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Satnews Daily

Will the TV Distribution World, As We Know It, End After February 2009?

If you weren't able to attend the National Association of Broadcasters (NAB) Show this last April in Las Vegas, Nevada, all is not lost. *Au contraire.* Thanks to **World Teleport Association**, this was one of the topics addressed during WTA's **Content Distribution Forum** held at **The NAB Show**. All of the sessions were streamed live during the event and are now available on the [WTA Web site](#).

Dom Stasi, Chief Technology Officer, **TVN Entertainment**, headed a panel that included *William Check*, Senior Vice President, Science & Technology, **National Cable Television Association**; *Leslie Ellis*, Technology Analyst, **Translation Please (Ellis Edits, Inc.)**; and *John McCoskey*, Chief Technology Officer, **PBS**. You can now hear their opinions on how well the industry is prepared for; the transition from analog transmission; on spectrum management; on the technical and logistical challenges ahead; on the tremendous amount of coordination needed, and the huge task of consumer awareness.



There are other panel sessions available that took place during the Content Distribution forum. Other tools that WTA provides its members include case studies and white papers. The most recent case study made available is by WTA member Lavell. *Cisco TelePresence: Satellite Extends Application Everywhere, Every Time*. This document highlights an innovative satellite-based networking solution in response to a directive issued in April 2007 by Cisco Systems CEO *John Chambers*.