



Get Ready for Digital TV Conference

The switch from analog to digital-only television broadcasts by 2013 will be a significant milestone for Australian television history. To mark the beginning of this journey the Department of Broadband, Communications and the Digital Economy is hosting the Get Ready for Digital TV Conference in March 2009.

The conference will not only bring together those involved in the broadcasting industry, but also welcome those who are interested in making the most of the opportunities offered by the switch to digital-only television. A number of renowned international speakers will share the experiences

Development and Strategy at ITV, the UK's largest commercial broadcaster. She is currently leading work across the ITV group on its digital strategy and public service role. Giuseppe Flores d'Arcais is the CEO of Nextudio, a broadcast media consulting firm, and a member of the

The conference will bring together the broadcast industry, those interested in making the most of the opportunities offered by the switch to digital-only television, and a number of renowned international speakers to share the experiences of other countries.

of other countries who are also turning off analog broadcast signals, and who are making the most of digital technologies, developing new and innovative approaches to entertaining viewers.

The Get Ready for Digital TV Conference program includes presentations from Carolyn Fairbairn (United Kingdom), and Giuseppe Flores d'Arcais (Spain), who have both observed a number of international switchover programs in action.

Carolyn Fairbairn is Director of Group

Spanish National DTT Switchover Project Office. migration and digital switchover.

ACMA Chairman, Chris Chapman, will address the conference on ACMA's role in the switchover to digital television. 'The switchover to digital television involves a complex and multilayered change for broadcasters and government,' said Mr Chapman. 'ACMA has a number of crucial roles and challenges in ensuring a smooth transition to digital-only free-to-air television in the context of possible pressures for

regulatory change. These involve an extensive technical work program and an ongoing role in ensuring the regulatory settings for future television meet government, market and audience needs.'

In addition, attendees will have the opportunity to hear from Mike Walsh, a leading international authority on the digital media revolution. Managing Director of Tomorrow, a Hong Kong-based innovation think tank that guides some of the world's leading brands, Mike has also recently published a new book called *Futuretainment*.

There will also be strong representation from Australia's TV broadcasting industry, as well as the retail and advertising industries, covering topics such as future programming for free-to-air television; innovation and capitalising on digital media; and opportunities and challenges for retailers, advertisers and broadcasters.

Wrapping up the conference on the second day, Jenny Brockie, host of SBS's *Insight* program, will facilitate what promises to be a very lively panel discussion. On the panel will be representatives from subscription TV, Freeview, the advertising industry and other key commentators, discussing the question, 'Is TV, as we know it, dead?'

The conference will also give broadcasters, manufacturers, retailers and advertisers the opportunity to showcase their latest products and services in an exhibition space adjoining the main conference room. Conference attendees will be able to see first-hand the new products and programming on offer in the coming year.

GET REGISTERED!

As the first Australian Government-led conference of its kind, this is not to be missed. In addition to the high calibre of speakers, attendees will be able to network with colleagues and make new contacts at the conference dinner. Full details on how to register for this event are available at www.eventplanet.com.au/getready.

The conference will be held on 30 and 31 March 2009, at the Hilton Hotel, Sydney.

DIGITAL SWITCHOVER: WHEN IS IT YOUR TURN?

The Digital Switchover Taskforce has recently launched a new website to provide consumers and stakeholders with information about the switchover. Go to www.digitalready.gov.au.