



DVB / NTC

Digital Broadcasting Seminar

18 – 19 August 2010

To be held at:

The National Telecommunications Commission

**87 B FL., Building 1
Soi Sailom Phaholythin Road
Samsennai Phayathai
Bangkok 10400
Thailand**



Joint DVB/NTC Digital Broadcasting Seminar

18th & 19th of August 2010



08.00 - 09.00	Registration
09.00 - 09.20	Opening Ceremony Address on behalf of NTC , Associate Professor Pana Thongmeearkom, Commissioner Address on behalf of DVB , Dr Peter Siebert, Executive director DVB
SEMINAR DAY 1 – Wednesday 18th August	
<u>Session 1</u>	
09.20 - 09.55	DVB Standards Development & Overview of DVB 2nd Generation standards Dr Peter Siebert - DVB Executive Director
09.55 - 10.45	Keynote Presentation - UK Experience with DVB-T2 implementation Richard Lindsay-Davies Director General DTG UK
10.45 - 11.00	<i>Coffee break</i>
<u>Session 2</u>	
11.00 - 11.45	Overview of DVB-T / DVB-T2 Technologies & Standards John Bigeni - DVB Asia
11.45- 12.30	DVB-T2 for Thailand Mr. Pairoj Pinkaew, Channel 3
12.30 - 14.00	<i>Lunch and Technology Demo</i>
<u>Session 3</u>	
14.00 - 14.30	DVB-T2 Performance and comparison with DVB-T & ISDB-T John Bigeni - DVB Asia
14.30 - 15.00	DVB-T2 Transmitter & Implementation issues Nils Ahrens - Rohde-Schwarz
15.00 - 15.30	Migration from Analogue to Digital Clive Morton - Consultant
15.30 - 15.45	<i>Coffee break & Technology Demo</i>
<u>Session 4</u>	
15.45 - 16.30	DVB-T2 architecture & Single Frequency Networks ENENSYS Technologies
16.30 - 17.00	Wrap Up of Day 1 + Q & A - Chairman

SEMINAR DAY 1 – Thursday 19th August**Session 5**

09.00 - 09.30	Marketing Potential of DTTB in Thailand Eminent Thai Speaker
09.30-10.00	Receiver Chipsets Availability & Projections Laurent Le Morvan, ST Microelectronics
10.00 - 10.30	<i>Coffee break & Technology Demo</i>

Session 6

10.30 - 11.00	Receivers - Capabilities of modern digital receivers Albert Cañigüeral - ADB
11.00 - 11.30	Deploying Experience of T2 product and the maturity of the platform Jerry Lee - Humax (Thailand) Co., Ltd.
11.30 - 12.00	Middleware solutions for DVB terrestrial networks Colin Prior - S & T
12.00 - 13.30	<i>Lunch and Technology Demo</i>

Session 7

13.30 - 14.15	Digital Terrestrial television in Thailand - Social Impact Associate Professor Pana Thongmeearkom, Commissioner NTC
14.15 - 14.45	Digital Terrestrial Architecture Kenelm Deen - Ericsson
14.45 - 15.15	Planning tools for DVB-T2 Migration Pascal Gelugne - ATDI
15.15 - 15.30	<i>Coffee & Networking</i>

Session 8

15.30 - 17.00	Panel Discussion DVB-T or DVB-T2? Main Considerations & Future Prospects Moderator: Panellists:
	Closing Ceremony

DVB Seminar Bangkok 18th- 19th August 2010 – Speakers profiles

Peter Siebert

Executive Director DVB

Peter Siebert received his M.Sc. in 1984 and his Ph.D. in 1989 in physics from the J.W. Goethe University in Frankfurt, Germany. He is a member of the IEEE for 23 years and a Senior Member since 2006.

In May 2009 he started his role as Director of the DVB Project Office in Geneva, Switzerland. From November 2008 he was with Albis Technologies Ltd, the former R&D Division of Siemens Switzerland. He joined Siemens Switzerland Ltd in 2001 in the area of system design of next generation systems, combining SDH and packet oriented transmission schemes. Since 2003, he has been instrumental in the end-to-end video system design and STB architecture for the Siemens Home Entertainment IPTV Solution. From 1995 to 2001 he was with SES-ASTRA, a European Satellite operator based in Luxembourg, where he was involved the introduction of digital Television based on DVB-S and in planning and development of the ASTRA Broadband Interactive system. In this role he actively participated in ETSI and DVB working groups and has been the rapporteur for several Standards documents. Prior to SES-ASTRA, from 1990 to 1994, he was leading a team of product development engineers in the area of professional audio and video transmission over telecomm networks at Philips Kommunikations Industrie (PKI) AG.



Richard Lindsay-Davies

Director-General DTG

Richard Lindsay-Davies is the chief executive officer of the Digital TV Group, with responsibility for the organization's overall growth and development. With over 20 years of television industry experience, Richard drives the DTG's unique collaborative culture bringing a spirit of insight, creativity and excellence to the Group's activities.

