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COLOMBIA MAKES ITS CHOICE AND IT'S DVB-T

Decision Set To Help Drive Technological Change Throughout Latin America

Geneva – 29th August 2008 – Colombia's National Television Commission, La Comisión Nacional De Televisión (CNTV) has made a historic decision and announced the choice of DVB-T as the digital terrestrial television standard for Colombia. The decision to adopt DVB-T was taken after more than two years of in-depth analysis and rigorous testing of all the world's digital television standards: ATSC developed by the United States, Japan's ISDB-T, China's DMB-T/H and DVB-T.

Maria Carolina Hoyos Turbay, Director of the CNTV, said "This decision shows that Colombia is looking to the future and ensuring that Colombians will benefit from higher quality television for the next 30 years. With this milestone in place, the Colombian TV industry can determine its own future.

"The eyes of neighbouring countries were on us," she continued, "and we can say that our process of analysis has resulted in a mature decision that gives us the peace of mind of having met the challenges facing Colombians and the future of television. Now we can welcome the transition from analogue to digital TV."

Colombia's move to digital will bring social benefits, such as decreasing the digital divide, social inclusion and democratisation of access to information. Additionally, it will drive the audiovisual sector by inspiring the production of dynamic content and invigorate the industry's domestic production.

Peter MacAvock, Executive Director of the DVB Project, commented: "DVB welcomes this momentous decision by the Comisión Nacional de Televisión and is looking forward to working with the Colombian industry as it moves to Digital TV. By choosing DVB-T, Colombia joins a growing worldwide DVB community that includes fellow Latin American country Uruguay, benefiting from economies of scale and bringing the advantages of digital television to all."

As Colombia chooses DVB-T, other Latin American countries are considering their digital television futures. DVB continues to grow from strength to strength around the world, with some 220 million receivers now receiving cable, satellite and terrestrial services of all kinds. DVB is an ideal toolbox for broadcasters as they embrace convergence, and represents the most appropriate solution for Latin American viewers entering the digital age. Since April 2008, the association of American regulators, CITEL

Columbia Makes Its Choice With DVB-T

has included DVB-T in its digital television guide for the Americas. Indeed, Latin American countries have a unique opportunity to join the DVB family and jointly develop their digital futures.

Details of the Colombian CNTV announcement can be found on http://www.cntv.org.co/cntv%5Fbop/noticias/2008/agosto/28_08_08.html.

Background

The DVB Project

The Digital Video Broadcasting Project (DVB) is an industry-led consortium of over 280 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, www.dvb-h.org, www.mhp.org and www.dvbworld.org.

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