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DVB CONFIRMED FOR SOUTHERN AFRICA

Southern African Development Community Announce Decision To Adopt DVB-T2 For Entire Region With A Population Of Over 250 Million.

Geneva – 01 December 2010 – The South African Development Community (SADC) has announced that the region, which has a population of over 250 million, will adopt DVB-T2, DVB's second generation digital terrestrial television standard. The decision to adopt DVB-T2 was taken after rigorous testing and in-depth analysis of ISDB-T, DVB-T and DVB-T2.

An Ad Hoc Committee of the SADC was tasked to undertake the necessary assessments and advise the Member States on the viability of the different technical standards with the view for the region to move towards adopting a common standard. The 15 Member States represented by the SADC are Angola, Botswana, Democratic Republic of Congo, Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, Seychelles, South Africa, Swaziland, Tanzania, Zambia and Zimbabwe.

The Committee's decision that SADC Member States should adopt DVB-T2 with MPEG4 compression as the recommended digital terrestrial standard for the region was announced by the Hon. Joel Kaapanda, Minister of Communications & Information Technology of the Republic of Namibia and Chairperson of SADC Committee of Ministers responsible for Information and Communication Technology, at a press conference in Lusaka, Zambia on 24 November. It was noted, however, that Member States which have already started implementing the DVB-T standard should proceed with its implementation but ultimately migrate to DVB-T2.

The Minister also announced that the Member States would switch to digital television by 31 December, 2013 well ahead of the 2015 global switchover date in order to ensure that all related challenges would be overcome in time.

Phil Laven, DVB's Chairman, welcomed the decision saying that "This recommendation in favour of DVB-T2 will allow the SADC region to benefit from the world's most advanced digital terrestrial TV standard. By adopting a common standard, the SADC region will achieve economies of scale, thus facilitating a successful move into digital terrestrial TV."

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DVB-T2 is the world's most advanced digital terrestrial transmission system offering higher efficiency, robustness and flexibility. It introduces the latest modulation and coding techniques to enable the highly efficient use of valuable terrestrial spectrum for the delivery of audio, video and data services to fixed, portable and mobile devices. These new techniques give DVB-T2 a 50% increase in efficiency over any other DTT system in the world.

The UK saw the launch of the first DVB-T2 services earlier this year. Since then Italy has launched DVB-T2 pay TV services followed by Sweden. Early 2011 will see Finland start their DVB-T2 HD services. Advanced trials are currently taking place in Austria, Denmark, the Czech Republic and Germany. With the positive results of the UK launch, more and more other countries are considering launching services using DVB-T2 in the near future. Outside Europe, other countries that are considering DVB-T2 are Australia, India, Kenya, Malaysia, Singapore, Sri Lanka and Thailand.

About

Digital Video Broadcasting (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, www.dvb-h.org, www.mhp.org and www.dvbworld.org.

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