

## Digital Delivery and Content SIG

*'With the DTT platform being squeezed,  
what are the alternative platforms for content providers?'*

16<sup>th</sup> July 2013

Kindly Hosted by PwC

This SIG is championed by Tim Cook of **Arqiva** and Graham Norgett of **Cellmetric**

Venue – PwC, Abacus House, Castle Park, Cambridge, CB3 0AN

### AGENDA

14:00 Registration & Networking over refreshments

14:30 Introduction and welcome to the event from Digital Broadcasting and Multimedia SIG Champion **Graham Norgett of Cellmetric**

14:40 Welcome from our host, **Stephen Hart, Transaction Services Director, PwC**

Chaired by SIG Champion, **Graham Norgett of Cellmetric**

14:50 ***"DTT: the cornerstone for the delivery TV services to UK viewers"***

This talk will explain the squeeze being experienced by the DTT platform as demands for spectrum for mobile broadband grow, and explore the long-term importance of the platform for delivering TV content. It will discuss how, together with other platforms, such as Freesat, YouView and cable, it provides the cornerstone for the delivery of high quality content, relied upon by millions of UK viewers.

**Chris Nokes, Principal R&D Engineer, BBC Research & Development**

15:10 Q&A

15:15 ***"Achieving a sustainable DTT platform in the UK"***

Recognising the importance of the DTT platform to the UK consumer as the platform of choice what steps are being taken to ensure the sustainability of this platform over the long term against a backdrop of continued demands for the spectrum on which it depends.

**Peter Couch, Head of Strategy Development for Digital Platforms, Arqiva**

15:35 Q&A

15:40 Refreshments and networking

16.10 ***"Freeview: protecting value and accessibility to UK citizens."***

**Ilse Howling, Managing Director, Freeview**

16.30 Q&A

16:35 ***"Protecting the future of the DTT platform from the Mobile Data Capacity squeeze"***

This talk will outline the challenges to spectrum availability posed by consumers' insatiable demand for mobile broadband data. It will address the likely impact on the availability of spectrum for DTT and what steps Ofcom is taking to protect the future of DTT.

**Graham Plumb, Principal Advisor, Radio and TV Broadcast, Ofcom**

16:55 Q&A

17:00 **Panel Discussion with all speakers, Chaired by *Graham Norgett of Cellmetric***

17:30 **Fill in Evaluation Forms / Event closes**

*With the permission of the speakers, presentations will be loaded to the Cambridge Wireless website on the day following the event*

## Profile of Organiser

### Cambridge Wireless

Cambridge Wireless is a leading and vibrant wireless community with a rapidly expanding network of companies interested in the application of wireless technologies. In addition to VIP networking activities and business development support, we run a number of Special Interest Groups focussed on specific technology and/or market areas, providing opportunities for member organisations to meet, form partnerships and exploit opportunities for new business. Cambridge Wireless has a number of partnerships with like-minded organisations around the world, and we endeavour to keep members fully up to date with the latest developments, and assist in exploring new business opportunities with local and international companies. For more information, please visit [www.cambridgewireless.co.uk](http://www.cambridgewireless.co.uk)

## Profile of Host

### PwC

PwC is founded on a culture of partnership with a strong commercial focus. This is reflected in our vision: "One firm - a powerhouse of a commercial enterprise that does the right thing for our clients, our people and our communities." Our goal is to build the iconic professional services firm, always front of mind, because we aim to be the best. We set the standard and we drive the agenda for our profession. PwCs' Cambridge office has been serving clients in the region for more than 25 years and we are proud of our local links with the wider community. In Cambridge, we have over 200 staff dedicated to providing clients with exceptional levels of service and advice in assurance, tax and advisory services. Our teams are based in the region for the region - and we believe that they offer a better service as a result. For more information visit: [www.pwc.co.uk](http://www.pwc.co.uk)

## Profile of SIG Champions

### Graham Norgett, Cellmetric

Graham Norgett is CEO of CellMetric, the Cambridge based Mobile TV test and Infrastructure Company. Before founding CellMetric, Graham was a co-founder and Marketing Director of Adherent, the cordless communications and MPEG test Equipment Company purchased by Tektronix in 2001. Prior to this he was a consultant at Cambridge telecommunications and video consultancy Symbionics. For more information visit [www.cellmetric.co.uk](http://www.cellmetric.co.uk)

### Tim Cook, Arqiva

Tim is currently "Head of Strategic Business Development" for the Terrestrial Broadcast Division of Arqiva. Prior to his current position he completed 18 years at BT, where he was a Board Director of a 50:50 JV with France Telecom to provide in-flight telephony. Since then he has various held roles at Nortel, Equant (now Orange Business Services) and with a USA satellite solutions company. His current focus is on addressing the requirements of existing and new entrant content providers utilising complementary/new platforms. For more information please visit [www.arqiva.com](http://www.arqiva.com)

## Profile of Speakers

### Chris Nokes, Principal R&D Engineer, BBC Research & Development

Chris is Head of Distribution Core Technologies Section at BBC Research & Development. With over twenty-five years' experience in Broadcasting R&D, he has been involved in the development of digital television since 1994, including as a key contributor to the DVB-T2 technical study group, and editor of the DVB-T2 specification. He is also Chair of the UK DTG's RF group. For more information please visit: [www.bbc.co.uk/rd](http://www.bbc.co.uk/rd)

### Peter Couch, Head of Strategy Development for Digital Platforms, Arqiva

Dr Peter Couch is the Head of Strategy and Regulation for Digital Platforms, Arqiva and has worked in the TMT sector for over twelve years in a variety of commercial roles including Business Strategy, Business Development, Product Development and Market Analysis. He is a Board Member of Broadcast Networks Europe a trade association created to represent the interest of Terrestrial Network Operators in Europe. He is also a member of the 4G/TV Co-existence Oversight Board. Prior to his time with Arqiva, Dr Couch held senior technical and operational roles within manufacturing both in the UK and overseas. Peter holds a PhD from Birmingham University, MBA from Warwick Business School and B. Eng from Imperial College. He is also a Chartered Engineer. For more information please visit: [www.arqiva.com](http://www.arqiva.com)

### Graham Plumb, Ofcom

Graham Plumb worked for the BBC from 1986 to 2011 culminating in the role of Head of Distribution Technology. In 2011 he joined Ofcom to work in the Broadcast team within Ofcom's Spectrum Policy Group. As Principal Advisor, Radio and TV Broadcast, he is responsible for work in various projects, including a potential clearance of the 700 MHz band for mobile broadband, White Space Devices and the rollout of DAB coverage. His interests include the protection of consumers through technological changes. For more information please visit: [www.ofcom.org.uk](http://www.ofcom.org.uk)

## **Ilse Howling, Freeview**

Ilse Howling is managing director of Freeview, the UK's leading digital TV provider. Before joining Freeview, Ilse was at the BBC where she led the corporation's digital marketing. Previously, Ilse held marketing and strategy roles on the boards of the BBC's Production and Radio divisions. Before joining the BBC, Ilse worked for US telecoms operator NYNEX and, before that for a start-up online information provider. Ilse is a trustee of Unicef UK. She holds a first degree in International History and Politics, an MA in History and an MBA. Ilse lives in the countryside south of London with her partner and two sons. She is a fairweather runner and plays the piano. For more information please visit: [www.freeview.co.uk](http://www.freeview.co.uk)

