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# Understanding and Solutions HD Conference, Barcelona, Spain

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Understanding & Solutions announces European High Definition business conference

Conference title: High Definition in Europe: Making Business Happen

Dates: Monday 6th & Tuesday 7th November 2006

Venue: Grand Marina Hotel, Barcelona, Spain

{We are offering members of relevant industry bodies and trade associations a discount of €50 off the regular conference rate of €495. DVD-A members can claim this discount by entering DVA394 when registering on our website:

<http://www.UandS.com/events/hdconference>

or returning the attached registration form by fax.

(it's in the Members Resources section, in PDF files )

2006 is the year of High Definition's emergence in Europe, with the launch of several satellite, cable and terrestrial HDTV services, plus the expected arrival before year end of two high definition video disc formats – Blu-ray Disc and HD DVD.

This is creating a climate of commercial opportunity that is probably unequalled since the advent of colour TV, but the complexity of the proposition is in danger of leaving behind many potential participants in this 'HD revolution'.

Understanding & Solutions is leveraging its position as one of the leading market analysts and consultancies serving the content, consumer electronics, broadcast and storage media industries to bring together key players in these sectors for a two-day event focused on the business opportunities presented by the arrival of high definition in Europe.

'High Definition in Europe: Making Business Happen' will focus on the consumer proposition for high definition from the perspectives of content owners and distributors, broadcasters, consumer electronics manufacturers, retailers and those involved in the production of physical media.

Understanding & Solutions' extensive network of clients and contacts in these sectors will ensure a broad range of highly relevant presentations from industry speakers acknowledged as leaders in their respective fields to complement incisive analysis and data on the global HD market from the U&S team of experienced analysts and consultants.

The wide range of topics covered in the conference programme is designed to appeal to Content Owners, CE Manufacturers, Broadcasters, HD Disc Manufacturers, Studios and Authoring Facilities, Equipment Suppliers, Retailers, Telcos, ISPs, Trade Associations and other Industry Representative Bodies.

Sessions will include:

- **Bringing HD to Europe**

The HD marketing proposition in Europe is very different from that in the US, and potentially far more fragmented. Industry representatives and analysts from both continents will examine the differences between their markets and highlight some of the lessons that can be learned from experience gained in the US so far.

- **Where's the Content?**

Not all TV viewers want to be fed a diet of movies and sport. What other offerings will provide a compelling reason to make the switch – and is this material already available or will it have to be created?

- **Opportunities for the Consumer Electronics Industry**

The coming of HD brings the need for new displays, set top boxes, HD disc players and recorders, and multi-channel audio systems, creating a potential boom for consumer electronics manufacturers and retailers.

- **The European HD Experience So Far... and the Future Outlook**

With the World Cup coming right after the launch of several European HD services, these broadcasters have had to hit the ground running. By November they will have been on air for several months delivering a range of content to their respective markets. A group of these HD pioneers will be invited to describe their experiences during this early phase and how they see

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the market developing in the future.

- High Definition Video Discs – Blu-ray v. HD DVD

The 'collectable' appeal of DVD radically changed movie studios' and broadcasters' business models, adding significantly to their revenue streams. As a result they were eagerly awaiting the arrival of a new high definition disc format... until they learned there would be two competing systems. How will this uncertainty affect the pre-recorded media landscape in the future, particularly when the rapid growth of video-on-demand and online delivery is factored in?

- Selling HD to the Consumer

An important driver for HDTV uptake in the US has been consumers' desire for a 16:9 display. How will retailers position HD in Europe, where widescreen and PAL progressive scan are relatively commonplace?

- Managing the Transition to Surround Sound

Both the US and European HDTV specifications include the provision for surround sound. Movies have offered this for years, but are the broadcasters and creators of other video content geared up to meet the challenges of multi-channel audio delivery?

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#### About Understanding & Solutions

Understanding & Solutions is a leading authority on global developments within the consumer electronics and digital imaging, entertainment, broadcasting and storage media markets.

The company has a 10-year track record of producing informative and data rich conferences for the industries it serves.

Understanding & Solutions' full-time team comprises specialist market researchers, analysts and consultants with substantial experience, insight and knowledge of the business sectors across the company's chosen fields. Clients include leading consumer and business electronics companies, major entertainment content owners, broadcasters, telcos, ISPs, distributors, retailers, components and raw materials suppliers, governments, and the legal and financial communities.

If you would like more information, or for details of speaking and sponsorship opportunities, please visit our website:

<http://www.UandS.com/events/hdconference>

or contact Irene Chamberlain on (Intl' to UK 011 +44) 01 582 500196.

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