

**ARAB HDTV GROUP**  
**HIGH DEFINITION TV SEMINAR**  
Tunis, 29 -30 October 2009  
Preliminary Programme Outline

Day 1 : October 29, 2009

SEMINAR OPENNING	
09:30 – 10:40	<ul style="list-style-type: none"> <li>• Address by <b>Dr. Riyadh Najm</b>, ASBU President, Arab HDTV Group Chair</li> <li>• Address by <b>Mr. Salaheddine Maaoui</b>, ASBU Director General</li> <li>• General overview by <b>Mr. David WOOD</b>, European HD Forum, Arab HDTV Group Vice Chair</li> </ul>
10:40 – 11:00	Coffe Break

SESSION 1 : HDTV PRODUCTION / DELIVERY ISSUES	
Keynote & Chair, <b>Dr. Riyadh Najm</b> , ASBU President, Arab HDTV Group Chair	
11:00 – 11:20	SD / HD coexistence, <b>Mr. Jean-Pierre Lacotte – HD Forum France</b>
11:20 - 11:40	Today HDTV in production, <b>Mr. David Wood - EBU</b>
11:40 - 12:00	Update on latest techniques in Contribution and Distribution of HDTV, <b>Mr. Are Olafsen - Thomson Grassvalley</b>
12:00 – 12:20	Content Exchange and Delivery in HD: MENOS case, <b>Mr. Simon Pryor, Newtec</b>
12:20 - 12:40	Latest development of MPEG 4 encoders and modulation techniques, <b>Mr. Richard Bullock Tandberg TV</b>
12:40– 13:00	Pannel Discussion
13:00 – 15:30	LUNCH

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<b>SESSION 2 : HDTV SPORTS COVERAGE - CONSUMER RECEPTION DEVICES / HD VIEWING</b>	
Keynote & Chair, <b>Mr. Mohammed Salem Marhoubi</b>	
15:30 - 15:50	Challenges in HDTV Sports production, <b>Mr. Didier Gault -Thomson Grassvalley</b>
15:50 – 16:10	High Definition – it's just a phase we're going through, <b>Mr Dave Hedley - SONY</b>
16:10 – 16:30	Coffe Break
16:30 - 16:50	HD ready label for receivers or FTA receiver requirements, <b>Mr. Jean-Pierre Lacotte, France HDTV Forum</b>
16:50 - 17:10	HDTV Display technologies , strength and weaknesses, <b>Mr. Richard Salmon, BBC</b>
17:10 - 17:30	Pannel Discussion

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Day 2 : October 30, 2009

**SESSION 3: WORLD BROADCASTERS EXPERIENCE MIGRATING TO HDTV**

Keynote & Chair, **Mr. Sofiane Nabolssi**

9:30 – 9:50	Saudi Arabia preparation for HDTV introduction, <b>Dr. Riyadh NAJM, Dr. Riyadh Najm, ASBU President, Arab HDTV Group Chair</b>
9:50 – 10:10	HDTV services progress in JAPAN, <b>Mr. Yukihiro NISHIDA, NHK</b>
10:10 – 10:30	Oman preparation for HDTV introduction, <b>Mr. Mohammed Salem El Marhoubi, Oman</b>
10:30 – 11:00	Coffe Break
11:00 – 11:20	HDTV in France, <b>Mr. Jean-Pierre Lacotte, France HDTV Forum</b>
11:20 – 11:40	ART HDTV experience, <b>Mr. Hassen Merei, ART</b>
11:40 – 12:10	UK HDTV trial, <b>Mr. Richard Salmon, BBC</b>
12:10 – 12:30	Pannel Discussion
12:30 – 15:30	LUNCH

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Day 2 : October 30, 2009

<b>SESSION 4 : WORLD BROADCASTERS EXPERIENCE MIGRATING TO HDTV ASBU – ARABSAT- ARAB HDTV GROUP PROJECTS</b>	
Keynote & Chair, <b>Mr. Jean Pierre Lacotte</b> , France HDTV Forum	
15:30 – 15:50	ARABSAT HDTV progress overview, <b>Mr. Rabie Eido</b> , ARABSAT
15:50 – 16:10	United Arab Emirates – Dubai TV Channels Going HD”, <b>Mr Hassan Chahine</b> , <b>Dubai Media Incorporated</b>
16:10 – 16:30	Coffee Break
16:30 – 16:50	ALFACAM/ ASBU /ARABSAT project, <b>Mr. Gabriel Fehervari</b> , ALFACAM
16:50 – 17:10	<b>Round Table</b>
17:10 – 17:30	Closing session and two days wrap up, <b>Mr. David Wood</b> , EBU