



**Digital
Interoperability
Forum**

HDTV in Europe

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2nd European HDTV Conference
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Overview

- Digital Interoperability Forum (DIF)
- Options for HDTV in Europe
- European High Definition Forum
- Conclusions

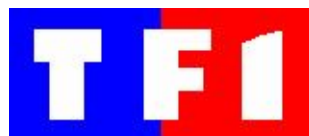


The Digital Interoperability Forum

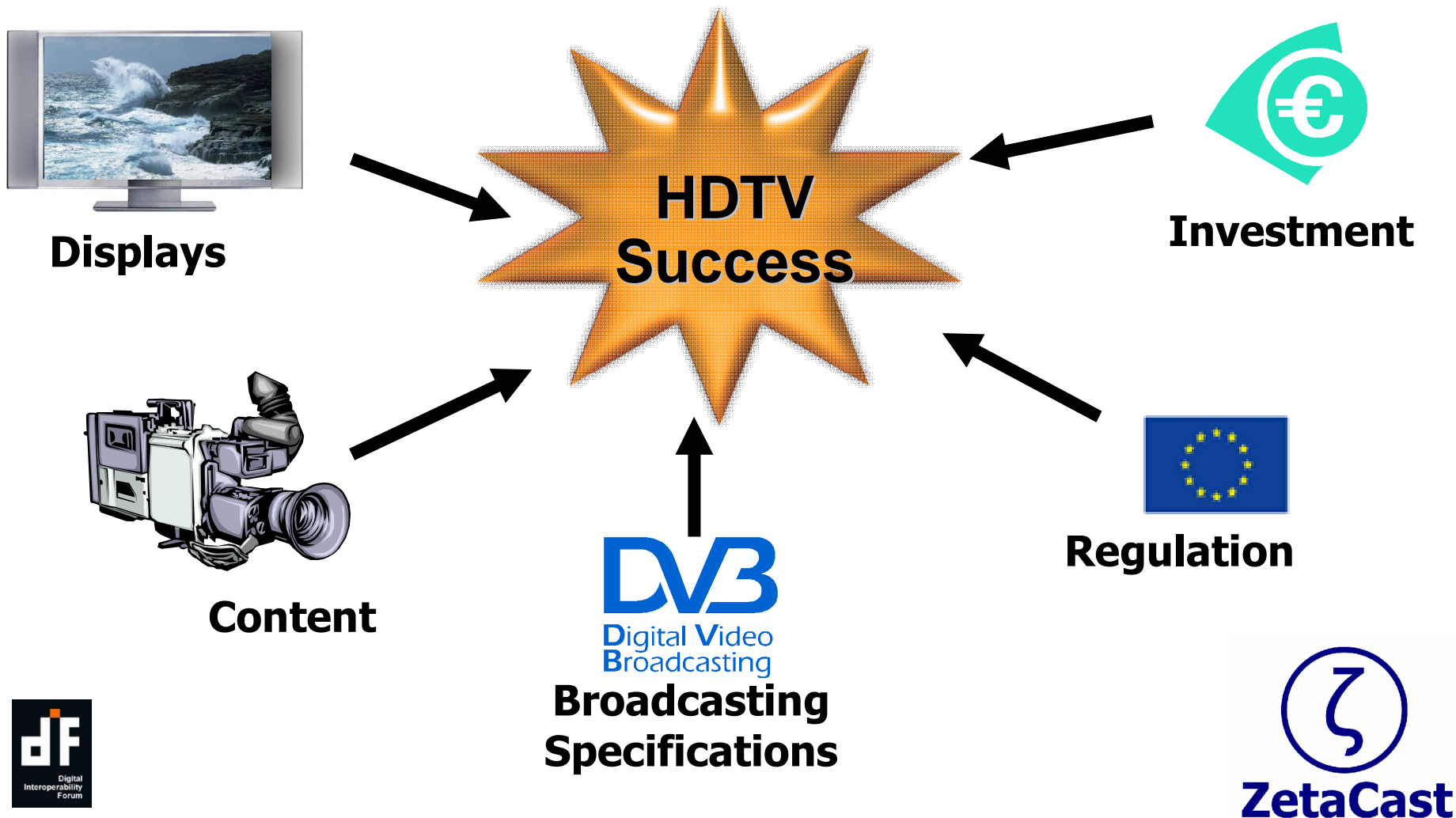
- Created in 2003 to promote digital TV
- Committed to developing industry–led solutions to interoperability for TV and HDTV
- DIF advocates “light touch” regulatory approach based on technology neutrality
 - Enable innovation
 - Encourage industry to invest



