



PRESS RELEASE

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A FRESH VISION FOR A NEW DVB

Geneva, 11 January 2001 ? At the yearly meeting, the future of the DVB consortium was unanimously agreed by the General Assembly in a new 'Mission Statement' and forward looking strategy that embraces the multiplicity of the Internet world with the stability of its core expertise in broadcasting. This new vision was a result of an input of papers from the individual constituencies and the output of several strategic meetings that discussed the future in a converging technological environment.

DVB was originally created in 1993 to provide a set of open and common technical mechanisms by which digital television broadcasts could be delivered to consumers. Seven years later, much of that original objective has been achieved and the DVB and the world in which it operates have advanced. The range of content that the DVB system handles has expanded beyond television and is increasingly being carried on non-broadcast networks and to non-TV devices. The connection between the transfer of data and the consumption of the services is becoming less tightly coupled, due to storage and local networking. Furthermore, as DVB technology has advanced, and spread beyond Europe, so too has the range of commercial enterprises ready and willing to take advantage of it. As a result DVB membership is expanding at an accelerating rate with many organisations joining from well outside the original charter, extending the scope both geographically as well as beyond the core broadcast markets.

Theo Peek, Chairman of the DVB stated, "DVB has achieved what it set out to do when it began in 1993 and it is now time to grow with the new challenges facing the ever advancing broadcasting industry. The DVB is going to continue to do what it does best by going back to looking at the future with the provision of new, market led specifications.

"In the face of these developments and challenges the members of the DVB Project have decided to renew the Project with a fresh vision and strategy for the future. Therefore, the scope of the DVB has been widened to build a content environment that combines the stability and interoperability of the world of broadcast with the vigour, innovation and multiplicity of services of the world of the Internet. The core of DVB's new mission is to provide the tools and mechanisms to facilitate interoperability and interworking between different networks, devices and systems to allow content and content based services to be passed through the value chain to the consumer" he furthered.

A Fresh Vision For A New DVB

Over its first seven years the DVB provided robust and reliable technology that facilitated the rollout of digital TV to a large number of markets across the world. A comprehensive and coherent set of systems has enabled a large range of digital TV based businesses to develop and thrive.

Anthony Smith, head of Marketing & Communications for the DVB Project Office said, "Having created over 60+ specifications since its conception the DVB has revolutionized consumer viewing in digital broadcasting. The DVB can proudly state that it has been influential in creating one of the most significant and important bodies of work since the dawning of the television industry".

Building on this firm foundation, DVB will move forward to expand the range of technical solutions to include: the wide range of media content and content based services that now exist including interactive services; the range of delivery systems and protocols (particularly IP); mechanisms that allow the movement and consumption of content to be commercially exploited in a secure manner.

From 2001 onwards, DVB will concentrate on providing a set of tools and techniques to enable: the delivery of content through broadband IP networks; the delivery of content through networks to consumer devices in a transparent and interoperable fashion; an alliance of broadcast systems and services with 3rd and 4th generation mobile telecommunication networks and services; content storage in consumer devices; the commercial exploitation of the movement and consumption of content; the scalability of services and content to enable delivery to different devices via a variety of different networks; as well as, wired & wireless in-home networks.

Background

The DVB Project

The Digital Video Broadcasting Project (DVB) is an industry-led consortium of over 290 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, including data on the move and high-bandwidth Internet over the air. DVB-T also makes possible the introduction of terrestrial pay-TV services.

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