



## Press Release

For Immediate Release

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# CELEBRATING 20 YEARS OF DELIVERING THE DIGITAL STANDARD TO THE WORLD

## Success of Market Driven, Open Standards Marked by One Billion DVB Receivers Around the World

**Geneva – 13 September, 2013** – At this year's IBC, DVB will mark the 20<sup>th</sup> Anniversary of the founding of the DVB Project. The proliferation of DVB based broadcast and data services around the world are evidence of the impact the DVB Project has had in the twenty years since its birth in 1993. With second generation standards now established and the number of receivers reaching the one billion mark, DVB continues to be a vital force in digital media.

From its inception as a European initiative, to what is today a global force in delivering digital standards, DVB's work has been guided by a deep understanding of what the market requires, as identified by its Commercial Module (CM), focusing on the most commercially relevant areas. DVB specifications are then developed by the Technical Module (TM) with the Steering Board overseeing the work of these two modules. Within the CM and TM, around a dozen sub-groups are active at any one time, working on specifications for broadcast and data delivery over satellite, terrestrial and cable networks as well as signaling and other specifications, including those for IP-based networks and companion devices.

The separation of commercial and technical discussions has proved to be very successful. It enables market requirements and use-cases to be defined before looking at technical options in detail. It provides a purposeful focus for technical work, preventing lengthy discussions in technical groups about whether particular functionality is required or not. It provides effective separation of the different types of expertise required for commercial as opposed to technical discussions.

Today, DVB continues with a full program of current and future work in important and relevant areas for the broadcast industry. DVB's strength is in the business capabilities of its member companies and the expertise of the individuals contributing within DVB's working groups. This is reinforced through a culture of building consensus throughout the commercial and technical aspects of the work to be done.

## **DVB Celebrates 20 Years of Delivering the Digital Standard to the World**

“DVB’s accomplishments have not been achieved easily. It has been built on the sustained efforts of thousands of individuals. I take this opportunity to thank all of those “unsung heroes” who, over the last 20 years, have done so much for the benefit of DVB and for the wider community,” said Phil Laven, Chairman of the DVB Steering Board.

### **About DVB**

Digital Video Broadcasting (DVB) is an industry-led consortium of over 200 broadcasters, manufacturers, network operators, software developers, regulators and others from around the world committed to designing open interoperable technical standards for the global delivery of digital media and broadcast services.

DVB standards cover all aspects of digital television from transmission through interfacing, conditional access and interactivity for digital video, audio and data.

DVB dominates the digital broadcasting environment with thousands of broadcast services around the world using DVB’s standards. There are hundreds of manufacturers offering DVB compliant equipment. To date there are nearly a billion DVB receivers shipped worldwide.

Further information about DVB can be found at: [www.dvb.org](http://www.dvb.org), [www.dvbservices.com](http://www.dvbservices.com) and [www.dvbworld.org](http://www.dvbworld.org).

The newly designed DVB website has been launched. Please visit [www.dvb.org](http://www.dvb.org) to see the new improved look. Our thanks to our web design agency Aerien for their hard work and dedication in producing the new site.

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