

Contact:
Harold Bergin
WHD Public Relations
Tel: +44 20 7799 3100
E-mail: harold@whdpr.com

PETER MACAVOCK ELECTED NEW DVB CHAIRMAN

Steering Board Votes EBU's Peter MacAvock As Chairman.

Geneva – 11 July, 2016 – The DVB is pleased to announce that Peter MacAvock (EBU) has been elected to the role of DVB Chairman. At the 83rd meeting of the Steering Board, Peter was chosen to take over from Phil Laven who has served in the position since 2008.

Peter MacAvock, was DVB Executive Director for 14 years before taking his current position of Head of Delivery, Platforms and Services at EBU Technology & Innovation.

Peter takes over at an exciting time for DVB as it engages in the ongoing development of UHDTV with decisions on HDR, HFR and Next Generation Audio; future transmission systems; Study Mission Groups on Virtual Reality; amongst others. With the rising importance of OTT, Hybrid TV, and other methods of delivery, the DVB environment is changing, and DVB will adapt to meet the new challenges the TV industry is currently facing.

DVB continues to be the focal point for the technical development of the core systems used by millions of people around the world to enjoy TV. It is unique in its success at standardizing a set of technologies which meets the demands of an ever changing industry, and in doing so gathers together all the stakeholders and decision makers in the industry.

Commenting on his appointment, Peter MacAvock said, "I look forward to the challenges ahead. Chairing DVB is a huge honor, and it remains at the center of the way we do TV. DVB needs to stand on the shoulders of its past successes to prepare for an exciting future; no small challenge in today's ever changing environment."

Phil Laven, a former Technical Director of the European Broadcasting Union, served as Chairman of DVB for the past 8 years. During this time, amongst other achievements, he oversaw the introduction of DVB-T2 which was instrumental in bringing HD services to millions of people across five continents.

The members of the Steering Board thanked Phil for his excellent leadership of DVB. His colleagues and friends in DVB extend him their best wishes for the future.

About the DVB Steering Board

The Steering Board is elected by the General Assembly every two years, and meets three times per year. It is responsible for setting the overall policy direction for the DVB and handles its coordination, priority setting and management. The Steering Board approves DVB specifications and offers them for standardisation to the relevant international standards bodies.

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 over a billion DVB receivers shipped worldwide.

Further information about DVB can be found at: www.dvb.org, www.dvbservices.com and www.dvbworld.org.

DVB and DVB sub-brands are registered trademarks.