



PRESS RELEASE

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DVB WINS PRESTIGIOUS MULTICHANNEL NEWS INTERNATIONAL GROUND BREAKER AWARD FOR TECHNOLOGY IN AMERICA

Geneva, 8 June 2001 - The DVB is to be honoured with the 2001 *Ground Breaker Award for Technology* by the Cahners publication Multichannel News International in a ceremony that is to take place in Chicago on Sunday, 10th June. The award ceremony is taking place during the National Cable & Telecommunications Associations 50th Annual Convention where Multichannel News International will host its fourth annual international cable and satellite conference.

The conference draws top decision-makers in programming and technology from around the world, and it is a key international networking event at the NCTA convention. International Summit 4 will feature the magazine's annual Ground Breaker Awards, which honour companies and individuals from around the world for their innovations in multichannel television.

"While a number of factors went into our decision, we were particularly impressed with the DVB Project's efforts to bring so many industry companies together to build a consensus and standards that advance the international multichannel TV industry," commented Mike Galetto, Executive Editor of Multichannel News International.

Helmut Stein, Head of the Promotions and Communications Module of DVB remarked, "We are particularly pleased to receive this accolade in the United States where DVB standards have been successfully deployed for the wide reception of digital television. It truly marks the accomplishments of the DVB Consortium and its efforts to establish a world-wide body of open standards for the delivery of interactive multimedia services".

Anthony Smith, Head of Marketing and Communications for the DVB Project Office commented, "Receiving this prestigious award from Cahners' Multichannel News International is indeed a tribute to the 300+ members of the DVB that have contributed their expertise to the creation of the DVB standards for digital television, that have been widely adopted around the world today".

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

Multichannel News International Honours DVB With Ground Breaker Award For Technology

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, DVB-S and DVB-C including data on the move and high-bandwidth Internet over the air. Further information about DVB can be found at: www.dvb.org.

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