

Westminster eForum Keynote Seminar: The future of digital terrestrial television

Date: Tuesday, 7th September 2010

Venue: Council Chamber, Congress Centre, 28 Great Russell Street, London WC1B 3LS

Draft agenda subject to change

- 8.45 - 9.00 Registration
- 9.00 - 9.05 **Chairman's opening remarks**
Steve Hewlett, Writer and Broadcaster
- 9.05 - 9.30 **The context: digital television market structure and take-up, now and into the future**
Themes: An overview of the present structure of the digital terrestrial television (DTT) market. Who are the main players; how do their activities interrelate? What are the numbers for the take up of DTT, DSat, and digital cable – free and pay – currently, and what are the projections for the future? What is the future of the range of bodies involved in promoting DTT, including Freeview, and digital switchover, including Digital UK, post switchover?
Dr Guy Bisson, Senior Analyst, Head of Television, Screen Digest
Questions and comments from the floor
- 9.30 - 10.05 **Taking the pulse of the DTT market: the Digital Television Group consultation on the future of DTT**
Themes: Key themes emerging from the Digital Television Group (DTG) consultation on the future of the market. Where the tensions lie. What needs to be resolved? What are the main challenges for the DTT sector and the businesses involved in it – and for the platforms that compete with DTT – post switchover? An overview of the questions for the future: regulation and industry structures, introducing and accommodating new products and platforms, interoperability, technical standards, marketing, the challenges of innovation and service for viewers.
Richard Lindsay-Davies, Director-General, Digital TV Group
Questions and comments from the floor
- 10.05 - 10.55 **The challenge for DTT: the stakeholder perspective**
Themes: Perspectives on what DTT needs to deliver in the future for consumers and suppliers. What should be the future structures and proposition from DTT?
John Edwards, Chair of Consumer Electronics Council, Intellect
Matthew Phillips, Partner, Olswang
Andrew Glasspool, Co-Founder and Managing Partner, Farncombe Consulting Group
Clare Newsome, Editor-in-Chief, What Hi-Fi? Sound and Vision
Adrian Northover-Smith, Head of Corporate Public Affairs, Sony UK
Questions and comments from the floor
- 10.55 - 11.00 **Chairman's closing remarks**
Steve Hewlett, Writer and Broadcaster
- 11.00 - 11.25 Coffee
- 11.25 - 11.30 **Chairman's opening remarks**
Baroness Deech DBE, Member, House of Lords Communications Committee
- 11.30 - 12.30 **Delivering the DTT for the future**
Themes: Senior perspectives on the future for digital television. What should the structure of the sector look like: who should do what; who will the key players be? What regulatory framework is necessary? How should technical standards be managed? How can tensions between innovation and interoperability be dealt with?
Ilse Howling, Managing Director, Freeview
Rob Hamlin, Strategic Development Director, Terrestrial Broadcast, Arqiva
Richard Burrell, Director of Media Operations, QVC UK
Nick Markham, CEO, Top Up TV
Simon Pitts, Contoller of Strategy, ITV
Robert Blackwell, Commercial Director, 3view
Richard Lindsay-Davies, Director-General, Digital TV Group
Professor H Nwana, Partner, Spectrum Policy Group, Ofcom
- 12.30 - 12.55 Questions and comments from the floor
- 12.55 - 13.00 **Chairman's and Westminster eForum closing remarks**
Baroness Deech DBE, Member, House of Lords Communications Committee
Thomas Raynsford, Senior Producer, Westminster eForum

Seminar supported by

