

The Widerview Conference '95: Conferences and Workshops. Invitation, 1995

1 A: How to promote 16/9 services

Chairman: Philippe Levrier, President of the World Cup '98 Host Broadcaster

The 16/9 services benefit today from the advances made in Europe and from an increasing audience. How can European broadcasters, programme producers and equipment distributors work together to develop adequate promotional activities to stimulate market demand?

1 B: The evolution of 16/9 production equipment

Chairman: Hans Peter Richter, BTS, Director Product Planning & Business Strategy

At present TV studios and OB vans are equipped with digital 4:2:2 equipment and switchable 16/9 - 4/3 cameras. However, the quality of component broadcast, especially in digital, relies increasingly on higher quality sources such as High Definition Video or 35 mm film. What could be the progressive and economic scenario of evolution from the digital component 4:2:2 to higher quality production sources?

2 A 16/9 consumer equipment marketing

Chairman: Jean-Luc Renaud, ATM, editor

A specific marketing is necessary for 16/9 consumer equipment. How will the industry organize this marketing? How will it take into account the wide range of programmes and audiovisual products offered now to the consumer? What part will the improvement of the picture and sound quality play?

2 B ? Programming, format management

Chairman: Brendan Slamin, Coordinator, UK National Widescreen Forum

The 16/9 format is particularly well suited to certain types of programming such as feature films, TV series, cultural programmes and major sports events: Has the start up of 16/9 advanced television services required a significant evolution of the European programme catalogue in order to keep pace with the international competition? What are the characteristics of this catalogue for today and tomorrow?

16/9 market prospects towards the Information Society

Chairman: Costas Daskalakis, European Commission DGX

The 16/9 format has to define an identity among the various digital services to be provided in the near future on cable, satellite or terrestrial broadcasting. The quest for quality will be an important element of this definition, as shown by numerous applications with High Resolution animated pictures and Hi Fidelity sound. Which are the prospects that can be determined today by the professionals?