



PRESS RELEASE

FOR IMMEDIATE RELEASE

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DVB PROMOTES POOLING OF MHP PATENTS

Geneva, 3 September 2001: The DVB Project announced today that it will foster the formation of a patent pool for its Multimedia Home Platform standard. The objective is to create efficient access to the intellectual property rights necessary for the implementation worldwide of its MHP standard. A patent pool formed on a voluntary basis by holders of intellectual property rights and administered independently of the DVB Project can help fulfil this objective.

The pool will be a voluntary, agreed-upon, joint licensing arrangement for a portfolio of patent rights. It will enable a "one-stop-shop" facility for those requiring licenses. It is intended to result in widespread, non-discriminatory and reasonable licensing of patent rights for MHP technology. In addition to MHP, the announcement covers all the other specifications adopted by the DVB Project since its initial call for declarations in May 1997. As a first step, those holding IPRs essential to the MHP standard, or to the DVB standards listed in the annex, are invited to identify their IPRs to the DVB Project Office before 1 December 2001.

Theo Peek, Chairman of the Steering Board of the DVB Project, said: "Now that the MHP specification has been completed, we can turn to ensuring that the IPRs associated with that standard and our other standards are available efficiently and on terms which are fair, reasonable and non-discriminatory. As with the licensing scheme fostered by DVB and developed by the rights holders in the DVB-T specification, our effort will benefit industry and consumers alike, as it will accelerate the introduction of MHP implementation and DVB services throughout the world. In addition, the pool will meet the goals of IPR holders whose interest is to promote the widest distribution of DVB services and MHP equipment and applications. The mechanism to be developed within a pool formed voluntarily by IPR holders will provide an efficient means to license these IPRs."

Carter Eltzroth, chairman of the DVB's IPR Module, stated, "Our call for declarations builds on the model we successfully created for the DVB's terrestrial specification. When the declarations of IPR essential to a DVB specification are submitted, an independent patent specialist will assess them. Based on the conclusions drawn from that assessment, those holding essential IPR in each specification will be invited to consider forming a licensing programme. Of course, the economic terms of that programme, and the choice of licensing administrator, will remain a decision of the participants in each licensing programme."

"One important focus for this work will be the Multimedia Home Platform," Carter Eltzroth continued. "The scheme to be adopted by the MHP rights holders will inevitably draw upon the implementation arrangements under which the intellectual property rights held by Sun Microsystems Inc in MHP are already made available through the European Telecommunications Standards Institute, as custodian."

The DVB is separately issuing a request for proposals for those companies and individuals that are interested in being engaged by the DVB to serve as the independent IPR assessor.

Holders of IPRs essential to the implementation of a DVB standard are invited to identify their rights to:

DVB Patent Pool Coordinator
DVB Project Office
c/o European Broadcasting Union
17A, Ancienne Route
CH-1218 Grand-Saconnex (GE)
Switzerland
Email: melamed@dvb.org

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This press release is available in a short and long version. Attached to the long press release are (1) notes to editors, (2) a description of the information to be submitted by an entity declaring essential IPRs, (3) a list of the specifications covered by this press release, and (4) the request for proposals from those interested in serving as the DVB Patent Pool Coordinator.

Notes to Editors.

1. The **DVB Project** is the industry-led standards forum that is adopting specifications for digital television and other platforms. Its DVB specifications for digital terrestrial, cable and satellite television have been introduced in Europe and elsewhere throughout the world. Once adopted by the DVB, a recognized standards body, such as ETSI or CENELEC, standardizes its specifications.
2. The DVB Project has adopted a specification for the **Multimedia Home Platform**, which paves the way for an open standard API designed to facilitate seamless services across broadcast, telecommunications and computer platforms. MHP defines a generic interface between interactive digital applications and the terminals on which these applications execute. The notice calling for declarations also covers all the specifications adopted by the DVB Project since the time of its last call in May 1997. A list of the specifications now covered is attached.
3. The DVB's **IPR policy** is set out in its Memorandum of Understanding. DVB specifications enjoy an important advantage since the DVB members have undertaken to provide their IPRs essential to a specification on terms that are fair, reasonable and non-discriminatory. A member may give notice that its IPRs are not so available, but to date no such notice has ever been delivered. The complete text of the DVB MoU and its article 14 on IPR policy can be found at www.dvb.org.
4. Under the IPR policy, the DVB fosters a voluntary, agreed-upon, joint licensing arrangement (a "**patent pool**") for each of its specification. The DVB has successfully fostered a licensing programme for its DVB-T specification, which is now administered by MPEG LA. In addition, since 1995, the companies that developed the DVB common scrambling algorithm have been licensing their technology under a programme under the custodianship of ETSI. Details of these programmes can be found at www.mpegla.com and www.etsi.fr.
5. For the Multimedia Home Platform, arrangements are already in place for the licensing of MHP's java portion, for **MHP conformance testing with an MHP Test Suite** and for MHP branding. The licensing arrangements cover the rights held by Sun Microsystems Inc. The licensing programme for MHP is likely to build on these MHP implementation arrangements. Details on these arrangements can be found at www.mhp.org.
6. As indicated in the press release, the pooling process contemplated has several steps: the submission of declarations by those holding IPRs essential to the MHP specification or to one of the other listed specifications; an assessment by a independent patent specialist; and an invitation to those found holding essential IPR to consider forming a pool. At this point, the **DVB's fostering process**, as provided under its MoU, stops. It is for the rights holders to establish the economic and other terms of their licensing policy.

Information to be submitted by an entity declaring essential IPRs

The identification of a patent right considered essential to the implementation of a DVB standard should specify:

- (a) the standard by number, e.g. EN or ETS, and the relevant section of the standard,
- (b) the patent/patent application number and filing date,
- (c) the date of publication of the patent specification, and
- (d) a list showing the countries in which corresponding patent applications in the same patent family are filed/granted together with the current status of each such patent/application.

