

ENHANCED TV SHOW
& MOBILE TV FORUM
EARLS COURT CONFERENCE
CENTRE, LONDON

etv

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27/28-29 september 2005

enhanced & mobile tv

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broadcasting

- building program loyalty and increasing telephony revenues through enhanced TV
- mobile tv - delivering a new channel to market

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enhanced television show

Key to the enhanced TV market is creating compelling content. Get it right, and your enhanced TV offering can generate revenues, enhance the viewers experience and boost ratings.

Day one will look at what makes interactivity of real benefit to the viewer, finding how to create viewer loyalty, how to provide increased choice, finding the right mix of interactivity to complement programs and the importance of involving the right TV production company.

0800 Registration, refreshments and exhibition

0900 Chairman's Introduction

Simon Spanswick, Chief Executive, Association for International Broadcasting

0910 Opening Keynote: The Enhanced TV market now

- The current state of the eTV market
- The changing structure of the TV Industry from channel focused to business models to PVR's.
- How eTV tackles increased proliferation of channels.

session one

ENHANCED TV STRATEGIES

The first session will look at the different enhanced TV strategies being used, what channels are using to integrate eTV within their overall framework, and how they are exploring developing compelling program offerings.

0940 Understanding the commercial rationale for enhanced TV

Jim Harrison, Commissioner of Enhanced TV, BSKYB

- What are the key revenues from enhanced TV for the broadcaster?
- Funding enhanced TV projects: and utilising multiple relationships to get a project live

1010 Building a successful interactive television service: BBCi

Rahul Chakkara, Contoller BBCi, BBC

- Key consumer insights and learning
- Audience value of an always available service
- Challenges in execution and opportunities

1030 Enhanced TV for Triple Play and Beyond

Elena Branet, Senior Marketing Manager, EMEA, Microsoft TV, Microsoft Corporation

- Key success factors for going-to-market
- Developing distinctive Enhanced TV experiences
- Leading subscribers with connected entertainment

1050 Q&A

1100 Refreshments and exhibition

session two

WORLDWIDE ENHANCED TV CASE STUDIES

This session looks at how different broadcasters and platforms around the world are delivering enhanced TV services.

1130 Deploying enhanced TV services in the US – What appetite does the US market have for interacting with programming?

Rick Mandler, Vice President and General Manager, Walt Disney Internet Group & ABC's Enhanced TV

- Trends in US eTV programming
- How is it being deployed in various systems?
- How is it being received by viewers?

1150 Delivering enhanced TV in Germany

Dr. Simone Emmelius, Managing Director ZDF Vision, ZDF

- What does the couch potato want, how about content for mobile devices?
- What does eTV mean for a broadcasters infrastructure?

1210 Delivering enhanced TV services worldwide

John Holland, Sales and Marketing Director, Ensequence International

- Partnering with different broadcasters and platforms to deliver compelling enhanced TV experiences
- Case studies from concept creation to delivery from leading broadcasters
- Examining the creative challenge of delivering enhanced TV in different geographical regions

1230 Panel: Benchmarking enhanced TV worldwide

Dr. Simone Emmelius, ZDF Sebastian Moeritz, MPEG Industry Forum

Rick Mandler, Walt Disney Internet Group & ABC's Enhanced TV John Holland, Ensequence

- What are the key learnings from worldwide enhanced TV programming?
- What strategies have been the most successful in driving viewer interaction and increasing enjoyment of the program.

1300 Lunch, Networking and Exhibition

session three

REVENUES FOR ETV

New program formats are constantly emerging and the trend towards integrating eTV closely with reality TV programs is something that is proving broadcasters with a mainstream source of revenue.

