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## consultation on

# 'Development of Mobile Television Services'

*Date:* 17 March 2008 (Mon)

*Time:* 2:00pm – 5:30pm

*Venue:* Room A & B, 14/F., PCCW Tower, Quarry Bay, Hong Kong

### Forum rundown:

- |                    |   |
|--------------------|---|
| 1400-1415          | Registration  |
| 1415-1425 (10 min) | <b>Welcome Speech</b> <ul style="list-style-type: none"><li>◆ <i>Mr. Dominic Leung, President of CAHK – Broadcasting &amp; Entertainment Group</i></li></ul>  |
| 1425-1435 (10 min) | <b>Second Consultation on Development of mobile TV Services</b> <ul style="list-style-type: none"><li>◆ <i>Mr. Alan Siu JP, Deputy Secretary of CEDB</i></li></ul>  |
| 1435-1455 (20 min) | <b>Increasing the odds of mobile TV success in Hong Kong</b> <ul style="list-style-type: none"><li>◆ <i>Mr. Carlson Chu, Senior Vice President, Technology Strategy and Development – now TV</i></li></ul>  |
| 1455-1515 (20 min) | <b>Key issues in mobile TV development in Hong Kong</b> <ul style="list-style-type: none"><li>◆ <i>Mr. Shin Keong Cheong, General Manager of Broadcasting - TVB</i></li></ul>   |
| 1515-1535 (20 min) | <b>Mobile TV – pros and cons</b> <ul style="list-style-type: none"><li>◆ <i>Dr. Tony Seeto, Director of Product and Business Development - HKCSL</i></li></ul>  |
| 1535-1555 (20 min) | <b>Coffee break</b>   |
| 1555-1615 (20 min) | <b>The key success factors for building mobile TV business</b> <ul style="list-style-type: none"><li>◆ <i>Mr. Juha Lipiainen, Head of Technology Marketing, Greater China - Nokia</i></li></ul>   |
| 1615-1635 (20 min) | <b>Mobile TV transmission case study in South Korea</b> <ul style="list-style-type: none"><li>◆ <i>Mr. Achim Weissmueller, Regional Manager (broadcast industry) in Asia/Pacific - Rohde &amp; Schwarz International GmbH</i></li></ul>   |
| 1635-1655 (20 min) | <b>Mobile TV regulatory considerations and case studies</b> <ul style="list-style-type: none"><li>◆ <i>Mr. Julie Welch, Director of Government Affairs, Southeast Asia &amp; Pacific - Qualcomm International Inc</i></li></ul>   |
| 1655-1730 (35 min) | <b>Panel discussion</b> <ul style="list-style-type: none"><li>◆ <i>Chaired by Mr. Hubert Chan, Chairman of CAHK</i></li><li>◆ <i>Mr. Alan Siu JP, Deputy Secretary of CEDB</i></li><li>◆ <i>Mr. P H Ma, Chief Telecom Engineer (Advisory &amp; Spectrum) OFTA</i></li><li>◆ <i>all participants</i></li></ul> |