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# PANAMA LAUNCHES DIGITAL SERVICES WITH DVB-T

**23 December 2009** – On Monday, 10 December, Panama celebrated the launch of DVB-T services. In a ceremony attended by the President of the Republic of Panama, Ricardo Martinelli, the state owned public service broadcaster SERTV launched Latin America's first DVB-T services.

The decision to adopt DVB-T in Panama, announced in May of this year, was taken after in-depth analysis and the rigorous testing of the world's digital television standards. A National Technical Committee created in 2007, consisting of 25 experts from diverse sectors, conducted studies, analyses and tests related to the technical, social, economic and regulatory aspects of all existing standards.

In his speech, President Martinelli congratulated SERTV on the important event of being the first broadcaster of digital terrestrial television in Panama. SERTV Director General, Marisín Luzcando, pointed out that the introduction of digital television will open up many opportunities to promote culture and education in the country.

Also joining the ceremony were Agencies of the Panama Government, representatives from the DVB Project and the electronic industries as well as diplomats from other countries.

Commending Panama on the occasion, Peter Siebert, Executive Director of DVB, stated "The DVB Project is delighted to welcome the start of DVB services in Panama particularly so soon after the official adoption of the standard. The prompt implementation is a credit to the dedication of Panama's government and broadcasters".

In the coming months Panama will see its other broadcasters launch DVB-T services. Analogue switch-off across the country is expected to take place before 2019.

**Background**

## **Panama Launches Digital Services With DVB-T**

### **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 committed to designing global standards for the delivery of digital television and data services. 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 move towards global standardisation, interoperability and future proofing.

DVB dominates the digital broadcasting environment with thousands of broadcast services around the world using DVB's open standards. There are hundreds of manufacturers offering DVB compliant equipment. To date there are over half a billion DVB receivers deployed worldwide. DVB standards are also widely used for other non-broadcasting applications such as 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), [www.dvb-h.org](http://www.dvb-h.org), [www.mhp.org](http://www.mhp.org) and [www.dvbworld.org](http://www.dvbworld.org).

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