Richard joined the Group as Director of Public Affairs in 2004 working with government and stakeholders to establish the UK digital switchover body, Digital UK. He was appointed Director General in 2006, establishing a new vision and operation before transferring to Freesat as Commercial Development Director where he played an integral role in the successful launch of the platform.

Following the launch of Freesat, Richard returned to his role as DTG Director General in October 2008.

Before joining the Digital TV Group, Richard spent 15 years in the television industry with roles ranging from electronic design at Sony through to consumer marketing at Toshiba and strategic marketing at Pace.

The DTG is the industry association for digital TV in the UK and has worked for over a decade to ensure the industry drives ahead with market leading products and services with robust and creative innovations that work from broadcast to consumer. Richard draws on every bit of his unique experience, professional team, and skilled and talented industry players to deliver this.



JOHN BIGENI

DVB Representative Asia

John Bigeni graduated from the University of New South Wales with an honors degree in Electronics Engineering in 1963. Since graduation Mr Bigeni has been involved in the Broadcasting industry in both Radio and Television where he has held a variety of positions ranging from design engineering roles in his earlier career through to project management and later in a number of executive engineering management positions. These included the position of Director of Engineering to the Special Broadcasting Service and the position of Head of Engineering TV for the Australian Broadcasting Corporation.



On an International level Mr Bigeni has had a long close association with the Asia Pacific Broadcasting Union and was the Chairman of its Engineering Committee until 1996 a position he held for a number of years. Mr Bigeni is now involved in the Broadcasting Industry as a private consultant (JJB Associates) and is also associated with DVB in this capacity.

Colin Prior

Director of International Sales
Strategy & Technology Limited

Colin joined S&T in early 2006 and is responsible for sales and business development of S&T's products and services for digital interactive TV including playout systems, receiver middleware and applications.

Colin spent his early career in software development and electronics design with Thorn Lighting's Theatre Lighting Division, working on TV Studio projects for the BBC and other broadcasters. He then moved to Aregon International and later Bishopsgate Systems in engineering management roles in the financial trading room and broadcast data systems markets. He joined VG Broadcast in 1992 as Technical Director, leading the development and market launch of the first PC-based teletext and subtitling systems.



In 1995 he moved to Eyretel Limited as Operations Director, working in the voice recording and call-centre sector in both the UK and the USA, before joining SysMedia in early 2000. As Commercial Director at SysMedia he was responsible for their digital interactive TV, teletext and test/measurement business units.

Colin is a Chartered Engineer and holds a Bachelor of Engineering Honours degree in Electrical and Electronic Engineering from the University of Bradford. He is a member of the Institute of Engineering and Technology.

Clive Morton

Morton Davies Consulting

Clive is a Chartered Engineer with over 30 years of experience in the broadcast transmission industry; 15 years of which have been in senior management positions.

Clive has a long association with digital broadcasting, in both Europe and Australia. In 1997, Clive took up the newly created position of Project Director for the implementation of Digital Terrestrial Television with **ntl** (now **Arqiva**) in the UK; he led the team to design, systems integrate, and bring to air the delivery infrastructure for two national multiplexes. The successful launch, in November 1998, provided digital television from 14 regional studio centres, with full cross-carriage of SI, and DVB-T transmissions in interleaved spectrum.



As one of the founding directors of what is now **Broadcast Australia**, Clive moved to Sydney to head the broadcast arm of the business. Since 1999, Clive has undertaken a number of roles, including primary responsibility for the design and introduction of the digital terrestrial transmission platform for Australia's two state-funded broadcasters and general infrastructure development.

In the period 2002 – 2008, Clive's activities have included: the establishment of a high-power mobile TV DVB-H trial in Sydney; infocasting trials; DAB and Digital Radio Mondiale trials; contributions to the development of broadcasting and technology policy in Australia; and successful multi-billion dollar merger and acquisition work in Europe. In early 2009, Clive took up the position of Director of Engineering and Field Services – taking responsibility for the entire engineering design and operation of the extensive network of Broadcast Australia's transmission sites.

With extensive experience in the management of the analogue-digital transition and general network operations, Clive retired from Broadcast Australia in July this year to establish **Morton Davies Consulting**.

Emmanuel JACQUES

Enensys Technologies

Emmanuel holds an engineer degree in Business development, with a specialization in Business to Business Marketing. He started his career as a position of export sales manager for Sagem company in the field of Smart Card for Telecommunications. Then, he launched his own company, Proximea, a consultancy agency for Telecom operators in Middle-East / Africa covering the field of smart card procurement, new value-added services and marketing / communication strategy.



