

Technically co-sponsored by:



**Welcome to *SoftCOM 2010*, Split-Bol, September 23-25, 2010**



The 18th International Conference on Software, Telecommunications and Computer Networks (SoftCOM 2010) will be held in the largest tourist regions of Dalmatia. Dalmatia is characterized by the highest number of sunny days that on some of the islands and along the deep southern coast number as many as 315 a year.

**Croatia is among the 20 cleanest countries in the world.**

## **Workshop**

### **Experiences in introduction of digital television and plans for digital dividend**

#### **Workshop Chair**

*Željko Tabaković  
HAKOM, Croatia*

#### **Committee**

*Tomislav Vračić,  
e-Hr, Croatia*

*Krešo Antonović  
MMPI, Croatia*

*Tigran Vržina,  
OiV, Croatia*

*Antun Carić  
HAKOM Croatia*

New means of communication are based on digital technology, which are becoming part of our life assuring new and exciting services thus providing many economic and social benefits to the citizens. This is also valid for television which is part of public service. Introduction of digital television and transition from analogue to digital television is influencing almost every household. Since majority of the European countries have already introduced digital television or are planning to do so, this workshop is therefore focusing on experiences in introduction of digital television, challenges and experiences in process of transition from analogue to digital television and plans for usage of digital dividend for new and innovative services. Process of introduction of digital television is even more challenging in the region than in Europe since there exists heterogeneity in plans for introduction of digital television, time frames for transition from analogue to digital television and analogue switch off, and different technologies are used. Introduction of digital television and coordinating digital dividend, fostering development of new services and assuring support and cooperation of all stakeholders – broadcasters, network operators, content providers, electronic communication operators, equipment manufacturers, academia, regulators and governments, is vital for a successful digital switchover and usage of digital dividend.

All stakeholders are invited to participate in this workshop in order to exchange experiences, find best practices and coordinate the transition from analogue to digital television and determine most efficient usage of the digital dividend in the region. We invite you to submit your papers and workshop proposals to this event. All general information regarding SoftCOM 2010 conference and workshop can be found at: <http://marjan.fesb.hr/SoftCOM/2010/>