1400 The rationale for enhanced TV...a telco's perspective

Andrew Burke, CEO of BT Entertainment, BT Retail

- Current state of the UK telecommunications market
- The challenges for telcos in the current TV market
- The opportunities for a telco in the enhanced TV value chain
- BT's strategy for delivering customer value

1430 Increasing program viewing and loyalty through enhanced programming and mobile integration

David Bainbridge, Managing Director, YES, YooMedia

- Delivering multiplatform services, and cross platform transactions

1450 Commercial opportunities available through eTV

Anders Hakfelt, Managing Director, Mindmatics

- Defining the benefits to viewers, brands, and broadcasters
- Creating new revenue streams through mobile communities and content on- and off-air
- Business models: How to launch new products cost-effectively

1510 How ITV commercializes its ETV applications

Peter Manten, Commercial Manager, ITV

- Conveying ITV's woven content strategy and mobile
- Integrating with sponsors and adding value

1530 Refreshments and exhibition

session four

PRODUCING ETV CONTENT

Key to successful interactivity is understanding your audience. This session will look at what benefits interactivity can offer the viewer and how best to encourage it whilst also understanding the key challenges that program makers and content providers face.

1600 Handing over ownership of interactivity to the program makers

Mark Cullen, CEO, interaction tv

- Encouraging viewers to interact with channels on eTV
- The key challenges faced by program makers and keeping the coming back.
- Creating compelling content that increases loyalty.

1620 Delivering value in enhanced TV

Jean de Fougerolles, CEO, Two Way TV

- What makes interactivity of real benefit to viewers?
- Using enhanced TV to build long term sustainable relationships with the viewer
- Increasing enjoyment of programs

1640 Marrying form and function – the challenge in design and development of etv services

Paula Byrne, Managing Director, Push Button

- Using effective interactive TV design to really add value to the viewing experience
- How can we translate viewing experience and behaviour through to successful content creation?

1700 Panel; MHP and its role in developing eTV content

Eoghan O'Sullivan, Marketing & Communications Executive, DVB William Cooper, Editor, Informity

Mark Cullen, CEO, interaction tv Senior representative, MHP Knowledge Database Paula Byrne, Managing Director, Push Button

- The role of an open standard in developing enhanced TV services
- Latest from MHP roll outs

Summary and Close

launching mobile tv

The mobile TV market is set to explode. Broadcasters, content owners and producers are looking at how their content can be delivered over mobile.

Mobile TV is widely seen as an attractive service for users. Various commercial trials have begun around the world to research full scale deployments. The aims of these trials is to gain experience about real end-user acceptance for mobile broadcasting services.

0800 Registration, refreshments and exhibition

0900 Chairman's Introduction

Peter George, Director, Mobile Data Association and Publisher, Mobile Data News

0910 Opening Keynote: Identifying the opportunity for the Mobile TV market

Mark Selby, Global Vice President for Multimedia Business, Nokia

- The threats and opportunities to producers and broadcasters?
- How business models will change and where will the power lie?
- How can producers and broadcasters plan for a mobile TV future?
- More than a new channel to market, building a 1-1 relationship with viewers

session one

DEFINING THE SERVICE PROPOSITION

The first session will look at what kind of service should be offered taking into account the practicalities of the service, regulation and legislation controlling it.

0940 The practicalities of launching a mass market mobile TV service

- Ensuring handset availability & building the network
- Securing appropriate spectrum & negotiating regulatory approval
- Recipes for successful mobile TV deployments
- Content pricing, packaging and marketing mobile TV

1010 "Take your brand mobile, lessons learned and outlook"

Kurt Sillen, Vice President, Ericsson Mobility World, Ericsson

1030 Regulating the Mobile TV Market

David Harrison, Senior Advisor, New Media Technology Strategy Group, OFCOM

- Spectrum opportunities for mobile TV in the UK
- Content regulation

1050 Q&A

1100 Refreshments and exhibition

session two

MOBILE TV ROLLOUT STRATEGIES

Where mobile TV has been trialled, what have the outcomes been and what lessons can be learnt? Is there money to be made from mobile TV? Session two looks at the key operator perspectives from around the world.

