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SOUTH AFRICA CONFIRMS ADOPTION OF DVB-T2

Southern Africa Joins Growing List Of Countries Committing to Second Generation Transmission Standard.

Geneva – 20 January 2011 – Following the recommendation by the South African Development Community (SADC) for the region to adopt DVB-T2, South Africa has confirmed its intention to implement the standard. The announcement was made at a press conference by the Communications Minister Radhakrishna Padayachie in Midrand, South Africa on Friday, 14 January. The minister also stated that the government was committed to analogue switch-off by the end of 2013.

This latest announcement brings the number of countries that have adopted DVB-T2 to 21, with numerous other countries undergoing trials.

Phil Laven, DVB's Chairman, who was closely involved in the campaign to promote DVB over the competing Brazilian version of the Japanese ISDB-T standard commented, "The announcement of the decision by South Africa ends the uncertainty over which digital standard the country would implement. The move will allow the country to progress without delay with its migration to digital which will benefit the people of South Africa. I firmly believe they have made the right choice which is also evidenced by the rapid take-up of DVB-T2 by other nations and which far exceeds anything achieved by competing standards over many years of effort".

Peter Siebert, Executive Director, DVB said, "I would like to take this opportunity to congratulate and thank all the DVB community that has worked tirelessly to bring about this positive announcement by South Africa. It is another great endorsement of this new second generation standard that is without doubt proving to be as successful as its predecessor".

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.

South Africa Confirms Adoption Of DVB-T2

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 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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