



## PRESS RELEASE

### EUROPEAN DIGITAL TELEVISION: MAJOR MILESTONE ON STANDARDISATION.

**Geneva, March 1994** - On 1 March 1994, the Steering Board of the European DVB (Digital Video Broadcasting) Project, approved the specification for modulation of cable transmission for digital television services. Subsequently, this specification was passed to the EBU/ETSI Joint Technical Committee, to be standardised together with the satellite specification. The two specifications are arranged to be complementary.

Mr. Peter Kahl, Chairman of the Steering Board, said, "DVB's ambitious aim to standardise digital television for satellite and cable applications before the end of the year is on target. Europe is truly in the forefront of digital television, as the proposed standards are MPEG-2 compatible solutions. Our next step will be to work on a specification for terrestrial digital television."

The proposed draft standards provide the basis for the transmission of multi-programme digital television, using MPEG-2, by satellite (BSS/FSS), and its distribution by cable. The satellite system employs QPSK modulation, while QAM is used for the cable system. The systems exhibit maximum commonality, and are designed flexibly for optimum use on different satellite transponder and cable bandwidths. The technology employed permits rapid introduction of DVB services, with low-cost consumer IRDs (Integrated Receiver Decoders).

The European DVB Project now comprises more than 115 member organisations, including broadcasters, service providers, and industrial companies. The DVB Technical Module, and Commercial Satellite and Cable Module were instrumental in the preparation of these specifications, whose approval represents an important milestone for the introduction of Digital Television Services in Europe.

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