

FOR IMMEDIATE RELEASE

Free MPEGIF Master Class “The Transition to a New Television Experience” at IBC 2008

MPEGIF and Open IPTV Forum presenting unique conference session on 11 September 2008

IBC 2008, Amsterdam, The Netherlands, 4 September 2008 – The MPEG Industry Forum (MPEGIF), the largest advocacy group for MPEG technologies in the world, in cooperation with the Open IPTV Forum, are presenting a free full day MPEGIF Master Class titled “The Transition to a New Television Experience” on Thursday 11 September 2008 between 10am and 5.30pm bringing together industry experts representing the most influential players in next generation video entertainment, multimedia and standards-based video delivery.

In this MPEGIF Master Class, television service providers, network operators and content owners will exchange their views on the progress and evolution in technologies and business models (including an insight into IP delivered personalized video and the latest trends for targeted, perfect profile advertising) that are fundamentally changing the way digital Television is created, delivered and monetized. For a complete program agenda and speaker bios, please visit:

<http://www.mpegif.org/exhibitions/IBC2008/agendaIBC.php>

KEYNOTE SPEAKERS:

- Roderick Snell, Founder, Snell & Wilcox
- Yun Chao Hu, Chairman Open IPTV Forum
- Thomas Staneker, Executive VP, T-COM
- Luca Pesando, Standardization Manager for Fixed Access, Transport and IPTV, Telecom Italia

PANELISTS:

- Roderick Snell, Founder, Snell & Wilcox
- Yun Chao Hu, Chairman Open IPTV Forum
- Thomas Staneker, Executive VP, T-COM
- Luca Pesando, Standardization Manager for Fixed Access, Transport and IPTV, Telecom Italia
- Nick Hopkins – Head of Technology, Virgin Media
- Clyde Smith – Senior VP Global Broadcast Technology & Standards, Turner Broadcasting Systems
- GianPaolo Balboni – Head, Innovation Trends, Telecom Italia
- Dieter Engel – Head of Product Development, T-Online
- Mikhail V Seslavinsky – Head, Federal Agency for Press and Mass Media, Russian Federation
- Eduard M Sagalaev – President, National Association of Television and Radio Broadcasters of Russia
- Yury I Pripachkin – President, Russian Association of Cable Television

- Gerassim S Gadiyan – President, The Association for High Definition Television and Digital Cinema
- Oleg A. Urushev – General Director ,Yugra
- Gary Schultz - President, MRG Inc
- Stephen Christian – VP Marketing, Verimatrix
- Sven Reuter – Representative for Standards, TV and Media Applications, LG Electronics
- Mats Nilsson – Director Portfolio Management, Ericsson
- Thomas Stockhammer – Senior Researcher, Digital Fountain

This free MPEGIF Master Class will be chaired by:

- Sebastian Moeritz, President MPEGIF / CEO, dicas
- David Price, Vice President MPEGIF / Vice President, Harmonic
- Monika Gadhammar, Vice Chair Open IPTV Forum Marketing Workgroup

About IBC 2008

IBC is the leading event for professionals involved in the creation, management and delivery of entertainment content, attracting over 46,000 attendees from more than 130 countries worldwide. With over 1,300 exhibitors including the world's key technology suppliers and a world-renowned conference, IBC is an event not to be missed. For more information go to www.ibc.org

About MPEGIF

The MPEG Industry Forum (www.mpegif.org), the world's largest advocacy group for MPEG technologies, represents around 40 international companies and organizations from diverse industries and promotes the adoption of MPEG standards. MPEGIF, founded in 2000, has played a significant role in facilitating the widespread adoption and deployment of MPEG-4 AVC/H.264 as the industry's standard video compression technology powering next generation television and most mainstream content delivery as well as consumption applications including packaged media. MPEGIF, with more than 2500 people subscribed to its mailing lists, serves as a single point of information on technology, products and services for these standards, offers interoperability testing, a conformance program, marketing activities and is present at international trade shows and conferences.

MPEGIF is also running the MPEGIF Logo Qualification Program, which is designed to help guide interoperability among products and technology. The program, based on a self-certification process, is free of charge and open to all companies using MPEG technology, not just members of MPEGIF although, membership is encouraged. Qualified products have the right to display the MP4 Qualification Mark and also list their status in their documentation, literature, and advertising. They will also have their product listed in the MPEGIF Product Directory (<http://logo.mpegif.org>).

About Open IPTV Forum:

The Open IPTV Forum is a pan-industry initiative with the purpose of producing end to end specifications for IPTV that will take the next generation of IPTV to the mass market. The Forum is fully open to participation across the communications and entertainment industries.

Today the Open IPTV Forum has 37 members that have joined the effort to develop this "tool", an open, end to end specification for IPTV based upon existing technologies and open standards that could help to streamline and accelerate deployments of IPTV technologies and help to maximize the benefits of IPTV for consumers, network operators, content providers, service providers, consumer electronics manufacturers and home and network infrastructure providers.

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Media Contact: Nicola Wissler, MPEG Industry Forum Coordinator, +1.510.492.4028, nicola.wissler@mpegif.org

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