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## **MPEGIF Master Class “The New World of Digital Television” at IBC 2009**

MPEGIF presenting 6 keynotes and 3 panel sessions on September 14th, 2009

Fremont, California, August 5 2009 – The MPEG Industry Forum (MPEGIF), the largest advocacy group for standard’s based digital television technologies in the world is presenting the latest in the MPEGIF Master Class series titled “The Future of Digital Television” at IBC 2009 on Monday, 14<sup>th</sup> September, 2009 between 1:30 pm and 5.30pm in the RAI Convention Centre (Room L) in Amsterdam. This unique conference will bring together industry experts representing the most influential players in next generation video entertainment, multimedia and standards-based video delivery.

This year’s MPEGIF Master Class brings together senior executives and experts in digital television with a track record of pioneering new advanced technology and innovative service offerings with new business models. They will share their experiences, both good and bad, and expertise with a focus on technological progress and challenges, regulatory and commercial issues, and opportunities in the overall ecosystem of Digital Television. Highlights will include insights into the following

- How digital media standards will evolve to guarantee best-of-breed solutions from 3D television to unicast on demand content delivered over the public internet
- The success factors for hybrid services bringing broadcast and unicast content together in a common platform
- How the multi-screen service will evolve as content is re-purposed and transformed for viewing on a wide variety of end user devices
- How the increase in unicast personalized video leads to a myriad of business opportunities but does not necessarily lead to last mile operators becoming “dumb pipes”
- Aspects of next generation digital broadcast from mobile to online video to HD and above as well as the challenges seen around the world regarding the transition to digital TV.

“We are very proud to offer this fantastic line-up of international experts for our MPEGIF Master Class at IBC2009, which underlines the importance and uniqueness of this major event.” said Sebastian Moeritz, President of MPEGIF and CEO at dicas. “Despite the economic downturn, there are still many new exciting technologies, products, services as well as experiences, ideas and success stories to be told and shared, which is clear evidence that our industry is alive and progressing.”

This year’s Master Class is expected to be more informative than ever with operators with new unicast services now having real experiences to talk about” said David Price, Vice President of MPEGIF and Vice President at Harmonic Inc. “However as countries move to digital transitions and as viewing habits move to include delivery to the laptop and iPhone there are still many questions around the world surrounding business models and legalities”

## **KEYNOTE SPEAKERS:**

- Jeff McSchooler, VP of Engineering, EchoStar Broadcasting Corporation
- Kevin Baughan, Director of Technical Strategy, Virgin Media
- Dieter Engel, Senior Vice President, Product Development Media Services, Deutsche Telekom
- Casey Harwood, Senior Vice President Turner Europe, Turner Broadcasting
- Bob Luff, EVP & Chief Engineering Officer, Nielsen
- Stuart Collingwood, Vice President EMEA, Sling Media

## **PANELISTS:**

- Manuel Gutierrez, Chief Executive Officer and President, TDVision Systems
- Kevin Baughan, Director of Technical Strategy, Virgin Media
- Jeff McSchooler, VP of Engineering, EchoStar Broadcasting Corporation
- Matthew Huntington, VP Product Marketing, Open TV
- Robin Wilson, Vice President Business Development, NagraVision
- Ross Biggam, Director General, Association of Commercial Television in Europe
- Mark Krivosheev, Chief Scientist, State Radio Research & Development Institute (NIIR) Moscow
- Kaliu Kukk, Deputy General Director, Joint-Stock Company "Telecom", Moscow
- Alexander Umbitaliev, Director, Television Research Institute, St. Petersburg
- Professor Konstantin Glassman, Head of Video Systems Department at St. Petersburg State University of Film and Television

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 and speaker bios, please visit:

<http://www.mpegif.org/exhibitions/IBC2009/agenda.php>

To register, please click here: <http://www.ibt.org/page.cfm/Link=132/t=m/goSection=5p>

## **About IBC**

Established in 1967, IBC has evolved from its roots in terrestrial broadcasting to become the leading event for professionals involved in the creation, management and delivery of entertainment and news content worldwide. The exhibition attracts over 1400 exhibitors including all the major equipment suppliers. IBC draws over 49,000 attendees from more than 130 countries that visit each year to see the state-of-the-art. The world-renowned IBC conference tackles all the hot creative, management and technical issues.

## **About MPEGIF**

The MPEG Industry Forum is an independent and platform neutral not-for-profit organisation representing 25 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.

MPEGIF, with more than 2,500 people subscribed to its mailing lists, 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. MPEGIF offers interoperability testing, a conformance program, marketing activities and is present at international trade shows and conferences.

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