The DVB Project expects to receive responses by 1 December 2001. Thereafter the DVB Project will encourage those holding essential IPRs to complete an arrangement for one or more pools, each of which may be constituted as a stand-alone licensing entity, in early 2002. IPR holders may choose to create individual licensing pools, corresponding, for example, to different DVB specifications. Later declarations may also be assessed.

Copies of the specifications are available from the DVB Project Office. Please send requests directly to the following email address:

iprm@dvb.org

Please note that copies can only be supplied via this channel to organisations for the purpose of identifying their essential IPRs. For all other requirements, copies of the DVB specifications must be obtained through ETSI, CENELEC or the EBU.

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Specifications covered by the DVB's Call for Declarations

This call for declarations of intellectual property rights essential to DVB specifications is the first call since May 1997. The first call covered most notably the DVB's transmission terrestrial, cable and satellite standards.

The present call covers most notably the specification for the Multimedia Home Platform. Set forth below is a list of titles of covered specifications, together with the reference number of the related recognized standards body. More complete description of each specification can be found at www.dvb.org/iprdeclare

<u>Reference No.</u>	<u>Title</u>
EN 300 748	Multipoint Video Distribution Systems (MVDS) at 10 GHz and above
EN 300 749	Framing structure, channel coding and modulation for MMDS systems below 10 GHz
EN 301 701	OFDM modulation for microwave digital terrestrial television
EN 301 210	Framing structure, channel coding and modulation for Digital Satellite News Gathering (DSNG) and other contribution applications by satellite
EN 301 222	Co-ordination channels associated with Digital Satellite News Gathering (DSNG)
EN 301 775	Standard for conveying VBI data in DVB bitstreams
EN 301 192	Specification for data broadcasting
TR 102 154	Implementation Guidelines for the use of MPEG-2 Systems, Video and Audio in Contribution Applications
ETS 300 743	Subtitling systems
ETS 300 802	Network-independent protocols for DVB interactive services
ES 200 800	Interaction channel for Cable TV distribution systems (CATV)
ETS 300 801	Interaction channel through Public Switched Telecommunications Network (PSTN)/ Integrated Services Digital Networks (ISDN)
EN 301 199	Interaction channel for Local Multipoint Distribution System (LMDS) distribution systems
EN 301 195	Interaction channel through the Global System for Mobile Communications (GSM)
TR 101 201	Interaction channel for Satellite Master Antenna TV (SMATV) distribution systems; Guidelines for versions based on satellite and coaxial sections

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EN 301 790	Interaction channel for Satellite Distribution Systems
Draft EN 301 958	Digital Video Broadcasting (DVB); Specification of interaction channel for digital terrestrial TV including multiple access OFDM
Draft TS 101 812	Digital Video Broadcasting (DVB); Multimedia Home Platform (MHP) v.1.1.0
TS 103 812	Digital Video Broadcasting (DVB); Multimedia Home Platform (MHP) in HTML extensions
ETS 300 813	DVB Interfaces to Plesiochronous Digital Hierarchy (PDH) networks
ETS 300 814	Interfaces to Synchronous Digital Hierarchy (SDH) networks
TR 100 815	Guidelines for the handling of ATM signals in DVB systems
TS 101 224	Home Access Network (HAN) with an active Network Termination (NT)
TS 101 225	In-Home Digital Network (IHDN) Home Local Network (HLN)
TR 101 891	Digital Video Broadcasting (DVB); Professional Interfaces: Guidelines for the implementation and usage of the DVB Asynchronous Serial Interface (ASI)
EN (CENELEC) 50201	Interface for DVB-IRDs
TS 102 201	Interfaces for DVB-IRDs
TS 101 197 - 1	DVB SimulCrypt; Part 1: Head-end architecture and synchronization
TS 103 197	Head-end Implementation of SimulCrypt
ETR 290	Measurement guidelines for DVB systems
TR 101 290	Measurement guidelines for DVB systems
TR 101 291	Usage of DVB test and measurement signaling channel (PID 0x001D) embedded in an MPEG-2 Transport Stream (TS)

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Background

The DVB Project

The Digital Video Broadcasting Project (DVB) is an industry-led consortium of over 300 broadcasters, manufacturers, network operators, software developers, regulatory bodies and others in over 35 countries committed to designing global standards for the delivery of digital television and data services. The 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 march towards global standardisation, interoperability and future proofing.

To date, there are numerous broadcast services using DVB standards. There are hundreds of manufacturers offering DVB compliant equipment, which is already in use around the world. DVB dominates the digital broadcasting world. A host of other services is also on-air with DVB-T, DVB-S and DVB-C including data on the move and high-bandwidth Internet over the air. Further information about DVB can be found at: www.dvb.org.

DVB Multimedia Home Platform (MHP)

DVB-MHP was ratified last year by the DVB Steering Board and was formally adopted by the European Telecommunications Standards Institute (ETSI) (ETSI TS 101 812 (MHP)). This action paved the way for the deployment of the open standard API (Application Program Interface), which now facilitates seamless services across broadcast, telecommunications and computer platforms. MHP defines a generic interface between interactive digital applications and the terminals on which those applications execute. The standard enables digital content providers to address all types of terminals ranging from low to high-end set-top boxes, IDTVs and multimedia PCs. With MHP, DVB extends its successful open standards for broadcast and interactive services in all transmissions networks including satellite, cable terrestrial and wireless systems. Further information on MHP can be found at: www.mhp.org.

If you or a colleague would like to receive DVB press releases via e-mail please send your request to: news@whdpr.com.