



**digimedia 2018**  
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Pod záštitou Ministerstva kultury České republiky,  
Ministerstva průmyslu a obchodu, České televize  
a Rady pro rozhlasové a televizní vysílání.

Kongresový sál České televize, 6. června 2018

## PROGRAMME TOPICS

30.05.2018

09:00 – 10:50

### **Part 1 - Topic: DVB-T2 is coming. Will TV still be free for the spectators?**

Moderátor: Václav Sochor

Opening: „Digital television, television in digital ... What do the data measured by ATO-Nielsen Admosphere predicate?“

(Tomáš Hanzák, Senior analytician, Nielsen Admosphere)

**Guest from abroad:** Walter Zinggl (IP Austria) – presentation: „*How the switch-over to DVB-T2 doubled the market share of terrestrially distributed broadcasters in Austria and why most of the media houses prefers the situation in which terrestrials remains a part of the market*“

**Guests:** Luděk Schneider (Ministerstvo průmyslu a obchodu), Petr Dvořák (Česká televize), Pavel Hanuš (Česká televize), Martin Gebauer (České Radiokomunikace), Marek Singer (FTV Prima), Josef Uher (TV Nova), Michaela Vasilová (Atmedia Czech), Radim Pařízek (Digital Broadcasting), Štěpán Wolde (TV Óčko), Pavel Zima (Seznam.cz)

#### Topics:

- Technical plan of the DVB-T2 switchover.
- Frequences for low performance transmitters used for switchover and final DVB-T2 nets.
- DVB-T nets´ switching-off.
- Regional broadcasting in DVB-T2, how the programmes from DVB-T regional nets should switchover.
- Paid programmes in DVB-T2.
- Expected changes of broadcast platforms´ changes caused by the DVB-T2 switchover.
- HbbTV development, better households´accommodation by smart TVs.

Closing: „Are we prepared for DVB-T2?“ (Jan Tuček, chairman, STEM/MARK)

10:55 – 12:15

### **Part 2 - Topic: Internet vs. Television. 700 MHz band release and mobil nets of the new SG generation.**

Opening: „Second wave of the terrestrial TV broadcasting in ATO-Nielsen Admosphere data.“

(Tomáš Hynčica, Business & Research Director, Nielsen Admosphere)

**Guests:** Jaromír Novák (ČTÚ), Jiří Grund (Asociace provozovatelů mobilních sítí), Libor Dočkálek (Nordic Telecom), Miroslav Dvořák (ESET), Iwona Kowalska (Dolby Germany), Marcel Procházka (České Radiokomunikace)

#### Topics:

- Internet television in terrestrials – is it possible to succeed with the internet formats in the big broadcasters´ competition?
- Latest households technologies and signal´s transmission for the subscribers.
- Smart televisions´ protection before the caber attacks.
- Adjustment, conditions and timing of the 700 MHz frequencies´ auction.
- What is the chance of the 4th mobile operator´s entering the market?
- Pilot project of 5G nets in the Czech Republic.
- Testing the sevicees in 3,7 GHz band, Massive MIMO and its´ future usage utilisation.

- Will 5G bring a „Great Data Revolution“?
- Content of the mobile operators' business – IPTV expansion and the unique TV content.

12:45 – 14:15

### Part 3 - Topic: Crossroad of the Digital Radio

Moderator: Jan Potůček

Opening: „Digital revolution in the radio – more a vision than a reality so far“

(Jan Tuček, Chairman, STEM/MARK)

**Guests:** Marek Ebert (ČTÚ), Marcel Procházka (České Radiokomunikace), Tomáš Řapek (TELEKO), Roman Kropáček (RTI cz), René Zavoral (Český rozhlas), Radim Pařízek (Digital Broadcasting), Štěpán Wolde (TV Óčko), Martin Hroch (Radio United Broadcasting)

#### Topics:

- Perspectives of the DAB/DAB+ broadcasting implementing in the Czech Republic.
- DAB+ digital net of the Czech Radio and its' further development.
- Construction of the digital radio nets beside the FM broadcasting.
- What is the commercial radios' attitude towards DAB seven years before the transforming licenses expiration?
- Known unknown digital radio or how to promote DAB.
- Rádio Dálnice: a modern project of the traffic radio for the Czech Republic.

Closing: „Data Nielsen Admosphere: Internet radios vs. DAB Digital radio broadcasting“

(Tomáš Hynčica, Business & Research Director, Nielsen Admosphere)