PRESS RELEASE

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Contact: Harold Bergin
WHD Public Relations
P.O. Box 3035,
London SW1P 3BH
United Kingdom

Tel: +44 (0)20 7799 3100
E-mail: harold@whdpr.com

DVB SETS THE PACE FOR MOBILE TV AT 3GSM

New Instrument Added to DVB Mobile TV Tool Kit.

3GSM Experiences Marked 25% Increase In DVB Multi-Vendor Product & Technology Demos Of DVB-H.

Barcelona – 12th February 2007 – This year's 3GSM World Congress demonstrates the runaway success of the DVB's efforts in promoting open standards for the Mobile TV industry. DVB-H technology for the delivery of data and media content to handheld terminals is widely on display throughout the 3GSM exhibition halls representing a marked 25 percent increase over last year's event. The latest tool from DVB for the delivery of broadcast services via satellite, the soon to be formally standardised DVB-SH, also makes its debut at a major exhibition. (*see - Guide to DVB-H @ 3GSM World Congress)*

As support for the DVB open standard grows from strength to strength, new research from analysts reflects that "overwhelming support from the wireless industry is likely to be one of the major drivers for the growth of the technology, as will be the increasing demand for content on the move. In short, DVB-H could well become a global standard similar to Global System for Mobile Communication (GSM), creating an altogether new market for television viewership."

The same report reveals that revenues in this market totalled $60 million in 2006 and are likely to reach $2.04 billion in 2010. (Source: DVB-H Technology-Market and Potential Analysis, Frost & Sullivan.)

The rapid growth of multi-vendor support at 3GSM and other major technology fora such as NAB and IBC provides further evidence and backs the findings of analysts.

"The phenomenal escalation in the market development of DVB-H demonstrates the advantages of open, interoperable standards that have the ability to stimulate and enable the growth of industries such as Mobile TV. The work carried out by DVB marks the success of cooperative efforts of our membership to bring innovation to the marketplace," remarked Peter MacAvock, Executive Director of the DVB Project.

Some of the advantages of DVB-H over other Mobile TV technologies are:

- DVB-H is a non-proprietary, open standard, with public access to independent evidence regarding real world performance records

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- Offers a lower network investment opportunity
- DVB-H offers more capacity with 30+ channels per multiplex
- Offers low power consumption with the high data throughput
- Channel switching time of 1 – 2 seconds
- DVB-H is uniquely specified for an Electronic Service Guide, for service purchase to generate revenues, and a protection system allowing suitable controls over content viewing for ensuring viable parental control when needed
- An open standard with support and solutions from more than 60 manufacturers
- Commercial networks now in Italy, Albania, Finland & Viet Nam
- DVB-H spectral efficiency is scalable with 16QAM and 64QAM options
- DVB-H can share spectrum (and investment) with DVB-T with hierarchical modulation or multiplexing. It can be implemented without switching off any existing services
- DVB-H has been an ETSI standard since November 2004

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.

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.

DVB-SH (Satellite Services to Handheld)
DVB-SH is defined as a system which is able to deliver media content and data to personalized terminals like mobile phones and PDAs via the use of a satellite. Whenever a line of sight between terminal and satellite does not exist terrestrial gap fillers are employed to provide the missing coverage. The DVB-SH system has been designed for frequencies below 3 GHz. Two versions exist. The first (SH-A) uses Orthogonal Frequency Division Multiplexing (OFDM) both on the satellite link and on the terrestrial link. This version requires satellite transponders to be operated in a linear mode. The second version (SH-B) targets satellite transponders operated in full saturation. A Time Division Multiplex (TDM) signal is used on the satellite link but the OFDM signal is maintained on the terrestrial link.