



PRESS RELEASE

For Immediate Release

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

NEW DATA SUPPORT SERVICE FOR DVB WEBSITE

Screen Digest To Provide Regular Analysis Of DVB Data And Technical Deployments

Amsterdam – 10 September 2010 – DVB is pleased to announce that Screen Digest will be providing regular analysis of key data points via DVB's website. The data will highlight DVB's market position relative to other technologies. All research will be subject to operator-by-operator scrutiny of technical deployments, shipments of receivers and current installed base of active receivers.

The data will include pay TV for satellite, cable and terrestrial, as well as free-to-air satellite and terrestrial. It will represent the strongest data set available to DVB for the understanding of the market opportunity and positioning of DVB technologies. The information will be particularly relevant to the vendors of set-top boxes, TV sets, conditional access systems, platform-level middleware and transmission architecture.

Screen Digest is widely regarded as the world's leading media-focused research, publishing and consulting company. The company employs 50 analysts, working across the entire traditional and emerging media content and distribution technology value chain, for music, movies, TV, games and digital media.

"As future technology markets develop, Screen Digest will be well positioned to provide analysis on home networking, over-the-top content delivery, hybrid-IP-broadcast platforms, multi-screen distribution and alternative security and software standards processes. The hope is that this marks the beginning of a long and fruitful relationship between Screen Digest and DVB and its members," commented Tom Morrod, Screen Digest's Senior Analyst, Head of TV Technology.

Peter Siebert, DVB's Executive Director said, "We are delighted that Screen Digest will be providing this very useful data and analysis. Their deep understanding of the technology and market developments will be of great benefit to the DVB community. We are confident their respected independent research and analysis will confirm DVB's leading position in the worldwide marketplace.

New Data Support Service For DVB Website

About

Digital Video Broadcasting (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 shipped 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, www.dvb-h.org, www.mhp.org and www.dvbworld.org.

DVB and DVB sub-brands are registered trademarks.