PRESS RELEASE

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ETSI GIVES GREEN LIGHT TO DVB-H

Adoption Of New DVB Transmission Standard For Handheld Terminals Kick Starts Emerging DVB-H Market.

Geneva – 7 December 2004 – DVB is pleased to announce that DVB-H, the specification for bringing broadcast services to handheld devices, has been formally adopted by the European Telecommunications Standards Institute (ETSI). Ratified originally by the DVB Steering Board in April this year, DVB-H has already generated significant industry activity, including technical and commercial trials and a range of product launches. This formal adoption is set to further intensify the rush to the full commercial implementation of services. These services will be aimed at such devices as mobile phones, PDAs and the new standalone portable video devices. The specification (EN 302 304) is now available for download from the ETSI website: http://pda.etsi.org/pda/queryform.asp.

"DVB-H is another example of the right technology at the right time. We have seen staggering interest in DVB-H and ETSI's ratification of the specification as a standard is a key milestone in the rush to finalising DVB-H products and services. Interest in DVB-H is coming from all quarters of the television and indeed telecommunications industries as they try to seize the opportunity to provide broadcast services to handheld and PDA devices." said Peter MacAvock, Executive Director of the DVB Project.

Technical trials of DVB-H services are currently under way in Germany (Berlin), Finland (Helsinki) and the USA (Pittsburgh). Further trials are planned for Australia (Sydney) and the UK where Oxford will be the location for next year's full scale commercial trial. The UK trial will give 500 people access to a 16-channel DVB-H service featuring a range of programming including music, news, sports, drama and cartoons.

Commenting on the specification being adopted by ETSI Prof. Dr. Ulrich Reimers, Chairman of the DVB Technical Module had this to say, "The approval by ETSI of the DVB-H set of specifications comes at a time when we had just finalised a very comprehensive interoperability test and verification campaign of the DVB-H system. I am pleased to report that all the equipment provided by the numerous partners was ideally interoperable. The verification tests delivered stunning results. DVB-H performs as expected and enables perfect signal reception even in poor channel conditions and the receiver moving at very high speeds."

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DVB-H builds on DVB-T and is a system where data (typically digital multimedia data) is transmitted in IP datagrams. In order to reduce power consumption in small handheld devices, DVB-H employs a technique called “time-slicing”, where the IP datagrams are transmitted as data bursts in small time slots. The front end of the receiver switches on only for the time interval when the data burst of a selected service is on air. Within this short period of time a high data rate is received which can be stored in a device buffer. This buffer can either store the downloaded applications or playout live streams. The power saving achieved depends on the relation of the on/off-time. If there are approximately ten or more burst services in a DVB-H stream the rate of the power saving for the front end could be around 90% compared to a standard DVB-T front end.

Background

The DVB Project

The Digital Video Broadcasting Project (DVB) is an industry-led consortium of over 250 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.

European Telecommunications Standards Institute (ETSI)

ETSI is a non-profit making organisation whose mission is to produce the telecommunications standards that will be used for decades to come throughout Europe and beyond. Based in Sophia Antipolis (France), ETSI unites 889 members from 54 countries inside and outside Europe, and represents manufacturers, network operators, administrations, service providers, research bodies and users.

ETSI plays a major role in developing a wide range of standards and other technical documentation as Europe's contribution to worldwide standardisation in telecommunications, broadcasting and information technology. ETSI's prime objective is to support global harmonisation by providing a forum in which all the key players can contribute actively. ETSI is officially recognised by the European Commission and the European Free Trade Association (EFTA). Information on ETSI can be found at: www.etsi.org.