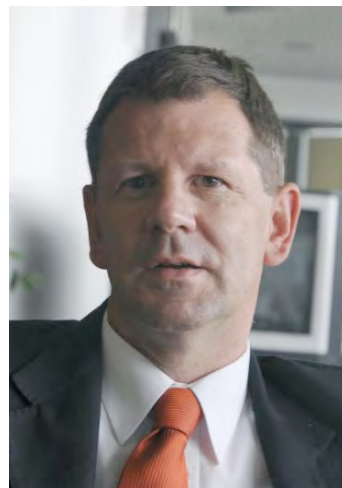
Since November 2008, Emmanuel is in charge of the Export Sales at Enensys Technologies, Mobile TV and Digital TV equipment manufacturer. He is responsible for the Sales of the Grand Export area (outside Europe) in the network activity.

Nils Ahrens
Rohde & Schwarz

Education: Dipl.-Ing. of University of Cologne in
Communication / Information technology

More than 25 years experience in the Broadcast field.

- 3 years Cable TV and Satellite Up/Downlinks
- 10 years Senior Sales Project Manager at Tektronix Europe with 10 years of Studio (SD&HD) & MPEG /DVB Business & technologies
- 4 years Broadcast for Aerospace Industry
- 2 years Head of Sales Project Management at Briel & Kjaer for Sound and Noise Measurement & Monitoring solution
- **Since 2004 working for Rohde & Schwarz HQ in Munich**
- 3 years Senior Project Management in Radio Communication at Rohde & Schwarz in Asia / Pacific
- 3 years Business Development Broadcast for Transmitter & Broadcast Measurement Business in Asia / Pacific



LAURENT LE MORVAN
Senior Marketing Manager, Consumer Segment
STMicroelectronics

Laurent Le Morvan was born in Paris (France) in 1966 and graduated from University Paris 11 with a Master Degree in Electronic Engineering and from Grenoble Ecole de Management with a Mastère in Marketing.

He joined ST in 1993 as Product Marketing Engineer. In 1998 he relocated to Singapore and then Shanghai to spearhead the business development of ST Analog Power & MEMS division in Asia Pacific.

In November 2008, Le Morvan joined back the South Asia Sales & Marketing organisation based in Thailand to have STMicroelectronics Digital Consumer semiconductor solutions enabling the Multimedia Convergence in the ASEAN homes.



Albert Cañiguer

ADB Asia Pacific

Albert Cañiguer is the Senior Manager for Technical Marketing at ADB Asia Pacific. Albert communicates with broadcasters, TV operators and application developers on how Java-based middleware solutions such as MHP, OCAP, and Blu-ray can help them boost and diversify revenue far beyond the traditional advertising-driven business model. He is also the key representative to all standardization bodies, acting on behalf of ADB. Internally, Albert designs product roadmaps based on input from sales, customers and engineers. Albert also has expertise in software and is especially familiar with middleware and related applications.



Albert entered ADB in 2006 to help forge closer ties between ADB's European HQ and its Asia Pacific business unit.

Albert holds a Multimedia Engineer degree from La Salle University at Barcelona. After graduating in 1999 Albert joined TV Catalunya (regional public service broadcaster) where he worked as R&D Manager for Digital TV. Albert is a multi-linguist who can speak English, Spanish, French, Catalan, and "a little" Chinese.

Kenelm Deen

Senior Solution Architect, Ericsson Television

Kenelm Deen is a broadcast professional with 14 years experience of designing and deploying Digital Television solutions. As a Solutions Architect at Ericsson, Kenelm plays an active role in designing leading edge solutions across the digital landscape, from content contribution and distribution to consumer delivery networks over Satellite, Terrestrial and Cable.

Kenelm previous roles include working on pioneering MPEG-2 solutions at NTL, before joining NDS, focusing on developing innovative content protection solutions. Having joined TANDBERG Television, Kenelm was able to leverage his experience in solution design and product development before his current position within Ericsson.



His expertise covers a wide range of key technologies, including content protection, MPEG-2 compression and IP broadcast technologies, providing a unique end-to-end perspective across the broadcast chain. Kenelm holds a Masters degree in Engineering and is currently studying for a Masters degree in Business Administration.

Pascal Gelugne

ATDI South Pacific Pty Ltd



1988. PhD Geology at University of Paris – Fud Orsay
Present Managing projects in Radio industries in Australasian, South-East Asian and North- East Asian Countries
Key clients in Broadcast: ABC, SBS, Nine Network, Network Ten, MCOT, NTC, Broadcast Australia, Kordia, ABS-CBN, TSI, KBC, MediaCorp, etc.
- 2005 Established ATDI South Pacific Pty Ltd in Sydney, Australia
1994~2004 Managed projects in Radio industries in Europe
Key clients: France Telecom, Bouygues Telecom, ANFR, ARCEP, French Ministry of Education, IBM, ESRI, etc.
- 1991 Accepted by ATDI as an engineering consultant in development of cartographic software solution
- 1999-2004 Lecturer in CESA, Tours University (DEES d'Aménagement et Master)
- 1997-2000 Lecturer in Remote Sensing software using in MST de Cartographie, Orléans University