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DVB AT BCA

Supporting The Growing Adoption Of DVB-T2 In The Asia-Pacific Region

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19 June 2012—At this year's BroadcastAsia Conference and Exhibition, DVB is focusing on its second-generation digital terrestrial television (DTT) standard, DVB-T2, which is rapidly being adopted by countries throughout the region. Visitors to the DVB stand can see a combined DVB-T2 and T2-Lite demonstration that underlines the robustness and flexibility of the DVB-T2 standard, now the world's fastest growing DTT standard.

DVB-T2-Lite is a part of DVB-T2, the world's most advanced DTT system. The new profile pares down DVB-T2 parameter settings to what is required for mobile and portable reception. The result is a very efficient mode that enables the complexity of the receiver chips to be reduced by 50%, which in turn reduces receiver costs. It is easy and cost-effective to implement T2-Lite into an existing DVB-T2 infrastructure. The demo consists of a DVB-T2 stream received on a Sony DVB-T2 iDTV and a T2-Lite demo with an evaluation board for the Sony IC supporting T2 as well as T2-Lite demodulation.

A separate demonstration showcases the latest addition to DVB's second-generation family of standards, DVB-C2 for digital cable systems. The demo will highlight the growing number of manufacturers that are supporting the new technology with the development of products. Visitors to the stand can see first-hand a DVB-C2 ready Sony iDTV, a Sony DVB-C2 evaluation board alongside a prototype DVB-C2 Humax set-top box. DVB-C is widely deployed in the Asia-Pacific region and as markets move to deliver innovative new services including multichannel HDTV, VOD, and other interactive services, the large capacity increase in combination with the improved operational flexibility that is the mark of the DVB-C2 standard will be of great benefit.

DVB would like to thank DVB Members: BBC, DekTec Digital Video, ENENSYS Technologies, Humax, Rohde & Schwarz and Sony for their participation in the DVB Stand demonstrations.

DVB is also prominently featured in the official BroadcastAsia 2012 International Conference with DVB experts participating in the conference program in the 'DVB-T2 Technologies - The Road Ahead' session. Topics include: a DVB development update; DVB-

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T2 in Myanmar, Singapore and South Africa; DVB-T2 transmitter and receiver technologies; experience on T2 implementation; and DVB-T2-Lite for mobile applications.

Asia-Pacific region countries that have opted for DVB-T2 now include Brunei, India, Indonesia, Malaysia, Mongolia, Myanmar, Nepal, New Zealand, Singapore, Sri Lanka, Thailand and Vietnam.

A new report from Digital TV Research states that Asia-Pacific is undergoing a digital TV boom that will see penetration increase from 36% in 2011 to 83% in 2017 – or up by 440 million homes. The report, “Digital TV Asia-Pacific”, forecasts that of this figure DVB adopter India will account for 82 million of the additional digital TV homes.

Of the 440 million digital homes to be added between 2011 and 2017, 103 million will come from DTT. Digital cable will contribute a further 195 million, with pay DTH supplying 34 million more and pay IPTV 86 million. By contrast, the region will lose 152 million analog cable homes and 196 million analog terrestrial ones.

About DVB

Digital Video Broadcasting (DVB) is an industry-led consortium of over 230 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 standardization, 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 shipped 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.mhp.org, www.dvbservices.com and www.dvbworld.org.

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