

Philips' partnerships boost HDTV in Europe

Working hard to deliver the true promise of HDTV to consumers, Philips in the last two weeks announced two more strategic partnerships to boost HDTV take-up in Europe. The announcements come hot on the heels of the news that Philips will also be partnering with Premiere, Germany's leading pay-TV operator, to handle the introduction of HDTV broadcasts in Germany.

Philips is partnering with UPC, the largest cable operator in Europe, to introduce HDTV firstly in the Netherlands, and later in other European countries. In France, Philips is partnering with CANAL+, the country's leading pay-TV operator, to introduce it there.

These partnerships are timed to coincide with the 2006 FIFA World Cup - of which Philips is an Official Sponsor - as they provide consumers the opportunity to watch major events such as the football tournament in full HDTV quality.

Before the end of 2005, 90 per cent of Philips' European range of large-screen FlatTV sets will be HD-ready, giving consumers the benefit of fully immersive, high definition viewing.

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