PRESS RELEASE

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For Immediate Release

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DVB paves the way for Internet over the Air

Geneva, 16th April 1997 - the Steering Board of the world-wide Digital Video Broadcasting Project (DVB) has approved the DVB Data Broadcasting specification.

Examples of data broadcasting applications include downloading software via satellite, cable or terrestrial links, providing Internet services over broadcast channels (IP tunnelling), and interactive TV.

DVB Systems provide a means of delivering MPEG-2 Transport Streams via a variety of transmission media. These transport streams traditionally contain MPEG-2-compressed video and audio. With the running convergence of entertainment and information media, DVB has always considered a specification for data broadcasting a critical extension to its existing portfolio of standards.

The DVB Data Broadcasting Specification is based on MPEG-2 DSM-CC (Digital Storage Media Command and Control) and is designed to be used in conjunction with the DVB-SI (Service Information) standard. This standard is divided into four different application areas, or 'profiles':

Data piping:	synchronous, end-to-end delivery of data
Data streaming:	supports delivery of data in either an asynchronous, synchronous or synchronised form
Multi-protocol Encapsulation:	enables the transmission of 'datagrams' of communications protocols via DVB compliant networks.
Data carousels:	supports the concept of periodic transmission on data modules through a DVB network.

In order to integrate the large number of existing data broadcasting applications currently in operation using the DVB transport standards, the DVB has established a registration mechanism, whereby the different data broadcasting systems can be registered.

The DVB's Data Broadcasting standard will allow a wide variety of different, fully-interoperable data services to be implemented, a milestone in digital broadcasting.

Background

The Digital Video Broadcasting Project (DVB) is a consortium of over 200 broadcasters, manufacturers, network operators and regulatory bodies in more than 30 countries worldwide, committed to designing a global standard for the delivery of digital television. Numerous broadcast services using DVB standards are now operational, in Europe, North and South America, Africa, Asia, and Australasia.