1130 Deploying Mobile TV in Germany; Case Study

Jan Geissler, Technology Manager Business Modelling and Market Intelligence, Vodafone

- Experience from one of the world's first DVB-H trials on real mobile devices
- Successful trial design: Partnering in an emerging value web
- Customer Experience: Interactivity as key element of the Mobile TV business model
- The regulatory challenge in Germany

1150 Trialling TV to Mobile in Finland

Jonas Kronlund, Technology Specialist, Elisa Corporation

1210 Mobile TV: Issues from the Digital One perspective

Glyn Jones, Operations Director, Digital One

- Benefits of using DAB digital radio as the digital pipe
- Problems of getting from the idea to launch
- Regulatory, consumer and usage issues

1230 Why DMB is an alternative to DVB-H in Germany

Frank Strässle-Wendelstein, Managing Director, Bayerische Medien Technik GmbH

- DMB Trials in Germany
- Key facts for Mobile TV: ...and don't forget the spectrum!
- Less spectrum - more TV channels: DMB Tagging

1250 Q&A

1300 Lunch, Networking and Exhibition

session three

BUSINESS MODELS & COMMERCIAL STRATEGY FOR MOBILE TV OPERATORS

Session three will look at the business models and commercial strategies for Mobile TV examining key models and whether incremental revenues can be made.

1400 Afternoon Keynote: Developing strategy for mobile TV in Malaysia.

Dato' Ir. Hj. Rosman Ridzwan, Chairman, MITV, Malaysia

- Will people be willing to pay to watch TV on mobile service?

1430 Mobile TV - The UK Operators Perspective

Deborah Tonroe, Head of Commercial Development, Orange

- What have been the key learnings from the UK trial?
- Researching attitudes of mobile TV users
- The future of mobile TV - what will work well?

1500 Launching mobile video and music

Matt West, VP Mobile Media Worldwide, pvNS

- New money through mobile media
- Driven by consumer hunger
- Enabling and empowering users

1530 Q&A

1540 Refreshments and exhibition

session four

KEY TECHNOLOGIES AND DEVICES TO DELIVER MOBILE TV

This session will look at the key technologies behind mobile TV and how devices need to develop to continue the advance in the market.

1610 Content Protection for Mobile TV

Jan Willem van Harveldt, Director of Business Development, Irdeto

- The state of content protection standards and technologies
- The unique challenges of content protection in a mobile environment
- TU Media (South Korea - DMB-S) case study

1630 How innovation in devices can help the mobile TV market

1650 The technical roadmap for effecting Mobile TV

Les Sabel, VP Technology, Radioscope

- How 3G is moving to DMB and DVB-H
- Technical challenges of rolling out DMB and DVB-H
- DMB as a proving ground for determining customer needs for DVB-H business models

1710 Q&A

1720 Summary and Close

late Networking Drinks Reception

business development opportunities

The Enhanced TV Show and Mobile TV Forum is the ideal opportunity for new entrants and established players to raise their profile in the TV and Mobile industry. It can be used as the ideal backdrop to promote products and services to a highly targeted audience.

For more information, please contact Mark Johnstone on +44 (0)117 904 2003 or email markj@junction-group.com

defining content over mobile tv

Broadcasters and content owners are increasingly viewing the mobile phone as the next step in content delivery. The right kind of TV content is vital and how that is bundled with a clear service provision is the key task for operators. There appears a real opportunity for broadcasters to get closer to the consumers and through interactivity build a 1-1 relationship that previously was not possible. However, there are obvious challenges for the mobile TV industry to overcome; scheduling, formatting content, the length of clips, rights clearances and so on. Day three examines the issue of delivering compelling content, interactivity, protecting that content and how the industry will move forward.

0830 Registration, refreshments and exhibition

0930 Chairman's Introduction

Patrick Parodi, MEF Chairman and Head of Mobile Video & Music, Alcatel

0940 Opening Keynote:

A cross-platform world

Dr Hyacinth Nwana, Managing Director, Mobile Media Solutions, Arqiva

- The value chain & the roles of the different participants
- The challenges of bringing the proposition to market
- How business models will change and where will the power lie?

session one

DELIVERING

COMPELLING CONTENT OVER MOBILE TV

The first session of day 3 will look at how best to deliver compelling content and the key issues involved.

