



## Press Release

For Immediate Release

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# DVB CELEBRATES 20 YEARS OF DELIVERING THE DIGITAL STANDARD AT IBC 2013

**World's First Showing of DVB-T2 Delivering Both HEVC Encoded  
4k Ultra HD and Mobile Services in a Single Channel.**

**New CI Plus Features Make Debut in IPTV Demo.**

**13 - 17 September 2013, Amsterdam, Stand 1.D81**

**Amsterdam – 13 September, 2013** – At this year's IBC, DVB is marking its 20<sup>th</sup> Anniversary by celebrating with another world's first technology demonstration. Visitors to the DVB stand (1.D81) can witness the groundbreaking demo of DVB-T2 delivering a wide range of resolutions from 4k Ultra HD down to the smaller screen resolutions typically found in mobile devices. The presentation underlines the power and flexibility of this second-generation standard. In another very important demo DVB is highlighting the new features provided in the forthcoming DVB-CI Plus specification. The specification will incorporate the latest feature set introduced by the CI Plus Extensions and enables IPTV to be delivered directly to the television set, without the need of a set-top box (*See separate release*).

Using the DVB-T2 terrestrial transmission standard, a 4k UHDTV service utilizing HEVC encoding, and a mobile service are being delivered in a single 8 MHz channel. This is enabled through the use of Multiple PLPs (Physical Layer Pipes), a feature of DVB-T2, which allows for the separate adjustment of the robustness of each delivered service within a channel to meet the required reception conditions. The PLP transmission parameters for the mobile service are compliant to the T2-Lite parameter set. The service, provided by Arqiva, is being transmitted from the Alticom Tower in Amsterdam covering the entire IBC exhibition area. The 4k service is received by a Broadcom reference design (consisting of a 4k HEVC decoder and T2 demodulator and tuner) and displayed on a 55" TV from Sony. Content for the 4k service has been supplied by 3net Studios, the global production company from Sony, Discovery and IMAX. The mobile service is being received via a Sony DVB-T2 USB dongle and displayed on a tablet PC. The content for the mobile service is furnished by the BBC.

## **DVB Celebrates 20 Years of Delivering the Digital Standard at IBC 2013**

Designed and coordinated by TNO, the Netherlands Organization for Applied Scientific Research, the CI Plus technology demonstration shows how the forthcoming DVB-CI Plus specification will offer support for IPTV. The demo utilizes a pre-standard SmarDTV DVB-CI Plus Conditional Access Module (CAM) together with a pre-standard Philips television set supplied by TP Vision and an IPTV application developed by Accenture. The demo shows how after the insertion of the CAM into an IP-connected TV, an automatic discovery process finds the available IPTV channels, and retrieves the operator's virtual set-top box application containing the Electronic Program Guide (EPG). The IPTV channels and EPG are then shown as additional sources on the television.

The user experience is indistinguishable from TV consumption from other sources. Users can flip through channels and use the IPTV Service Provider's rich EPG to get detailed information about programs and choose from the IPTV channel list. Since the application runs in a HTML-based browser environment, IPTV Service Providers can give their customers a rich user interface that integrates TV viewing and on-demand services from both broadcast and broadband sources using a single remote control.

The official IBC Conference program features a raft of DVB related sessions delivered by experts from the DVB and its membership. On Sunday, 15 September from 14:30 – 16:00 in the Forum, DVB's Chairman, Phil Laven will chair the session "New Concepts & Competition for Terrestrial Broadcast", and is joined by Ulrich Reimers, Director, Institut für Nachrichtentechnik, Technische Universität Braunschweig, Joerg Huschke, Master Researcher, Ericsson GmbH, Eurolab R&D, and Gerhard Petrick of Multichoice South Africa. In other sessions, IBC Conference attendees can expect to hear more on DVB related topics ranging from DVB-S2 Extensions to HEVC encoding for DVB standards.

The DVB stand is be tended by DVB representatives and technology experts available to answer queries and provide information on DVB's wide ranging family of open, interoperable, market driven standards.

### **About DVB**

Digital Video Broadcasting (DVB) is an industry-led consortium of over 200 broadcasters, manufacturers, network operators, software developers, regulators and others from around the world committed to designing open interoperable technical standards for the global delivery of digital media and broadcast services.

DVB standards cover all aspects of digital television from transmission through interfacing, conditional access and interactivity for digital video, audio and data.

DVB dominates the digital broadcasting environment with thousands of broadcast services around the world using DVB's standards. There are hundreds of manufacturers offering DVB compliant equipment. To date there are nearly a billion DVB receivers shipped worldwide.

Further information about DVB can be found at: [www.dvb.org](http://www.dvb.org), [www.dvbservices.com](http://www.dvbservices.com) and [www.dvbworld.org](http://www.dvbworld.org).

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