Press Release

For Immediate Release

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NEW DVB VIDEO & AUDIO CODING SPECIFICATION ENABLING FUTURE UHD SERVICES PUBLISHED BY ETSI AS TS 101 154 V2.3.1

New ETSI Standard Facilitates The Necessary Interoperability For Broadcasters & CE Manufacturers To Provide UHD-1 Phase 2 Products & Services.

Geneva – 02 March, 2017 – Following the approval by the DVB Steering Board for TS 101 154 V2.3.1 - "Specification for the use of Video and Audio Coding in Broadcasting Applications based on the MPEG-2 Transport Stream", ETSI (European Telecommunications Standards Institute) has officially published the DVB specification as an ETSI standard. The timely move by ETSI facilitates the necessary interoperability that will enable broadcasters and CE manufacturers to provide UHD-1 Phase 2 products and services. This could mean that the first DVB UHD-1 Phase 2 services, that include the new features, would be available later this year.

The new standard covers various elements for the improvement of video and audio quality for broadcast TV services including High Dynamic Range (HDR) which significantly increases the contrast ratio and results in pictures with more 'sparkle'. The DVB solutions for HDR include both Hybrid Log Gamma (HLG) and Perceptual Quantizer (PQ) transfer functions. Furthermore, the new standard defines Higher Frame Rates (HFR), offering sharper images of moving objects by going beyond the current 50/60 frames per second. When it comes to audio, DVB has added the latest Next Generation Audio (NGA) schemes to provide immersive and personalized audio content using object- or scene-based audio coding.

DVB's completion of the specification required great dedication, with over 30 companies and other interested parties participating in the Technical Module group on Audio-Visual Coding (TM-AVC). It is estimated that some 50 online meetings and 10 days of physical meetings took place in TM-AVC during the year that it was working on the specification. Commercial guidance on Next Generation Audio was provided by the Commercial Module group on Audio-Visual Coding (CM-AVC), whilst commercial guidance on UHD-1 Phase 2 video was provided by the Commercial Module group on UHDTV (CM-UHDTV).

Congratulations to all those who contributed to the huge team effort required to get this important document agreed on time, to DVB TM-AVC Chair Ken McCann and to Virginie Drugeon for her excellent editorial leadership.

This commitment by DVB Members bears testament to how standards' bodies play an important role and emphasizes the importance of getting consensus and wide approval

for new standards. The move by ETSI to standardize this important specification further confirms DVB's vital role in the industry today.

About DVB

Digital Video Broadcasting (DVB) is an industry-led consortium of 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.

About European Telecommunications Standards Institute (ETSI)

ETSI is a non-profit making organization 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 800 members from 67 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 standardization in telecommunications, broadcasting and information technology. ETSI's prime objective is to support global harmonization by providing a forum in which all the key players can contribute actively. ETSI is officially recognized by the European Commission and the European Free Trade Association (EFTA). Information on ETSI can be found at: www.etsi.org.