1010 Delivering a compelling mobile TV proposition

Emma Lloyd, Chief Commercial Officer, BT Livetime

- DAB- Effective Mobile Broadcast Standard
- The pilot result so far, the pilot objectives and the feedback from the pilot
- What BT Livetime can offer Service Providers, Content Providers and the Industry

1030 Key issues facing content providers in the delivery of services over Mobile TV

Cedric Ponsot, CEO, Universal Mobile Music International

- How mobile usage is influencing TV programming and customer experience
- How technology is impacting content production and delivery
- Managing properly the copyright depending on the TV business model

1050 The mobile phone as a remote, television set and production tool

Eirik Solheim, Programme Manager of Interactive Television, NRK, Finland

- NRK's experience in distribution to mobiles
- Using the mobile phone as an interactive remote for enhanced TV
- The mobile in the production chain for both professional and user generated content

1110 Q&A

1120 Refreshments and exhibition

session two

INTERACTIVITY & MOBILE TV

There has been a dramatic increase in the number of formats viewers are using to interact with their phone from quizzes, voting and gaming to other forms of interactivity – the enhanced TV formats we examined on day one are also being explored on mobile.

1150 Broadcasters establishing a 1-1 relationship through interactivity on mobiles

Tero Turunen, CEO, Minick

- Maximising revenues for broadcasters using mobile
- Using mobile as part of a cross channel CRM strategy
- Enhancing TV though mobile interaction

1210 Integrating interactivity between TV and Mobile: Innovative voting and response services

Thomas Wolf, CEO, conVISUAL AG

- Mobile interactive services that improve viewer interaction and increase revenue
- Introduction of multimedia messaging: MMS2TV and MMS Downloads
- Business models and case studies

1230 Mobile gaming and mobile video – Ever the twain will meet?

Tony Pearce, CEO, Player X

- The challenges content providers face and will the operator hold all the aces?
- Mobile games are exciting investors and publishers alike, but haven't quite reached critical mass. What has gone wrong?
- Mobile video is being seen as the next big thing, but will it learn lessons from the mobile games industry?

1250 Q&A

1300 Lunch, Networking and Exhibition

session three

BUSINESS MODELS AND COMMERCIAL STRATEGY FOR CONTENT PROVIDERS

Session three will examine the business and commercial models involved in delivering content over mobile TV and how this content may be protected.

1400 Afternoon keynote: Exploring key business models associated with delivering content over mobile TV

Claire Tavernier, Senior VP, Interactive, FremantleMedia Licensing Worldwide

- An overview of the challenges associated with creating profitable models for mobile TV

1430 Commercial models for Mobile TV

Riccardo Donato, Head of Mobile and Telephony, Channel 4

- Delivering premium content over mobile TV
- Finding the next stage in revenue generation over mobile TV

1450 Making successful mobile content

1510 Panel: Challenges of delivering content over mobile TV

Eoghan O'Sullivan, Marketing & Communications Executive, DVB

Glenn Hall, Media Anthropologist, HP Labs

Claire Tavernier, Senior VP, Interactive, Fremantle Media Licensing Worldwide
Riccardo Donato, Head of Mobile and telephony, Channel 4

- DVB-H roll out overview
- Content protection and security

1530 Refreshments and exhibition

session four

KEY ISSUES IN MOBILE TV'S FUTURE

The landscape for mobile has changed rapidly in the last few years and how it develops in the next few years is likely to be more dramatic. Through mobile TV consumers will gain more power over when, where and on which device they consume content and the role mobile plays will be significant

1600 Delivery of advertising on mobile TV

- How will advertising be viewed and consumed?
- How will this effect broadcast revenues?

