

## Digital TV – What's on?

MCA Annual Conference 2009, Friday 30<sup>th</sup> October at the Westin Dragonara Resort

### Opening Session

08.00 – 09.00	Registration and welcome coffee
09.00 – 09.05	Welcome address <b>Ing. Philip Micallef</b> Chairman Malta Communications Authority
09.05 – 09.30	Key Note Address <b>Mr. Daniel Pataki</b> Chairman of the Radio Spectrum Policy Group

### Session 1: Making the move of TV and Spectrum

09.30 – 10.00	Digital Switch Over – Malta plans <b>Mr. Pierre Cassar</b> Chief Executive Officer Malta Broadcasting Authority
10.00 – 10.30	Digital Switch Over – Experiences across Europe <b>Mr. Daniel Sauvet-Goichon</b> Chairman DigiTAG (Digital Terrestrial Television Action Group)
10.30 – 11.00	Coffee Break
11.00 – 11.30	The Digital Dividend <b>Dimitris Logothetis</b> Technology Manager Ericsson, Greece, Cyprus, Albania & Malta
11.30 – 12.00	TV – The Human Dimension <b>Fr. Joseph Borg</b> Media Expert
12.00 – 12.30	Discussion
12.30 – 14.00	Lunch

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### Session 2: Technologies for viewing and living

14.00 – 14.30	<b>Terrestrial Television from Analogue SD to Digital HD</b> The unique platform to provide universal coverage to all television households <b>Mr. Bernard Pauchon</b> Senior Vice President Global Media Corporate Strategy and Development TDF Group
14.30 – 15.00	<b>Mobile TV: Strategy in Multimedia &amp; Digital TV</b> <b>Mr. Marco Gaeta</b> Solution & Marketing Director for Italy, Greece, Israel and Malta Alcatel-Lucent
15.00 – 15.30	Coffee Break
15.30 – 16.00	<b>A Brave New World – a glance into the future of TV</b> <b>Mr. Roberto Viola</b> Secretary General AGCOM
16.00 – 16.30	Discussion

### Closing Session

16.30 – 16.45	Address by Hon. Austin Gatt Minister for Infrastructure, Transport and Communication
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