

## Chapter 11 Brighton's Last Stand

At one point during World War II, Brighton had become a safe haven for London evacuees. In *Quadrophenia*, Pete Townsend's 1973 musical work of genius, The Who immortalized Brighton as the location of a big showdown between The Mods and The Rockers.

For the media world, Brighton's last stand was in late September of 1990. That was the year the International Broadcasting Convention (IBC) outgrew this quaint coastal resort on the English Channel before moving to bigger quarters in Amsterdam. IBC is the premier annual trade show for companies engaged in the creation and delivery of entertainment and news content.

Still naïve about the long and winding road to success, General Instrument's VideoCipher Division rented a booth at IBC Brighton in an attempt to make some early market headway in Europe. It was the international debut of the DigiCipher technology, where the company would publicly display the world's first digital SDTV and HDTV pictures. Little did GI know the competitive juices it was about to unleash.