



LUCCA 2015 Press Release

HbbTv European Round Table + 12th European Digital Forum 45 Speakers – UhdTv, Satellite, Ott Sport & Media

Lucca, 27th April 2015 – Digital events are back at Palazzo Ducale in Lucca, organized by **Comunicare Digitale**, with the enthusiastic collaboration of the **HbbTv Association** and the support of **Act** (*Association of Commercial Television in Europe*), **Smppte**, **HD Forum Italia** and **Fame**.

There are three main events with the session of Thursday 11th June, from 2.30 pm, dedicated to discovering the opportunities that will open up with **migration to the HbbTv system of web-based applications**, while on Friday 12th June, the 12th edition of the European Digital Forum will present 4 panels on **UhdTv, Sport&Media, the challenge of contents and the scenario of media in Europe**, with the participation of the main broadcasters, media companies, technology companies and institutions, with a wide demo room and relevant news, in the "tradition of the digital event" in Lucca.

"Our ambition has always been to present appointments of particular interest, providing early news, ideas and solutions in a world and European preview" – says Andrea Michelozzi, President of Comunicare Digitale. "At the next edition in June, we will hold an important session on HbbTv in order to understand what our benefits will be in terms of services and opportunities, both from the users' and operators' points of view, with the chance to share the best experiences in Europe. On Ultra High Definition TV we will hear the last report on the 4k evolution by Fame and exclusive contents and previews presented by the partners of Comunicare Digitale for the purpose of preparing a European Workshop with Japan and South Korea."

On Ultra High Definition, there will be a wide presence of platforms, technical and technological solutions, shooting equipment and dedicated tools, contents and programs already available on dedicated libraries, TV sets and screens, which demonstrate how the subject is very topical and of great interest.



“Precisely due to the great immersion experience given by 4K images, we have decided to dedicate a panel to Sport, because we consider that the very spectacular nature of football, basketball, tennis and motor racing is the “optimum carrier” to involve audiences all over the world. We are happy to host, announces Michelozzi, “the experiences of Barcelona FC, Bayern Munchen, As Roma, and we are also waiting for confirmation from other football clubs, presenting high level products of great entertainment.”

Great importance will be given to new data on the use of platforms and contents, which will be illustrated by **Eurodata Tv**, while new studies on Connected Television and the evolution of Media will be presented in a preview in Lucca 2015.

Attendance by the European Parliament with Silvia Costa (*Chair of the Culture Commission*) and Martina Dlabajova (*Mep Award 2015*), by DG Connect – European Commission, Agcom with Commissioner Antonio Preto, Rodolfo De Laurentiis, President of Confindustria Radio Tv, are all confirmed, as are the main broadcasters and media companies.

The Italian and European press will also be very present with more than 20 accredited broadcasters.

“Over the years, the events of June in Lucca have won over for contents, presences, networking and level of digital proposals offered,” concludes Michelozzi, “with a constant and increasingly interesting crescendo. We promise new “special effects”, announcements, news and surprises on 11th and 12th June.”

[Lucca 2015 Program](#)

For more info

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