

# PCM Communications Strategy

## Purpose

The purpose of the PCM Communications Strategy is to **support the objectives** of DVB's Steering Board in communicating the workings of the DVB to its wider membership and to promote the benefits of DVB technology throughout the wider broadcast world.

## Outcomes

The Strategy aims to:

- provide **information** to DVB members that is reliable and useful and to give them– in a concise way - visibility of the activities and outputs of the various working groups/modules
- promote **awareness** of the DVB to the wider broadcast world to ensure they are aware of the DVB, its technologies and standards
- promote **DVB technology** in emerging multimedia markets to ensure that key strategic decision makers are aware of the benefits of global DVB standards
- provide **opportunities** for the promotion of DVB products and services at key trade shows, exhibitions and conferences throughout the world
- ensure that members are actively **engaged** in the workings of the DVB

## Principles

DVB Communications will be built on the following:

- **Consistency & Clarity** – by the use of a simple unambiguous approach to ensure that messages are delivered in a clear and consistent corporate style
- **Membership Focus** – any communications will promote the work of the DVB Project
- **Collaboration** - share information between DVB members for their mutual benefit

## Methodology

- **Conferences & Seminars** – promote the work of the DVB on a global basis by offering speakers and panellists through the DVB Project Office
- **Exhibitions & Trade Fairs** – promote the DVB Project on a global basis with a presence at key strategic exhibitions and trade fairs
- **Websites & Newsletters** – publish DVB news and articles in a format for circulation to members and other interested parties
- **Market Information** – using both country visits and localised support to gather emerging market information in a way which identifies opportunities and progress to meet members' needs
- **Press Releases** – issuing important public announcements of DVB activities, events and milestones

## Communications Management

Communications will be managed as a Project Office function with guidance from the PCM which meets at least 3 times per year. The PCM will give strategic direction and support to the Project Office and agree annually the programme of communications priorities, and approve accordingly the allocation of the budget. It will review periodically progress on implementation of communication plans. The Project Office will be responsible for the day-to-day implementation of the Communications.