



**MODIBEC Priority Workshops in China
Guangzhou – 27 August, 2007**

DRAFT AGENDA

Objectives: Guangdong is the production centre of receivers and chips manufacturers and IC design house, communications and networking between European and Chinese manufacturers is a high-light of the Guangdong workshop.

If you would like to attend or speak at the workshops please contact Ms. Murphy Wu at murphy.wu@worldiab.org or +4420 72884644

Period: 1 day

Format: Seminar and panel discussion with moderators

Audience: maximum 50, chips manufacturers and IC design house in Guangdong Area, other key stakeholders

Venue: TBC

9:00 – 9:10	Welcome note from GMTM	
<p align="center">Session 1. What is the current market demand</p> <p>The session aims to inform manufactures what are the current development in China and Europe to help them address the different market demands and the global market (in terms of receivers sales penitential, different product types, consumers' demands and behaviour will be illustrated from the mature markets.)</p>		
	<p>Overview of the local Chinese developments regarding the convergence of digital broadcasting</p> <ul style="list-style-type: none"> • Brief update of GMTM business model 2008 plans • Analysis of market potential in Guangdong area and also other areas in China, (i.e. Shanghai, Dalian and Beijing area with the support from other 3 operators), such as consumers analysis, receivers forecast, take up rate, etc. • Thoughts on the convergence of digital broadcasting and telecommunications • Implication for device manufactures 	
	<p>Perspective of a Mobile operator</p> <ul style="list-style-type: none"> • Mobile operators plans and consideration for convergence of digital broadcasting and telecommunications • Implications for devices manufactures 	
	<p>Overview of DAB family of standards and implication for convergence of digital broadcasting and telecommunications</p> <ul style="list-style-type: none"> • Development in leading European and Asia market • Receivers development opportunity for manufactures 	

	Overview of DVB-H and implications <ul style="list-style-type: none"> • Examples from leading countries • Receivers development opportunity for manufactures 	
	Q&A	
	Session 2. Chipsets and Modules	
	Development of Chinese chipsets and modules	
	Chipset R&D from European companies	
	Discussion International cooperation (e.g. JV, joint research centre)	
	Session 3. Introduction of Chinese leading Manufactures	
	Longcheer	
	Konka	
	BBEF	
	Chinese receivers manufactures	
	Chinese receivers manufactures	
	Q&A	
Session 4. IPR		
This session will cover the structure and analysis of the IPR		
	DAB IPR	
	DMB IPR	
	Discussion on the IPR paying methods	