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## Digital Television Expert to Speak on Future of the Industry

Winthrop University

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# Digital Television Expert to Speak on Future of the Industry

## Quick Facts

- Thornhill will discuss how recent federal legislation mandating digital technology for television stations offers opportunities for new channels.
- A frequent presenter at the National Association of Broadcasters, he has been in the business for 40 years.

*Andrew Thornhill*

ROCK HILL, S.C. - **Andrew Thornhill**, digital media strategist and founder of THE DIGITAL TELEVISION REPORT (DTR), will be a guest speaker in the Department of Mass Communication Feb. 17-18.

**Thornhill** will discuss how recent federal legislation mandating digital technology for television stations offers opportunities for new channels, the international marketplace, programming, technologies, revenues, careers and potentially new audiences.

For more than 40 years, he has worked in the mass media including writing for a public affairs programming, managing a cable channel, and developing marketing campaigns for a variety of businesses. **Thornhill** is a frequent presenter at the National Association of Broadcasters.

**Thornhill** also is founder of **Thornhill Television Network (TTV)**. This network included original programming, television-on-demand, digital archiving and enhanced distribution for television technology.

After hearing **Thornhill's** presentation, Ernest Dilihay, performing arts and facilities director for the City of Los Angeles Cultural Affairs Department, noted, "The world of interactive connectivity, convergence and multimedia platform distribution is not based on what the world looks like today, but what it looks like for tomorrow... You do not have to be a policy, techno, or business wonk to digest this information...."

**Thornhill's** presentations are open to the public:

### Wednesday

10-10:50 a.m. at [Johnson Hall 201](#)

11-11:50 a.m. at [Owens Hall G01](#)

2-2:50 p.m. at Johnson 101

3:30-4:45 p.m at Johnson 218

### Thursday

9:30-10:45 a.m. at Owens G02

11:00 -11:50 a.m. at Johnson 220 (drop-in and pizza)

2-3:15 p.m. at Johnson 101

3:30- 4:45 p.m at Johnson 101

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