PRESS RELEASE

For Immediate Release

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

WORLDWIDE SUCCESS OF DVB REAPS UNPARALLELED BENEFITS FOR CONSUMERS

Economies Of Scale Generated By Huge Take Up Of DVB-T Creates Win-Win Situation For Manufacturers and Consumers Alike.

Las Vegas – 14 April 2008 – In the global transition to DTV, countries that have opted for DVB technology as the transmission standard of choice are benefiting from superior technology and quality of service at the lowest possible cost. With over 190 million DVB receivers of all kinds deployed across five continents consumers can avail of prices from as little as 20 USD. This mass market success applies equally to both consumer products and to professional equipment for transmission networks. Selecting DVB-T for the launch of digital terrestrial television services is increasingly an obvious choice for countries wishing to make the step to digital.

Currently DVB-T services are on air in more than 30 countries and the standard has been formally adopted in many more. All countries that are signatories of the Geneva 2006 (GE-06) Agreement governing radio frequency allocations will also use DVB-T, meaning that the standard will ultimately be deployed right across all the countries of Europe, Africa and the Middle East. DVB-T is being deployed widely in Asia and last year saw its first adoption in Latin America with Uruguay.

No other broadcast standard can offer the same level of economic benefit and affordability, key drivers for digital take up, as DVB-T. The enormous range of DVB-T receivers available in the marketplace today offer standard definition and high definition, interactivity and data services (MHP), MPEG-2 and MPEG-4 decoding, operating in 6, 7 and 8 MHz channel bandwidths, and with PAL and NTSC compatibility.

“DVB’s market led approach to open standards has ensured that economic and technical conditions allow countries to enjoy the benefits of digital TV. DVB-T is a worldwide success and continues to go from strength to strength. The road to digital may not always be an easy ride, but the right choice of technology can smooth the transition,” commented Peter MacAvock, Executive Director, DVB.
Worldwide Success Of DVB Allows Consumers To Reap The Benefits

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 is registered trademark of the DVB Project.