

*12 August 1998*

*For Immediate Release*

Contact: Anthony Smith  
Marcomm Manager  
Ancienne Route 17A  
Grand Saconnex  
CH-1218 Geneva  
Switzerland

Tel: +41 (0)22 717 2728  
Fax: +41 (0)22 717 2727  
E-Mail: smith@dvb.org

## ***China & DVB Co-operate For The Development Of Digital Terrestrial Television Standards In China***

Beijing, 13 April 1999 -- Today marks an important milestone in the development of Broadcasting in China with the signing of a Memorandum of Understanding between the Digital Video Broadcasting Consortium (DVB) and the Academy of Broadcasting Science of the State Administration of Radio, Film and Television of China.

ABS is a research organisation under the State Administration of Radio, Film and Television which is undertaking research and is responsible for formulating recommendations for Digital Television Standards for China.

The DVB Consortium, including about 230 research institutes, IT industries, broadcasters, operators and TV regulators, has now been in existence since the early 90's. It has already established standards for a number of elements in the family of digital broadcasting. These notably include standards for Digital Satellite and Cable Television which have been adopted universally by the majority of countries world-wide, including China.

In 1996, DVB has completed its standards for Digital Terrestrial Television Broadcasting. It is now continuing its activities with a whole range of more advanced related systems. It is in the context of terrestrial broadcasting standardisation for China that this Memorandum of Understanding is being signed.

Over the last year, there has already been close co-operation between DVB and ABS in establishing relationship through a number of meetings, conferences and demonstrations covering all aspects of these new broadcasting technologies. The last of them, 3 March, was an impressive demonstration of High Definition TV broadcasting made by DVB for ABS, from the Beijing transmitter of CCTV and with the co-operation of this organisation.

This Memorandum of Understanding will further strengthen the relationship between DVB and ABS in this activity.

DVB looks very much forward to working closely with ABS through appropriate arrangements including workshops, exchange of experts, seminars and conferences to generate and promote an understanding of the appropriate implementation for China of this exciting new technology and of related DVB standards. Over the coming months this association will facilitate the complex process of technical evaluations associated with the choice of an optimal Digital Terrestrial TV standard for China. DVB hopes that this will lead to the recognition that DVB standards are the most appropriate ones for China.

The Academy of Broadcasting Science will now join, as associated member, the some other 230 existing members from 30 other countries of the DVB Consortium. Its participation to this international organisation, whose principal objective is the development and promotion world-wide of common global standards for Digital Broadcasting systems will allow ABS to participate actively in the activities of DVB. ABS will be able to access DVB's global expertise resources and to propose its own conceptions of the TV of the future for inclusion into future DVB standards.

Dr. Helmut Stein, Chairman of the Promotion and Communication Module of DVB, responsible for the promotion of the DVB standards world-wide, said that DVB was honoured to be now formally associated with ABS and welcomed its inclusion as a member of the DVB Organisation. He was sure that there will be mutual benefits to this association. He further indicated that the potential adoption of the DVB world recognised standards for digital terrestrial television by China would allow the country to achieve an efficient and coherent satellite, cable and terrestrial broadcasting infrastructure.

Dr Stein added that the adoption of common standards will materially assist China to both access the appropriate technology to provide a whole range of new and exciting broadcasting services to the Chinese people, and indeed provide the Chinese broadcasting and electronic industries with the opportunities to access world markets where DVB systems are increasingly being adopted.