Consumer Electronics Association (CEA) is the preeminent trade association promoting growth in the \$172 billion U.S. consumer electronics industry. More than 2,000 companies enjoy the benefits of CEA membership, including legislative advocacy, market research, technical training and education, industry promotion and the fostering of business and strategic relationships. CEA also sponsors and manages the International CES. Where Entertainment, Technology and Business Converge. All profits from CES are reinvested into CEA's industry services. Find CEA online at [www.CE.org](http://www.CE.org).

**About MPEGIF**

The MPEG Industry Forum is an independent and platform neutral not-for-profit organization representing more than 20 international companies and organizations from diverse industries with the goal to facilitate and further the widespread adoption and deployment of MPEG and related standards in next generation digital media services. It provides a forum to exchange information and views on technological, economic and regulatory issues that are relevant to these services. It also provides a powerful industry voice advocating the adoption of standards and consolidating the direction of the industry in the time of transition from analogue to digital television and media services. With more than 2,500 people subscribed to its mailing lists, MPEGIF has played a significant role in facilitating the widespread adoption and deployment of MPEG-4 AVC/H.264, the Emmy-Award winning video compression technology, as the industry's video compression standard powering next generation television and most mainstream content delivery as well as consumption applications including packaged media.

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