1620 Content preparation for mobile TV

Glenn Hall, Media Anthropologist, HP Labs

- Where are the interesting business opportunities for mobile operators and broadcasters?
- Security and content protection over mobile tv

1640 Considering future convergence of mobile TV and other devices

- Understanding future commercial requirements for mobile TV services

1700 Q&A

1710 Summary and Close

other junction events

The connected home

www.the-connected-home.co.uk

IPTV Asia forum

www.iptv-asia.net

iptworldforum

www.iptv-forum.com

Digital radio show

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1 delegate details

Title Mr Mrs Ms Dr. Prof. Other

Surname

First Name

Job Title

Email

Tel

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Organisation

Address

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delegate 2

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Job Title

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delegate 3

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First Name

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2 booking details

Registration type	Cost (£)	VAT*	Total (£)
Day one			
Standard	£599.00	VAT	<input type="checkbox"/> 703.83
Early booking discount	£509.15	VAT	<input type="checkbox"/> 598.25
Membership discount rate	£509.15	VAT	<input type="checkbox"/> 598.25
Day two			
Standard	£599.00	VAT	<input type="checkbox"/> 703.83
Early booking discount	£509.15	VAT	<input type="checkbox"/> 598.25
Membership discount rate	£509.15	VAT	<input type="checkbox"/> 598.25
Day three			
Standard	£599.00	VAT	<input type="checkbox"/> 703.83
Early booking discount	£509.15	VAT	<input type="checkbox"/> 598.25
Membership discount rate	£509.15	VAT	<input type="checkbox"/> 598.25
Two day pass			
Standard	£995.00	VAT	<input type="checkbox"/> 1,169.13
Early booking discount	£845.75	VAT	<input type="checkbox"/> 993.76
Membership discount rate	£845.75	VAT	<input type="checkbox"/> 993.76
Three day pass			
Standard	£1460.50	VAT	<input type="checkbox"/> 1716.00
Early booking discount	£1270.00	VAT	<input type="checkbox"/> 1492.25
Membership discount rate	£1270.00	VAT	<input type="checkbox"/> 1492.25
Conference documentation only			
Standard	£350.00	VAT	<input type="checkbox"/> 411.25

*VAT is charged at 17.5%

Group discount

A 10% discount is available for bookings of more than three people from the same organisation registering at the same time.

Registration fees & Payment

The registration fee will entitle each participant to a copy of the conference proceedings, lunches, refreshments and conference party. The fee does not include accommodation or travel. Registration will only be accepted with full payment.

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3 useful information

Please tick the box that most closely describes your current position.

me **colleagues**

- Chairman/MD
- Director
- Manager
- Consultant
- Other

Please tick the box that most closely describes your organisation.

- Broadcaster
- Mobile operator
- Platform operator
- Content provider
- Technology provider
- Consultant

What are your aims in attending this show?

- Networking
- Keep up to date
- Conference session/Speaker
- Find new business partner
- Meet exhibitors
- Other

key speakers



Andrew Burke
CEO of BT Entertainment - BT Retail
Andrew is responsible for driving the new division's strategic brief to enable content providers to reach broadband customers through platforms and services backed by the quality of the BT brand.



Dato' Ir. Hj. Rosman Ridzwan
Chairman - MITV
Dato' Ir. Hj. Rosman Ridzwan has more than 23 years experience in the local telecommunications and IT industry. He is a well-respected figure, having successfully supervised multi-million ringgit infrastructure projects throughout the course of his career.



Rick Mandler
Vice President & General Manager - Walt Disney Internet Group & ABC's Enhanced TV
Rick is responsible for all business development, production, technical, and integrated sales for Enhanced TV fare produced for all Disney-owned broadcast and cable network programming.



Claire Tavernier
Senior VP, Interactive - FremantleMedia Licensing Worldwide
As Senior Vice President, UK and Germany, Claire Tavernier oversees the management of ancillary rights for FremantleMedia properties in the UK and Germany. Her responsibility covers consumer products, sponsorship and promotions, telephony and interactive.



Mark Selby
Global Vice President for Multimedia Business - Nokia
Mark Selby is Global Vice President of Multimedia Business Programs at Nokia. His responsibilities include DVB-H (Mobile TV), music, radio and video services and devices.



Elena Branet
Senior Marketing Manager, EMEA, Microsoft TV - Microsoft Corporation
Elena Branet is Senior Marketing Manager, EMEA, for the Microsoft TV Division at Microsoft Corporation. Elena is responsible for developing and implementing all marketing programs for the Microsoft TV Group across EMEA.



