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# DVB-H GETS SIGNIFICANT BOOST IN US AS TIA ADOPTS THE OPEN STANDARD FOR MOBILE TV

**Geneva – 20<sup>th</sup> October 2006** – DVB today welcomes the decision by the Telecommunications Industry Association (TIA) to adopt DVB-H as an official standard for Mobile Digital TV in the US. The publication of TIA-1105, "Terrestrial Mobile Multimedia Multicast Based On Digital Video Broadcasting For Handheld Devices System", is a further boost to the growing acceptance of the non-proprietary, open standard by broadcast and telecommunications companies engaged in implementing Mobile TV services in the US.

On news of the announcement Peter MacAvock, Executive Director of the DVB Project had this to say: "DVB-H is now a recognisable global success with announcements almost every day of DVB-H products and services. The TIA's ratification of the specification as a standard is yet a further significant endorsement and will be seen as an important step in establishing DVB-H as the leading choice for Mobile TV implementers in the US".

In 2004, DVB-H was formally adopted by the European Telecommunications Standards Institute (ETSI) as a standard (EN 302 304). The unparalleled support of network operators, broadcasters, content owners, and silicon and equipment manufacturers for the non-proprietary, open standard, has hastened the commercial launch of DVB-H Mobile TV services around the world. Extensive trials and pilot services across five continents have already confirmed and continue to endorse the technical capabilities and economic advantages of DVB-H over competing systems. Commercial DVB-H services are already on-air in Italy, and services have been announced for the US, Finland, Vietnam, France, Germany, Spain, Russia and South Africa before the end of 2007.

## **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.

## **DVB-H Gets Significant Boost In US As TIA Adopts The Open Standard For Mobile TV**

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-H (Handheld)**

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 playout 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 percent. Information on DVB-H can be found at: [www.dvb-h.org](http://www.dvb-h.org).

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

### **About TIA**

The Telecommunications Industry Association is the leading trade association for the information and communications technology (ICT) industry. TIA serves ICT suppliers to global markets through its leadership in standards development, domestic and international policy advocacy, and facilitating member business opportunities. TIA represents the communications sector of the Electronic Industries Alliance (EIA). Further information on the TIA can be found at [www.tiaonline.org](http://www.tiaonline.org).