DIF Members



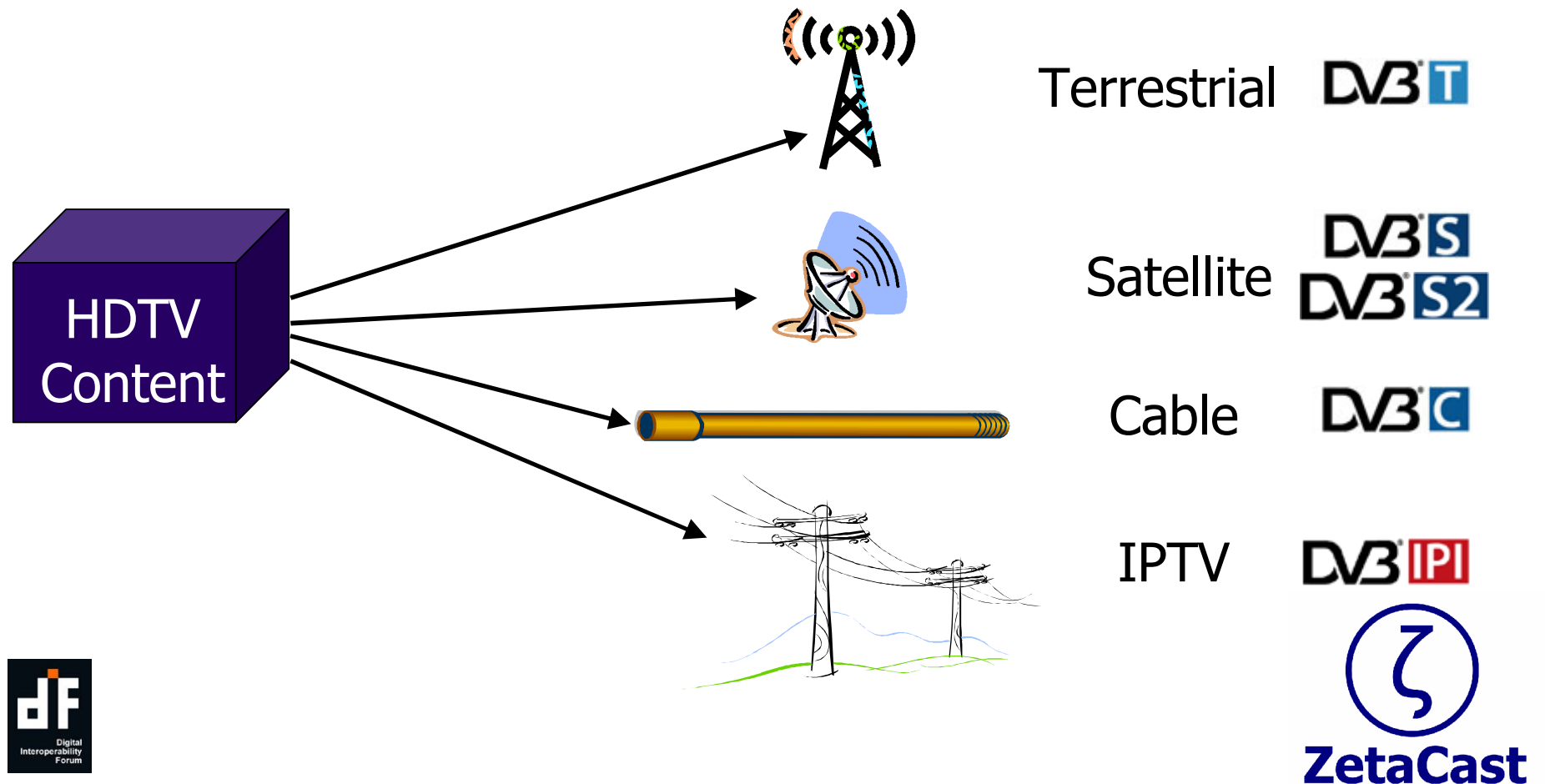
Why is Now the Right Time to Launch HDTV in Europe?



HDTV Delivery Choices

DVB Baseband specifications are generic

Channel coding and modulation is specific to delivery media



European High Definition Forum (EHDF)

- Jointly organised by DIF and EBU (European Broadcasting Union)
 - Provides a venue for sharing of knowledge and experience
 - Supports the industry-led introduction of HDTV in Europe
 - Voluntary consensus on interoperability and standardisation
- Any national HDTV forum can participate
 - Currently 9 countries
 - Also key platform operators, broadcasters and manufacturers actively involved in HDTV
 - European Commission and standards bodies are observers



European High Definition Forum (EHDF)

- EHDF has met twice already
 - 6th July 2005 in Luxembourg
 - 23rd January 2006 in Paris
- Progress so far
 - Broad agreement on key technical parameters
 - Support for EICTA's "HD Ready" labeling scheme
 - Described by Commission as "a new paradigm of consensual approach and cooperation on technical interoperability"
- 3rd EHDF Meeting will be held tomorrow at Osterley, hosted by BSkyB



Conclusions

- Europe has adopted a market-led approach to HDTV
 - Market pull rather than regulatory push
- Europe has the advantage that it can now launch HDTV with a “second generation” digital broadcast system
 - Satellite is leading HDTV delivery with H.264/AVC compression combined with DVB-S2 transmission
 - Cable is not far behind, followed by IPTV
 - Terrestrial is likely to be the last and most challenging
- 2006 is a watershed year for HDTV in Europe