Cedric Ponsot
CEO - Universal Music Mobile International
Cedric is President of Universal Music Mobile International, which produces and distributes personalization and content services for cell phone users across Europe, Asia, Africa and Oceania.



Rahul Chakkara
Controller BBCi - BBC
Rahul is Controller of BBCi 24/7, the BBC's 'always-on' interactive television services. He is responsible for strategic direction, planning and budgeting, commissioning of the content and branding of BBCi's interactive services.



Dr Simone Emmelius
Managing Director ZDF Vision - ZDF
Simone Emmelius is Managing Director of Digital Programmes. She is responsible for ZDF's digital television enterprises, and especially for a digital documentary channel "ZDFdokukanal" and a service channel "ZDFinfokanal".



Patrick Parodi
MEF Chairman and Head of Mobile Video & Music - Alcatel
Patrick's responsibilities include the management of Alcatel's PacketVideo Network Solutions as well as the complete mobile video and music portfolio. Patrick is also Chairman of the Mobile Entertainment Forum.



Emma Lloyd
BT Livetime Chief Commercial Officer - BT Wholesale
Emma is responsible for strategy and business development, with a current focus on securing mobile operator partners, selecting content providers and managing the delivering of the first BT Livetime enabled devices.



Jim Harrison
Comissioner of Enhanced TV - BSKYB
Jim is primarily responsible for initiating and overseeing the production of interactive output on Sky One, which involves working with commissioners and production companies to develop interactive applications for a variety of shows.



Tero Turunen
CEO - Minick
Tero's goal as MINICK's CEO is to sustain the company's position as the top European mobile entertainment company and to expand this status to other parts of the world.



Glyn Jones
Operations Director - Digital One
Glyn oversees Digital One's key operational functions including marketing and management of its national network of transmitters, the largest digital radio network in the world, as well as working on strategy development.



Eirik Solheim
Programme Manager of Interactive Television - NRK
Eirik Solheim works as a project manager in the development department of the Norwegian Broadcasting Corporation. He is leading projects involving enhanced TV, broadband, mobile and IPTV.

who should attend?

The Enhanced TV Show & Mobile TV forum 2005 is aimed directly at the industries supporting these markets; Attendees will be CEOs, Vice-Presidents, Business Development, Marketing and Technical Managers, Project Managers, Software Developers and Analysts. The target audience consists of 200 senior level international delegates.

within

- Platforms (satellite, cable, terrestrial)
- Broadcasters
- Mobile operators
- Content providers
- Technology providers
- Software providers

what you will learn from this event?

Enhanced Television

- What are the key business models and strategies being used in enhanced TV?
- How channels are developing compelling program offerings?
- How broadcasters and platforms around the world are delivering enhanced TV services?
- The commercial opportunities and revenues to be made from enhanced TV
- How differing technologies are used in the production of eTV content?

Mobile TV

- What kind of service should be offered looking at the overall service, regulation and legislation controlling it
- The lessons to be learned from mobile TV trials around the world
- Can incremental revenues be made from mobile TV?
- The key technologies and devices involved in delivering successful mobile TV
- What are the key business models and strategies being used in Mobile TV?
- The key issues involved in the future of mobile TV

getting to the enhanced tv show & mobile tv forum

Situated in the heart of London, Earls Court Conference Centre is easy to get to.

By tube

Earls Court is on both the Piccaddilly and District lines. The venue is clearly sign-posted from the platforms and is less than 5 minutes walk from the station. West Brompton the District line exits directly opposite the conference centre entrance. For more information visit www.tfl.gov.uk

By road

Earls Court Conference Centre is on the A3220 and is close to the M3, M4 and M40/M41 with the M25 providing easy access to the M1, M2 and M11. Parking is available on site, but you are advised to pre-book your space, using a credit card online at www.eco.co.uk

By air

London's Heathrow and Gatwick airports are only 30 minutes away by tube, train and road from the Earls Court Conference Centre.



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Junction Ltd is a leading specialist in marketing communications and events for the digital technology market. Our expertise includes home networking, iptv, digital radio, interactive TV advertising, enhanced TV, and many more subjects.

For further information on events in 2005/2006 visit www.junction-group.com

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