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For Immediate Release

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The DVB Project and High Definition Television

Montreux, 13th June 1997 – At a press conference in Montreux's Cité-Centre Cinema today, the Digital Video Broadcasting Project (DVB) presented its vision of High Definition Television. This conference was called in the light of the new DVB Technical Module specification "**Implementation Guidelines for the use of MPEG-2 Systems, Video and Audio in Satellite, Cable and Terrestrial Broadcasting Applications**" which will be reviewed by the DVB Steering Board for submission to the European Telecommunications Standards Institute (ETSI) on 18th June 1997.

Speakers included Dr. Helmut Stein, Chairman of the DVB Promotions and Communications Module, Mr Theo Peek, Chairman of the DVB Project Steering Board, Professor Ulrich Reimers, Chairman of the DVB Technical Module, and Phillip Laven, Director of the Technical Department, European Broadcasting Union.

Theo Peek, chairman of the DVB Steering Board, said:

"Even though the members of the Digital Video Broadcasting project have not issued Commercial Requirements for HDTV, many countries now considering the introduction of High Definition Television for their markets want to adopt the DVB specifications.

"The DVB Steering Board has shown here in Montreux that indeed the DVB specifications are ready for HDTV, and that it intends to issue Guidelines for the use of the DVB specifications for HDTV shortly."

Professor Ulrich Reimers, Chairman of the DVB Technical Module, said:

"From day one the DVB Project has considered HDTV to be a possible future application of the DVB transmission standards. Thus, all system specifications have been created in such a way that they show transparency with respect to the signals to be carried. Progressive or Interlace, 50Hz, 60 Hz, 59,94 Hz, 24 Hz is not an issue for DVB.

"The principle of carrying 'Data Containers' or better 'Data Pipelines' filled by all possible kinds of digital information up to a maximum of, say, 24 Mbit/s or 38 Mbit/s has always been maintained. And those data are transmitted practically error-free."

Phillip Laven, Director of the Technical Department, European Broadcasting Union, said:

"Broadcasters throughout the world have recognised that DVB has been very successful in delivering specifications which meet detailed commercial requirements.

Although there is little immediate interest in HDTV in Europe, this week's demonstrations of HDTV transmissions using DVB systems prove that DVB is HDTV-ready and future-proof."

Background

The Digital Video Broadcasting Project (DVB) is a consortium of over 200 broadcasters, manufacturers, network operators and regulatory bodies in more than 30 countries worldwide, committed to designing a global standard for the delivery of digital television. Numerous broadcast services using DVB standards are now operational, in Europe, North and South America, Africa, Asia, and Australasia.