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: news@whdpr.com

DVB-S2 WINS ETSI APROVAL
New Satellite Standard Offers Greater Bandwidth Efficiency For Second Generation HDTV Services

Las Vegas – 18th April 2005 – DVB is pleased to announce the ratification of its revolutionary new standard for satellite distribution, DVB-S2, by ETSI (European Telecommunication Standards Institute). Formally adopted by the DVB Steering Board last year, DVB-S2 has already generated significant industry activity, including technical and commercial trials, as well as announcements of planned services by DirecTV in the United States and BSkyB in the United Kingdom. This formal ratification is set to pave the way for further commercial implementation of services. The specification (EN 302 307) is now available for download from the ETSI website using the following URL: http://pda.etsi.org/pda/queryform.asp.

Successful technology demonstrations of second generation HDTV utilising the new DVB-S2 satellite specification coupled with the latest generation of coding technologies took place last September in Europe at IBC and earlier this year in the United States at CES. There have also been new product announcements showing a strong commitment to DVB-S2 from Advantech AMT, Conexant, EMS Technologies, Pace, Scopus, ST Microelectronics, Tandberg, Thomson and Zarlink.

Peter MacAvock, Executive Director of the DVB Project Office comments, “This formal ratification of DVB-S2 is good news for satellite broadcasters. We’ve already seen significant announcements from major broadcasters due to launch HD services this year and there will be more to follow.”

The new DVB-S2 specification is the most advanced satellite distribution technology available today. Designed to build upon the success of its predecessor DVB-S, the standard offers greater flexibility and better performance over existing satellites. Leading satellite broadcast operators are already migrating their satellite infrastructure from the current DVB-S standard based transmission system to the more bandwidth efficient DVB-S2 standard to offer more channels and HDTV services.

DVB-S2 benefits from recent developments in channel coding and modulation that give a 30% capacity increase over DVB-S under the same transmission conditions and more robust reception for the same spectrum efficiency. DVB-S2 is so flexible
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that it is able to cope with any satellite transponder characteristics, with a large variety of spectrum efficiencies (from 0.5 to 4.5 bit/s per unit bandwidth) and associated Carrier-to-Noise requirements (from –2 dB to 16 dB).

DVB-S2 has been optimised for several satellite broadband applications: broadcast services; interactive services including Internet access; digital TV contribution and satellite news gathering; data content distribution/trunking; and other professional applications.

DVB-S2 is designed to handle a variety of codecs. It is so flexible that it supports any input stream format, including continuous bit-streams, single or multiple MPEG transport streams, IP, ATM. This future proofing will allow other current and future data schemes to be used without the need for a new specification.

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.

European Telecommunications Standards Institute (ETSI)

ETSI is a non-profit making organisation whose mission is to produce the telecommunications standards that will be used for decades to come throughout Europe and beyond. Based in Sophia Antipolis (France), ETSI unites 889 members from 54 countries inside and outside Europe, and represents manufacturers, network operators, administrations, service providers, research bodies and users.

ETSI plays a major role in developing a wide range of standards and other technical documentation as Europe's contribution to worldwide standardisation in telecommunications, broadcasting and information technology. ETSI's prime objective is to support global harmonisation by providing a forum in which all the key players can contribute actively. ETSI is officially recognised by the European Commission and the European Free Trade Association (EFTA). Information on ETSI can be found at: www.etsi.org.

DVB is registered trademark of the DVB Project.

This press release is available in Brazilian Portuguese, Latin American Spanish, and Chinese languages by request or can be downloaded from the DVB website.