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## DVB WORLD 2012 DETAILS ANNOUNCED

**Geneva – 09 September 2011** – DVB World 2012 will take place from Monday March 12th to Wednesday March 14th in Rome. The conference and exhibition takes place in one convenient location: The Crowne Plaza - Rome St. Peter's Hotel, located just outside the center of Rome and near the Vatican.

2012 marks a special year in the world of digital broadcasting as it is the year where most European terrestrial TV services are to switch off the analogue signals and move exclusively to digital services. The deployment of the DVB-T and DVB-T2 terrestrial standards has been a great success, both inside and outside of Europe. How DVB has contributed to this success and how will it continue to do so in the future of digital TV are topics that will be covered in the conference.

Over the years, DVB World has become the biggest annual gathering dedicated to DVB standards, services and technology. Attracting more than 200 delegates from around the world, it represents both DVB member companies and non-members alike. It offers an unequalled opportunity to hear about the latest developments, with an emphasis on useful information and informed analysis rather than commercial pitches.

On top of a conference programme full of interesting DVB topics, DVB World 2012 will also offer an excellent opportunity for networking during the breaks, lunch and the evening event on the first day.

Further details including programme, registration and hotel booking will be released via the conference website: [www.dvbworld.org](http://www.dvbworld.org).

### **About DVB**

Digital Video Broadcasting (DVB) is an industry-led consortium of over 233 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 World 2012 Details Announced**

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](http://www.dvb.org), [www.mhp.org](http://www.mhp.org), [www.dvbservices.com](http://www.dvbservices.com) and [www.dvbworld.org](http://www.dvbworld.org).

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