



## PRESS RELEASE

### DIGITAL TELEVISION: EUROPEANS ON TARGET.

**Geneva, 12 January 1994** - A basic technical specification for digital television broadcasting by satellite was adopted in Frankfurt in December by the Steering Committee of the DVB (Digital Video Broadcasting) Group. The DVB group brings together more than 110 major European media organisations, including manufacturers, broadcasters, network operators, and radio regulatory authorities.

The new specification will be converted into an ETSI (European Telecommunications Standards Institute) standard within the coming months, thus enabling digital television broadcasting to be introduced in Europe. Services seem likely to start in 1995.

This decision is the first milestone in European plans for the coordinated development of digital television. In parallel, a new standard is being developed for the transmission of the signals over cable networks.

The specification now adopted uses the worldwide standards for sound and picture coding "MPEG" agreed in November 1993. The DVB system combines the MPEG-2 standards with technologies enabling digital television to be broadcast via satellite and cable.

The chairman of the DVB project is Peter Kahl of the German Federal Ministry of Posts and Telecommunications. The European Broadcasting Union (EBU) is providing a DVB Project Office supporting these activities in its headquarters in Geneva.

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