

DVB Opens Door To An HDTV FIFA World Cup In Singapore

homes in London. Elsewhere in Europe, the World Cup is expected to fire consumer demand for HDTV services. Satellite and cable providers in Germany, France, Italy and Scandinavia are all using DVB technology to offer HD broadcasts of the tournament.

In North America, satellite service providers will carry High Definition World Cup coverage using DVB-S and the new powerful DVB-S2 transmission standard in tandem with advanced video codecs (H.264/AVC). In South America, the Brazilian TVA Digital platform will show HD broadcasts on the Bandsports channel using DVB-S, and TV Globo will use both DVB-S and DVB-C. In Africa, Multichoice South Africa and the South African Broadcasting Corporation are cooperating to run test HDTV transmissions of the tournament in preparation for the country's hosting of the 2010 FIFA World Cup.

DVB specifications have supported HDTV since 1998 and the first commercial DVB HDTV deployment began in Australia in 2001 using DVB-T.

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, DVB-S2 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, www.dvb-h.org, and 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.