

Contact: Harold Bergin Tel: +44 (0)20 7799 3100
 WHD Public Relations E-mail: news@whdpr.com
 P.O. Box 3035,
 London SW1P 3BH
 United Kingdom

CITEL GUIDE INCLUDES DVB

CITEL Includes DVB-T & DVB-H As Official Standards In Implementation Guidelines For Digital Terrestrial Television In The Americas.

Geneva – 6 May 2008 – The DVB Project is pleased to note that the Inter-American Telecommunication Commission (CITEL), a body of the Organization of American States (OAS), has decided to include the standards for digital terrestrial television DVB-T (fixed reception) and DVB-H (mobile TV) as official standards within the CITEL implementation guidelines.

The CITEL ‘Digital Terrestrial Broadcasting Implementation Guide’ is intended to aid OAS member states planning to implement digital terrestrial television (DTT). The Guide is a compendium of experiences from countries that have already made significant progress in the migration to digital.

The incorporation of the DVB-T and DVB-H standards in the CITEL guide has been accelerated as a result of the adoption of the standards by Uruguay, a member of the OAS. Uruguay adopted the DVB-T and DVB-H standards in August 2007 and has already launched some DVB-T services, while DVB-H trials are under way.

The selection of a DTT system is now at a critical stage for a number of countries in the region, including Argentina, Colombia, Peru, Venezuela and Chile. During recent months, significant efforts have been made by the DVB community to propose DVB-T and DVB-H as the best options for the transition to DTT in Latin America. The inclusion of DVB standards in the Guide is seen as an important endorsement that supports these activities.

Many other countries in the region, including the Bahamas, Barbados, Bolivia, Costa Rica, the Dominican Republic, Ecuador, El Salvador, Guatemala, Jamaica, Nicaragua, Panama, and Paraguay are also addressing their requirements and making plans for the introduction of DTT services.

The process of incorporating the DVB standards in the CITEL Guide has been strongly supported by the DVB Project, the European Commission and many other industries.

Background

CITEL Guide Includes DVB

The DVB Project

The Digital Video Broadcasting Project (DVB) is an industry-led consortium of over 270 broadcasters, manufacturers, network operators, software developers, regulatory bodies and others in over 35 countries committed to designing global open 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.

DVB dominates the digital broadcasting world. In the global transition to DTV, countries that have opted for DVB technology as the transmission standard of choice are benefiting from superior technology and quality of service at the lowest possible cost. With over 190 million DVB receivers of all kinds deployed across five continents consumers can avail of prices from as little as 20 USD. This mass market success applies equally to both consumer products and to professional equipment for transmission networks.

Currently DVB-T services are on air in more than 30 countries and the standard has been formally adopted in many more. All countries that are signatories of the Geneva 2006 (GE-06) Agreement governing radio frequency allocations will also use DVB-T, meaning that the standard will ultimately be deployed right across all the countries of Europe, Africa and the Middle East. DVB-T is being deployed widely in Asia and last year saw its first adoption in Latin America with Uruguay.

Further information about DVB can be found at: www.dvb.org.

DVB is registered trademark of the DVB Project.