

## DIGITAL INTEROPERABILITY FORUM ANNOUNCES NEW APPOINTMENTS

15 July 2010

The Digital Interoperability Forum (DIF) announced today that Jim Beveridge, Senior Director International Policy and Standards, Microsoft Entertainment and Devices, and Bertrand Wendling, Director of Standardisation and Regulatory Affairs at Nagravision, have been appointed Chair and Vice-Chair respectively of DIF. Both Jim and Bertrand have been members of DIF since it was established in 2003. Sheila Cassells who chaired DIF since 2003 becomes Executive Director.

These appointments strengthen DIF's ability to engage with the broad range of EU policy and regulatory issues affecting the technologies used in distributing paid-for content via multiple platforms and devices.

Jim Beveridge commented that:

*"With the publication of the Commission's Digital Agenda for Europe there is a great opportunity for DIF members to contribute further to the EU's goals and to support policymakers in the development of the appropriate regulatory regime. I am delighted to take over the Chair of DIF at this crucial time and would like to thank Sheila and Michael Bryan-Brown, the outgoing Vice-Chair, for their commitment to DIF over the years."*

Bertrand Wendling added:

*"The emphasis on interoperability and standardisation in the Digital Agenda – and the importance attached to other issues such as piracy, the environment, privacy – point to an active period of discussion with the EU institutions. I look forward to working with Jim, Sheila and DIF members in our continued activity in Brussels."*

Note to editors:

DIF was established in 2003 as the voice of the value chain involved in the distribution of paid-for content. Its role is to educate, inform and influence policy and regulatory discussions at EU level. DIF members are: BSkyB, Canal+, Deutsche Telekom, Irdeto, Liberty Global, Microsoft, Nagravision, NDS, Pace, Qualcomm, Sky Deutschland, Sky Italia, Viaccess and ZetaCast.

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