PRESS RELEASE

For Immediate Release

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DVB OPENS DOOR TO AN HDTV FIFA WORLD CUP IN SINGAPORE

Football festival fires demand for HD on DVB satellite, cable and terrestrial platforms.

Singapore – 20th June 2006 – With an expected worldwide audience in excess of one billion viewers in over two hundred countries, the 2006 FIFA World Cup will be one of the landmark sports event broadcasts in television history. The event is also a major showcase for DVB delivery technologies. For the first time all sixty four matches of the competition will be captured in HDTV. Lucky viewers around the world will have their first chance to view the games in High Definition quality using DVB technology (DVB-T, DVB-C, DVB-S, and DVB-S2).

In Southeast Asia, Singapore once again is leading the way with the shift to digital technology. In an effort to speed up the deployment and adoption of HDTV, the cable operator StarHub, an official broadcaster of the 2006 FIFA World Cup, has acquired the telecast rights of all 64 World Cup matches and has launched HD trial services in time for tournament. The company has also announced that it is likely to fully launch its HD service later this year. On the terrestrial side, MediaCorp has launched its HDTV trial over its new terrestrial Channel 38, with the Hollywood blockbuster, The Lord of The Rings: The Two Towers. Consumers have bought an estimated 200,000 flat panel HDTV sets, which is about one in every five households. MediaCorp estimates it will cost at least S$100 million (US$63 million) to roll out HDTV on all its terrestrial channels.

Peter MacAvock, Executive Director of the DVB Project said: “Digital Television has made HDTV broadcasting possible, and with the recent appearance of H.264/DVB-S2 boxes coupled to flat panel HD-ready displays, there is now an explosion of interest in HDTV. DVB is very much at the centre of this, as the enabling technology. The launch of trial HDTV services in Singapore coinciding with the World Cup and BroadcastAsia is a timely one and I personally hope to get the opportunity to view some of the matches in HD during my visit”.

In the UK, BBC HD and Sky HD will be available to subscribers of the Sky HD satellite service, which is deploying DVB-S2 with H.264/MPEG-4 AVC. BBC and ITV HD coverage of the matches will be available to ntl:Telewest cable service subscribers, and BBC will also broadcast a trial DVB-T HD service to a few hundred
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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.