



INAUGURAL
DBSF
Digital Broadcasting Switchover Caribbean
 A CTO / CBA / CBU FORUM | 2012

13 - 14 August 2012

Grand Royal Antiguan Beach Resort
 St. John's, Antigua & Barbuda

Organisers



COMMONWEALTH
 TELECOMMUNICATIONS
 ORGANISATION



Digital Broadcasting Switchover: benefits, considerations and best practice

KEY TOPICS

- Transmission trials: modulation systems compared
- Regulating the transition from analogue to digital
- Licensing policies and best practice
- Styling and repurposing content for the digital era
- Funding terrestrial infrastructure and consumer terminals
- Switchover implementation checklists

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Monday, 13th August 2012

08.00 - 08.45	Registration and coffee
09.00 - 09.06	Chairperson's opening remarks and welcome Chair Lasantha DE ALWIS , Corporate Secretary and Head, Membership, CTO, UK
09.06 - 09.09	Greetings from CBU
09.09 - 09.12	Greetings from CBA
09.12 - 09.15	Greetings from CTU
09.15 - 09.30	Broadcasting: A new era dawns Hon. Dr. Edmond A. MANSOOR , Minister of State, Ministry of Information, Broadcasting, Telecommunications, Science and Technology, Office of the Prime Minister, Antigua and Barbuda
09.30 - 10.00	DBSF: The global perspective Pham HAI , Head of Broadcasting, International Telecommunications Union
10.00 - 10.30	Keynote: Digital switchover experience Fred MATTOCKS , General Manager, Media Operations & Technology, Canadian Broadcasting Corporation
10.30 - 10.45	Coffee and networking
10.45 - 12.15	Workshop I: Digital transmission <ul style="list-style-type: none">Standards and choicesModulation systemsPerformanceCapabilityUtility Chair Alan DOWNIE , Broadcast Engineering Consultant, CBA Speakers Nigel CASSIMIRE , Telecommunications, Specialist, CTU Giovanni M. KING , Chief Operating Officer, Bureau Telecommunications and Post, St. Maarten
12.15 - 13.15	Lunch and networking in the Barrington Room
13.15 - 14.30	Workshop II: Creating a digital network <ul style="list-style-type: none">G4 Frequency allocationNegating reception issues

Chair
Alan DOWNIE, Broadcast Engineering Consultant, CBA

Speakers
Keith POTTER, CEO, Digital TV Labs
Karamchand PERAI, Executive Officer, Technical Services and Development, Telecommunications Authority of Trinidad & Tobago

14.30 - 15.00 **Regulation keynote: Regulating the digital switchover**
Hon. Senator Sandra FALCONER, Minister without Portfolio (Information) Jamaica and Chair of Digital Switchover Committee

15.00 - 16.00 **Workshop III: Spectrum, licences and best practice**

- Spectrum regulation
- Licensing policies
- Best practice

Chair
Cordel Green, Executive Director of the Broadcasting Commission of Jamaica

Speakers
Michael STARKS, Editor, International Journal of Digital Television, UK
Ryan JAMES, Manager Wireless and Broadcasting Systems Telecommunications Authority of Trinidad and Tobago

15.55 **Closing remarks and evening information**
Patrick COZIER, Secretary General, CBU

16.00 **Close**

18.30 **Buses depart for Clouds in Rex Halcyon Resorts for Cocktails and entertainment**

Tuesday, 14th August 2012

09.45 - 10.00	Registration and coffee
10.00 - 10.05	Welcome Adam WEATHERHEAD , Project Manager, CBA
10.05 - 10.10	Chairperson's opening remarks Chair Michael STARKS , Editor, International Journal of Digital Television, UK

10.10 - 10.25 **Finance keynote: Financing infrastructure: How to manage your project and deliver a return on investment**
Speaker
Stuart JACK, Partner, Nordicity Group Limited

10.25 - 11.25 **Workshop IV: Business and finance**

Show me the money

- Financing consumer terminals
- Funding the terrestrial infrastructure
- Sources of funding
- Project management

Chair

Patrick COZIER, Secretary General, CBU

Speakers

Stuart JACK, Partner, Nordicity Group Limited

Myra MOORE, Member, Digital TV Transition Group

Fred MATTOCKS, General Manager, Media Operations & Technology, Canadian Broadcasting Corporation

Gary ALLEN, Managing Director, RJR Communications Group, Jamaica

11.25 - 11.45 **Coffee and networking**

11.45 - 13.15 **Workshop V: Programming and advertising**

- Alternative programme streams
- Repurposing and styling programme material
- Specialist channels
- New styles of programmes: What do advertisers want?
- Mobile technology and interactive TV

Chair

Louella EDWARDS, Group Technology Manager, Caribbean Communications Network

Speakers

Laurent PELLEGRIN, CEO, Edumonde, France

Rosemary ALLEYNE, Director of Broadcast Services, Caribbean Broadcasting Corporation, Barbados

Corletha OLLIVIERRE, General Manager, National Broadcasting Corporation, Saint Vincent and the Grenadines

13.15 - 14.15 **Lunch and networking in the Barrington Room**

14.15 - 15.15 **Roundable discussion: Driving the changeover**

- What's happening ?
- Why is it happening ?
- What do I have to do ?
- How do I do it ?
- It's Show-Time!

Wilf WHITE, Director of Policy and Communications, Switchover Help Scheme, UK

Giovanni M. KING, Chief Operating Officer, Bureau Telecommunications and Post, St. Maarten

Paul HUGHES, Media and Communications Consultant, former National Manager, Digital UK (UK Digital Switchover)

15.15 - 16.45 **Roundtable discussion: Switchover Implementation and Checklist: A round up of the essential activities to make the changeover happen**

Chair

Michael STARKS, Editor, International Journal of Digital Television, UK

Speakers

Pham HAI, Head of Broadcasting ITU

Nigel CASSIMIRE, Telecommunications Specialist, CTU

Patrick COZIER, Secretary General, CBU

16.45 - 16.50 **Chair's closing remarks**

16.50 - 17.00 **CTO, CBA and CBU Closing remarks**

17.00 **End**

19.00 - 21.00 **Welcome reception for the CBU Annual General Assembly and farewell reception of DBSF Caribbean, hosted by the Government of Antigua and Barbuda**

Wednesday, 15th August 2012

09.00 - 12.00 **CBU Annual General Assembly begins. Complimentary admission to Exhibition and Supplier Presentations**

12.00 - 13.00 **Lunch and networking in the Barrington Room**

13.00 - 17.00 **Screenings by CBU Exhibitors**