

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

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

# **DVB-T2 NOMINATED FOR IBC INNOVATION AWARD**

## **IBC 2010 Honours DVB Technology in Shortlist.**

**Geneva – 13 August 2010** – The DVB is proud that one of its technologies has been nominated to the shortlist for the Innovation Awards in the Content Delivery category at IBC 2010. The nomination is for the BBC's successful implementation of the DVB-T2 advanced transmission technology.

The requirement to introduce high definition television on the UK's terrestrial platform led to the BBC's Research & Development collaborating with the DVB Project to develop DVB-T2, the second-generation terrestrial broadcasting format.

DVB-T2 is the world's most advanced digital terrestrial transmission system offering higher efficiency, robustness and flexibility. It introduces the latest modulation and coding techniques to enable the highly efficient use of valuable terrestrial spectrum for the delivery of audio, video and data services to fixed, portable and mobile devices. These new techniques give DVB-T2 a 50% increase in efficiency over any other DTT system in the world.

Between June 2007 and March 2008 the DVB-T2 Technical Module, chaired by Nick Wells, BBC Research & Development, with the involvement 60 DVB Member companies from around the world met to deliver the specification. It was through their commitment and collaboration that the new standard was developed, proved and published in a remarkably short span of time. The DVB Technical Module endorsed the draft specification in March 2008 and, in June 2008, the DVB Steering Board approved the DVB-T2 specification. Formal ratification of the standard from ETSI came in September 2009 (EN 302 755).

The UK's Freeview HD service was launched officially in March this year. Since then Italy has seen the recent launch of DVB-T2 for pay-TV services. Early 2011 will see Sweden and Finland start their DVB-T2 HD services, which will eventually go nationwide. Advanced trials are currently taking place in Austria, Denmark, the Czech Republic and Germany. With the positive results of the UK launch, more and more other countries are considering launching services using DVB-T2 in the near

## **DVB-T2 Nominated For IBC Innovation Award**

future. Outside Europe, the first countries that are considering DVB-T2 are Australia, Kenya and Singapore.

Prof. Dr.-Ing. Ulrich Reimers, chairman of the DVB Technical Module, welcomes the nomination for the new DVB-T2 standard. "The DVB is honoured to be included in the shortlist for the IBC Innovation Award. Many countries around the world have adopted DVB-T for terrestrial broadcasting of digital content and hundreds of millions of DVB-T receivers have been sold. In the sixteen years since the development of DVB-T, Moore's law and the growing understanding of even more complex algorithms for signal processing, Forward Error Correction (FEC) and modulation have enabled the development of DVB-T2. It was the BBC that initiated the design of DVB-T2 – a system that includes the latest technology and displays such an excellent performance. Dr. Nicholas D. Wells was the chair of both the team that did the technology study preceding the work on the standard and the chair of the group that mastered the real system development. While a significant number of companies from various countries around the world contributed to the work, it is fair to say that the members of BBC R&D were the driving force behind the development of DVB-T2".

The shortlist for the IBC2010 Innovation Awards features projects from around the world. The winner of the IBC Innovation Award for Content Delivery will be announced at the IBC Awards Ceremony on Sunday 12 September.

Visitors to IBC can see DVB-T2 transmissions on the DVB Stand 1.D81

### **Background**

#### **The DVB Project**

##### **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 committed to designing global standards for the delivery of digital television and data services. 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 move towards global standardisation, interoperability and future proofing.

DVB dominates the digital broadcasting environment with thousands of broadcast services around the world using DVB's open standards. There are hundreds of manufacturers offering DVB compliant equipment. To date there are over half a billion DVB receivers deployed worldwide. DVB standards are also widely used for other non-broadcasting applications such as data on the move and high-bandwidth Internet over the air. Further information about DVB can be found at: [www.dvb.org](http://www.dvb.org), [www.dvb-h.org](http://www.dvb-h.org), [www.mhp.org](http://www.mhp.org) and [www.dvbworld.org](http://www.dvbworld.org).

**DVB is a registered trademark of the DVB Project.**