

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

AND THE WINNER IS...

DVB-T2 Scoops IBC Innovation Award For Content Delivery Technology

Amsterdam – 12 September 2010 – DVB is delighted to announce that the DVB-T2 transmission system has been honoured with the IBC Innovation Award for Content Delivery technology. At the IBC ceremony, the award was presented to the BBC for its successful implementation of the DVB-T2 advanced transmission technology.

BBC's Research & Development along with 60 other DVB member companies collaborated to develop DVB-T2, the second-generation terrestrial broadcasting format.

Prof. Dr.-Ing. Ulrich Reimers, chairman of the DVB Technical Module, commenting on the award said, "On behalf of the 240 member companies of the DVB Project I happily welcome the Innovation Award presented today to the BBC Research and Development Department and to DVB.

"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".

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.

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Between June 2007 and March 2008 the DVB-T2 Technical Module 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 future. Outside Europe, the first countries that are considering DVB-T2 are Australia, India, Kenya, Malaysia, Singapore and Thailand.

Visitors to IBC have the opportunity see for themselves the powerful capacity of DVB-T2 with live transmissions of High Definition 3DTV on the DVB Stand 1.D81

About

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, www.dvb-h.org, www.mhp.org and www.dvbworld.org.

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