

DIGITAL TV & MOBILE TV SEMINAR

Lisbon, Wednesday the 28th of March 2007

Program of the seminar:

- 9h00-9h15: Registration of participants
- 9h15-9h30: Program and speaker presentation
- 9h30- 9h45: **DVB-T & DVB-H overview**
- 09h45-10h15: **Maximizing Mobile TV Revenues**
- 10h15-10h45: **Encoding high quality audio and video** from contribution to distribution
- *10h45-11h10: Questions + Coffee break*
- 11h10-12h00: **Electronic Service Guides** and its advanced interactivity and datacasting solution
- 12h00-12h20: **IP encapsulation** of the media
- 12h20-12h40: **From DTT to full multi service network** with full QoS, maximum capacity utilization and independence from GPS-clocks
- 12h40-14h00: *Questions + Networking Buffet*
- 14h00-14h30: **DVB-T and DVB-H network planning**
- 14h30-14h50: **Cartographic solutions**
- *14h50-15h00: Questions*
- 15h00-15h20: Flexible solutions for **signal transmission**
- 15h20-15h40: **Local content distribution**
- 15h40-16h20: **DVB-T/H reception coverage** and **ASI signal Analysis**
- *16h20-16h45: Questions + Coffee break*
- 16h45-17h00: **Correlation of simulation and field measurements**
- 17h00-17h30: **Control of broadcasted signal & sites**
- 17h40-18h00: **Full system integration** of end-to-end solution
- *18h00-18h10: Questions*
- 18h10-18h30: **Vision and evolution of mobile TV**

