



EURO 2012 Fair, Congress and Seminar Report Ukraine

Event	International Conference
Subject	Digital technologies of telecontent broadcasting
Date	31 March 2009
Location	Conference-Hall "Lybid" Hotel, Kiev, Ukraine

Introduction:

March 31, 2009 under the official support of Trade and Investment Promotion Department of the Embassy of the Republic of Poland in Kyiv, the International Conference "Digital broadcasting technologies of TV content: on the way to 2012. Ukraine and Poland: results, plans, and reality" took place. This conference is the first event within the comprehensive program "Ukraine on Air" this year, aimed to facilitate the development of digital broadcasting technologies in Ukraine and support the preparation of Ukrainian TV and radio companies to the coverage of the EURO 2012 finals.

Organizers:

- Techexpo LLC
- BRT Concern (Broadcasting, Radiocommunications and Television Concern)
- International Public Organization Internews-Ukraine

Participants:

- BRT Concern (Ukraine)
- State Committee for Television and Radio Broadcasting (Ukraine)
- UKE / Office of Electronic Communications (Poland)
- Department of Frequency Resources Management (Poland)
- Ukrainian Academy of Science (Ukraine)
- Institute of Radio, Television and Electronics of Odessa National Academy of Communication (Ukraine)
- ARD-Telecom (Ukraine)
- Rateos (Russia)
- Sagem Communications (France)
- Satlynx (Germany)
- University Al-Baas (Syria)
- OJSC "Merydian" (Ukraine)
- Levira Ltd. (Estonia)
- OJSC "Ukrtelecom" (Ukraine)
- Volia Company (Ukraine)
- Orton Ukraine (Ukraine)
- Thomson Grass Valley (France)
- Dreamer-i (Russia)
- Alcatel-Lucent (Ukraine)

- Sidsa (Spain)
- Conax (Russia)
- Larcas Inc. (Russia)
- Harris Corporation, Broadcast Communication (UK)
- IST (Ukraine)
- NDS Limited (UK)
- Scientific Production Association "Information Technologies" (Ukraine) and others.

Description:

The conference opened with round table "Ukraine and Poland on the Way to Digital Broadcasting". Participants from Poland: Magena Sliz, Advisor to the President of UKE, Wiktor Segal, Director of the Department of frequency resources management, Andrzej Grabowski, First Counsellor, Head of Trade and Investment Promotion Office, Embassy of the Republic of Poland. Participants from Ukraine: Alexander Pivnyuk, Deputy General Director BRT Concern, Teodor Narytnik, Director of the Institute of electronics and communication, Ukrainian Academy of Science, Anatoliy Maryenko, Deputy Head of Board, OJSC "Merydian".

The following points were discussed at the round table: current situation with implementation of digital broadcasting in Ukraine and Poland, progress at the beginning of 2009, the main problems of digital TV implementation projects, and perspectives for successful completion of the projects in the framework of preparation to the EURO 2012.

The second session of the conference was devoted to the scientific aspects of digital broadcasting. Oleg Gofaizen, Head of the department of television and radio broadcasting of IRTE (Institute of Radio, Television and Electronics), Odessa National Academy of Communication, and Sergey Mikhailov, Director of IRTE, spoke about international aspects of standardization of digital broadcasting. Dmitry Makoveenko, Chief engineer of RF department, Ukrainian Scientific-Research Institute of Radio and Television, informed about national and regional aspects of frequency-territorial planning for digital TV broadcasting.

The third session "Reality and Plans for Digital Broadcasting Development" consisted of presentations of the experience in deployment of digital broadcasting projects in air, cable, satellite and IP environments.

During the final session "Technological Solutions for Digital Broadcasting Development" practical solutions for Ukrainian operators and providers and technologies of video production and broadcasting of sports content in HD format were presented by the specialised companies.

