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DEFYING THE ECONOMIC DOWNTURN

DVB Economies of Scale Expected To Grow As Sales Of Receivers Continue To Rise

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Las Vegas – 20 April 2009 – The wide adoption of DVB's terrestrial standards across multiple territories and timetables positions them well against competing standards for future growth. This was the message delivered by the chief analyst of Digital Tech Consulting (DTC), a US based independent market research firm, to delegates at the recent DVB World 2009 conference in Berlin, Germany.

Terrestrial deployments are where DTC projects the greatest amount of growth in sales of digital TV receivers. Although current economic conditions are likely to keep growth modest, there are potential bright spots:

- Early stage developments for digital terrestrial TV rollouts in less developed territories such as Eastern Europe and India
- Individual government desires to clear spectrum
- Early market development of HDTV services in DVB territories.

According to DTC, DVB-T/DVB-T2 is projected to log the most growth among the established DTT transmission standards with the possible exception of China's home grown DTT technology. ATSC receivers shipped in record numbers in 2008 due to the impending analog switch-off in the US, and 2009 shipments will be strong, but growth will basically flatten after that with the exception of an increase when Canada makes its transition in 2011. ISDB-T has been officially adopted only in Japan and Brazil, minimizing its growth potential. The terrestrial module of the DVB family of standards is forecasted to significantly outperform those competing standards.

DVB's family of open standards is already deployed across 120 countries worldwide with more than 220 million receivers in use. With the cost of a DVB receiver now as low as 20 USD compared with the average cost of an ATSC receiver at 50 USD and ISDB-T receivers at 85 USD, the DVB option offers the opportunity to benefit from

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the ever increasing economies of scale enjoyed by countries that have adopted DVB standards.

Background

The DVB Project

The Digital Video Broadcasting Project (DVB) is an industry-led consortium of over 270 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, www.dvb-h.org, www.mhp.org.

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