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## **DVB-H MAKES BCA DEBUT**

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### **New Standard Delivers Broadcast Services To Handheld Devices.**

**Singapore – 15th June 2004** – With convergence strongly back on the agenda, DVB will highlight at Broadcast Asia its new DVB-H specification for delivering multimedia services to handheld devices. The new specification, based on DVB-T and IP datacasting technologies, promises to deliver exciting new opportunities to mobile operators at low cost without clogging cellular networks. The draft standard is now available for download from the DVB website.

DVB-H paves the way for the introduction of a variety of new services by network operators. These services will be aimed at such devices as mobile phones, PDAs and the new standalone portable video devices being developed by consumer electronics manufacturers. Commercial deployment of DVB-H services is expected in 2005.

Technical trials and pilot projects are already being conducted in Finland, Germany, Spain and the United States determining the feasibility of network equipment and terminals as well as to gauge how end users will adopt the new services. Applications currently under consideration would provide information and infotainment, entertainment and games, business-to-business services, machine-to-machine/telematics for in-car usage, and other TV-like subscription services for mobile phones.

The DVB-H set of standards comprises:

- A cookbook covering specific DVB-H physical layer elements as well as guidelines for how DVB-H is to be implemented;
- A revised DVB-T standard containing extensions for DVB-H's physical layer in an annex;
- Revised Service Information and Data Broadcasting standards.

Commenting on the development of the DVB-H specification Peter MacAvock, Executive Director of the DVB Project Office remarked "There is no doubt in DVB circles that DVB-H is a significant development. It was never designed to replace

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DVB-T, and in fact it will compliment existing digital terrestrial services, offering operators the possibility to extend their reach to the mobile handset market”.

Work on the DVB-H specification began in 2002 and came about from the recognition of the excellent mobile performance of DVB-T owing to its sophisticated multi-carrier COFDM modulation. The work carried out has been driven by market studies and advancements in receiver technology.

DVB-H is defined as a system where the information is transmitted as IP datagrams. Time slicing technology is employed to reduce power consumption for small handheld terminals. IP datagrams are transmitted as data bursts in small time slots. The front end of the receiver switches on only for the time interval when the data burst of a selected service is on air. Within this short period of time a high data rate is received which can be stored in a buffer. This buffer can either store the downloaded applications or play out live streams. The achievable power saving depends on the relation of the on/off-time. If there are approximately ten or more bursted services in a DVB-H stream the rate of the power saving for the front end could be around 90%.

Coinciding with BCA, Nokia together with MediaCorp Technologies are showing a live end-to-end mobile TV broadcast over a DVB-H network. The demonstration, the first of its kind in the Asia-Pacific region, is supported by the Media Development Authority of Singapore and mobile operator M1. It can be seen at the Nokia Connection event on June 14 – 15 at the Raffles City Convention Centre, 4th Floor, 2 Stamford Road, Singapore.

### **Background**

#### **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 in over 35 countries committed to designing global standards for the delivery of digital television and data services. The 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 march towards global standardisation, interoperability and future proofing.

To date, there are numerous broadcast services using DVB standards. There are hundreds of manufacturers offering DVB compliant equipment, which is already in use around the world. DVB dominates the digital broadcasting world. A host of other services is also on-air with DVB-T, DVB-S and DVB-C including 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).

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

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