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## RUSSIA TURNS ON DVB-T

**Geneva, 31 January 2001** ? The DVB takes pleasure in announcing that the Russian Ministry of Print, TV Broadcasting and Telecommunications has awarded three city licences for testing digital terrestrial broadcasting within the Russian Federation. Two of the licences were awarded to Digital Teleradiobroadcasting Ltd. (DTB) for transmission in Moscow and Nizhny Novgorod (formerly Gorky) while the third went to Tele-Medium, which broadcasts in the area of St. Petersburg.

The transmissions are set to commence in June of this year. The DTB service will provide for both stationary and mobile reception. The company expects to offer four television channels, FM broadband, and a data channel of 2Mbit/sec. Results of the test period are expected to influence the government's final decision on a DTV standard for the Russian Federation.

DTB's Marketing Director Andrei S. Zvereff stated "This project has been organised to implement DVB-T broadcasting as a single digital platform capable of multi-programme broadcasts, the transmission of large volumes of data, wide-scale interactivity as well as multimedia programmes. With DVB-T, you can easily install and connect a set top box to the TV to offer these services".

Anthony Smith, head of Marketing & Communications for the DVB Project Office said, "This is great news for DVB, but more importantly, it gives the people in these cities in the Russian Federation the opportunity to take part in these exciting new services that will be available to them".

### 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

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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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