



## PRESS RELEASE

For Immediate Release

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# DVB LEADS THE WAY IN STANDARDIZATION FOR IPTV

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**Las Vegas – 24<sup>th</sup> April 2006** – Studies show that broadband penetration is increasing faster than that of mobile telephony at the same point in its cycle. In this context DVB has this month finalized its Phase 1 IP infrastructure specifications covering the carriage of MPEG-2 transport streams over IP networks and associated services.

A recent IMS report indicated that 27 million households will be watching IPTV by the end of the decade. To meet its significant potential, IPTV needs standardization. A growing list of organizations is working alongside the DVB Project to provide the IPTV world with the appropriate level of standardization. DVB is working with ATIS-IIF, DLNA, ISMA and the DSL Forum amongst others. DVB began working in this area in 2001 and has played a central role ever since.

Phase 1 IPI specifications cover the transport of MPEG-2 based DVB services over IP networks; service discovery and selection; a broadband content guide and relevant signalling. DVB has concentrated initially on what it terms Live Media Broadcast and Content-on-Demand services in MPEG-2 environments. In addition, DVB has worked to finalize a set of guidelines facilitating the use of advanced codecs such as H.264 and SMPTE VC.1 on DVB-IP networks.

The next phase of DVB's work will see a comprehensive set of commercial guidelines on IPTV. These will deal with issues such as the non-real-time download of content to local storage devices, and network service provider applications and remote management systems designed to get the most of the bi-directional point to point architecture of IPTV services. There is also significant work on profiling the entire ecosystem for IPTV. Technical work on specifications to meet these requirements is already under way. Ultimately, Phase 2 of the DVB's work will concentrate on facilitating the carriage of IPTV services directly over IP, without the use of an MPEG-2 transport stream.

## **DVB Leads The Way In Standardization For IPTV**

Peter MacAvock stated "Getting the balance right is vital. The IPTV market hasn't traditionally embraced standards, but there's a growing realization of the impact international standards can have. DVB is striving to provide what's required by operators and vendors to enable IPTV's potential for meteoric growth. And it must do so in co-operation with a host of other organizations operating in this complex space."

### **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), [www.dvb-h.org](http://www.dvb-h.org), and [www.mhp.org](http://www.mhp.org).

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