

**FOR IMMEDIATE RELEASE**

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

MPEGIF and Open IPTV Forum presenting 7 keynotes and 4 panel sessions on  
April 19, 2009

Fremont, California, March 10 2009 – The MPEG Industry Forum (MPEGIF), the largest advocacy group for MPEG technologies in the world, in cooperation with the Open IPTV Forum, are presenting a full day MPEGIF Master Class titled “The New World of Digital Television” at NAB 2009, on Sunday, 19 April, 2009 between 10am and 5.30pm in the Las Vegas Convention Centre, Room S228. 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 at NAB will tackle a broad range of technology, business and regulatory issues in relation to the transition from analogue to digital television through the participation of prominent executives from international, pioneering industry players who will speak and exchange their views and experiences, both good and bad, as to how digital Television is created, delivered and monetized. In addition, the Open IPTV Forum will provide insights into the way in which standards for end to end IPTV ecosystems can benefit operators and their business models. Four sessions will be presented throughout the day titled:

- The World in Transition
- New Technologies for New Services
- Revenue Generation versus Regulation in the New Digital World
- The Standards Based Ecosystems

### **KEYNOTE SPEAKERS:**

- Robert Clasen - Chairman & CEO, Starz, LLC
- Oleg Kolesnikov - Technical Director, NTV+
- Roderick Snell - Founder, Snell & Wilcox
- Bob Luff - CTO, Nielsen
- Kay Johansson - CTO, MobiTV
- Shelly Palmer - Managing Director, Advanced Media Ventures Group & Host of MediaBytes with Shelly Palmer
- Yun Chao Hu - Chairman Open IPTV Forum

### **PANELISTS:**

- Robert Clasen - Chairman & CEO, Starz, LLC
- Hanno Basse - VP, Broadcast Systems Engineering, DIRECTV Inc.

- Alvaro Gazzolo - President & CEO, IPTV Americas
- Oleg Kolesnikov - Technical Director, NTV+
- Roderick Snell - Founder, Snell & Wilcox
- Randy Hank - Video & Planning Chief of Staff, AT&T
- David Gillies - CEO, Isis Digital
- Jim Kutzner - Chief Engineer, Public Broadcasting Service
- Bob Luff – CTO, Nielsen
- Kay Johansson - CTO, MobiTV
- Shelly Palmer - Managing Director, Advanced Media Ventures Group & Host of MediaBytes with Shelly Palmer
- Allen Harkness - Director, Licensing, MPEG LA
- Yun Chao Hu - Chairman Open IPTV Forum
- Scott Lofgren – Product Manager, Industry Standards and Initiatives, Intel Corporation
- Stephen Christian - VP Marketing, Verimatrix
- Lieven Vermaele - Director, EBU Technical and EBU IT Services

This MPEGIF Master Class will be chaired by:

- Sebastian Moeritz, President, MPEGIF / CEO, dicas
- David Price, Vice President, MPEGIF / Vice President, Harmonic
- Monika Gadhammar, Vice Chair Open IPTV Forum Marketing Workgroup

To view the complete agenda and speaker bios, please visit:

<http://www.mpegif.org/exhibitions/NAB2009/agendaNAB.php>

To register, please click here: <http://www.nabshow.com/2009/education/mpegif.asp>

### **About NAB 2009**

The NAB Show™ is the world's largest broadcast, audio & video event and your most comprehensive resource for next-generation training and tools. From conception to consumption, the NAB Show has proudly served for more than 80 years as the incubator for excellence – helping to breathe life into content everywhere. Join more than 100,000 content professionals from 163 countries who attend every year to experience the technologies that drive the entire eco-system of electronic media. Exhibit at the NAB Show and reach key buyers seeking solutions to create, manage or distribute content across multiple platforms.

### **About MPEGIF**

The MPEG Industry Forum ([www.mpegif.org](http://www.mpegif.org)), the world's largest advocacy group for MPEG technologies, represents around 40 international companies and organizations from diverse industries and promotes the adoption of MPEG standards. MPEGIF, founded in 2000, 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, with more than 2500 people subscribed to its mailing lists, serves as a single point of

information on technology, products and services for these standards, offers interoperability testing, a conformance program, marketing activities and is present at international trade shows and conferences.

MPEGIF is also running the MPEGIF Logo Qualification Program, which is designed to help guide interoperability among products and technology. The program, based on a self-certification process, is free of charge and open to all companies using MPEG technology, not just members of MPEGIF although, membership is encouraged. Qualified products have the right to display the MP4 Qualification Mark and also list their status in their documentation, literature, and advertising. They will also have their product listed in the MPEGIF Product Directory (<http://logo.mpegif.org>).

#### **About Open IPTV Forum:**

The Open IPTV Forum is a pan-industry initiative with the purpose of producing end to end specifications for IPTV that will take the next generation of IPTV to the mass market. The Forum is fully open to participation across the communications and entertainment industries.

Today the Open IPTV Forum has 37 members that have joined the effort to develop this "tool", an open, end to end specification for IPTV based upon existing technologies and open standards that could help to streamline and accelerate deployments of IPTV technologies and help to maximize the benefits of IPTV for consumers, network operators, content providers, service providers, consumer electronics manufacturers and home and network infrastructure providers.

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