PRESS RELEASE

For Immediate Release

Contact: Harold Bergin
WHD Public Relations
P.O. Box 3035,
London SW1P 3BH
United Kingdom

Tel: +44 (0)20 7799 3100
E-mail: news@whdpr.com

THE FUTURE IS DVB-S2

"New Standard To Generate $1.3 Billion In Annual Equipment Revenues By 2009"

Las Vegas – 17th April 2004 – DVB-S2, the new standard for satellite transmission, is poised to become the international standard widely adopted by satellite operators and service providers around the world. Designed to build upon the success of its predecessor DVB-S, the standard offers greater flexibility and better performance over existing satellites.

According to a new report from industry analyst, Northern Sky Research, DVB-S2 not only satisfies the needs of consumer direct-to-home broadcasters but also set the stage for a paradigm shift in the delivery of broadband interactive services via satellite.

Citing a survey of chipset vendors, equipment suppliers and system integrators the report indicated that 70% will launch DVB-S2 compliant products in the next 24 months in one of three target market segments: broadcast applications, interactive services and professional systems.

Based on interviews with numerous technology providers the report states that although receiver chipsets will not be commercially available until the end of 2004 and products will not be on the market before the second quarter of 2005, projected annual DVB-S2 compliant equipment revenues are expected to reach $1.3 billion by 2009, with interactive services accounting for almost 70% of the total.

"This report further confirms the DVB's view that the DVB-S2 specification will open the way for new applications and market opportunities such as the delivery of consumer HDTV and IP based services. We are confident that DVB-S2 will be the practical solution for decades to come", commented Peter MacAvock, Executive Director of the DVB Project Office.

DVB-S2 benefits from recent developments in channel coding and modulation that gives a 30% capacity increase over DVB-S under the same transmission conditions and more robust reception for the same spectrum efficiency. DVB-S2 is so flexible that it is able to cope with any satellite transponder characteristics, with a large variety of spectrum efficiencies (from 0.5 to 4.5 bit/s per unit bandwidth) and associated Carrier-to-Noise requirements (from –2 dB to 16 dB).

When used for interactive point-to-point applications like IP unicasting, the gain of DVB-S2 over DVB-S is even greater. Variable Coding & Modulation (VCM) functionality allows different modulations and error protection levels to be used and changed on a frame-by-frame basis. This may be combined with the use of a return channel to achieve closed-loop Adaptive Coding Modulation (ACM), thus allowing the transmission parameters to be optimised for each individual user, dependant on path conditions. ACM allows the reuse of the 4 to 8 dB of power which are typically wasted in conventional satellite links, thus doubling or even tripling the average satellite throughput and reducing dramatically the service cost.

DVB-S2 has been optimised for several satellite broadband applications: broadcast services, interactive services including Internet access, digital TV contribution and satellite news gathering, data content distribution/trunking and other professional applications.

DVB-S2 is not limited to MPEG-2 video and audio coding, but is designed to handle a variety of codecs (MPEG-2, MPEG-4, HDTV). It is so flexible that it supports any input stream format, including continuous bit-streams, single or multiple MPEG transport streams, IP, ATM. This future proofing will allow other current and future data schemes to be used without the need for a new specification.

Background

The DVB Project

The Digital Video Broadcasting Project (DVB) is an industry-led consortium of over 250 broadcasters, manufacturers, network operators, software developers, regulatory bodies and others in over 35 countries committed to designing global standards for the delivery of digital television and data services. The DVB standards cover all aspects of digital television from transmission through interfacing, conditional access and interactivity for digital video, audio and data. The consortium came together in 1993 to create unity in the march towards global standardisation, interoperability and future proofing.

To date, there are numerous broadcast services using DVB standards. There are hundreds of manufacturers offering DVB compliant equipment, which is already in use around the world. DVB dominates the digital broadcasting world. A host of other services is also on-air with DVB-T, DVB-S and DVB-C including data on the move and high-bandwidth Internet over the air. Further information about DVB can be found at: www.dvb.org.

"DVB-S2 Technology and Markets" is available from Northern Sky Research. Contact Ken Marini at 781-826-9484 or visit www.northernskyresearch.com.