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For Immediate Release

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ITU endorses DVB interactive cable solutions

Geneva, 18 March 1998 – ITU-T Study Group 9 has approved a standard for transmission systems for interactive cable television services. This approval is a major milestone in the establishment of international standards for bi-directional digital cable systems. The annexure of the DVB standards to this approved standard is a powerful endorsement of the pioneering work of the DVB Project.

Meeting in Geneva, Switzerland in March, ITU-T Study Group 9, which is responsible for cable television system matters, has approved a landmark standard for bi-directional digital cable systems including both co-axial and hybrid-fibre-coax (HFC) architectures.

This standard, ITU Recommendation J-112, defines modulation protocols for high-speed bi-directional data transmissions, such as those used for interactive cable television services, Internet communication, and for other two-way cable communications. Having a globally applicable standard facilitates the emergence of "economies of scale" and interoperability between system approaches from different parts of the world.

The standard includes three annexes addressing the various requirements of European, North American and Japanese sectors.

Charles Sandbank, ITU-T Rapporteur for Interactive Audio-Visual Services said:

"The pioneering work on interactive TV carried out by DVB with DAVIC (Digital Audio Visual Council) has been fundamental to this ITU success. The ITU standard makes allowances for the existing infrastructure in Europe, the USA and Japan, and allows service providers to mix and match from any of the three annexes those features most suited for their needs."

DVB has established international standards for all aspects of interactive TV services through cable, satellite, terrestrial and other delivery media. These specify protocols for most commonly available return channel media, as well as network independent protocols.

Background

The Digital Video Broadcasting Project (DVB) is a consortium of over 200 broadcasters, manufacturers, network operators and regulatory bodies in more than 30 countries worldwide, committed to designing a global standard for the delivery of digital television. Numerous broadcast services using DVB standards are now operational, in Europe, North and South America, Africa, Asia, and Australasia.