



PRESS RELEASE

For Immediate Release

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DVB-MHP The De Facto Choice for Australia

Geneva, 7 November 2001: Australia joins the growing list of countries around the world that have selected the DVB-MHP Specification for their Enhanced and Interactive Television future. Pulling yet another DVB specification out of the DVB toolbox sees Australia establishing a coherent set of interoperable broadcasting standards and specifications to satisfy business and consumer demands across all platforms. The DVB-MHP is a common denominator that underlines the drive forward to ensure business models can be fine-tuned to give a wide spectrum of services in the Satellite (DVB-S), Terrestrial (DVB-T) and Cable (DVB-C) 'free-to-air' and pay TV domains.

Welcoming Australia, Theo Peek, Chairman of the DVB Project, in a reference to the market led requirements of DVB work items, said, "We are once again proud to announce that the DVB has given the industry what the industry decided it wanted". He went on further to say, "DVB has been able to use the expertise of its membership to mould one of the most farsighted specifications to date. This will lead the broadcasting industry into a new decade of real convergence; DVB-MHP will be a defining moment in the history of television".

Judi Stack, Chairman of FACTS Digital TV Strategy Group said "The DVB has once again come to the forefront of the digital broadcasting world with its MHP specification. We are proud to work with DVB to secure the future of our industry and we will certainly see Australia as one of the leaders in the Multimedia Home Platform initiative".

Furthermore, the DVB would like to thank the members of the DVB-PCM (Promotions & Communications Module) and groups outside the DVB such as the MHP Implementers Group and the German MHP Marcom Group for their work at IFA and IBC that has identified DVB-MHP as being the preferred choice in the race for a common API. A recently formed MHP Action Group (www.dvb-mhp.org) is another initiative in the long line of activities to secure the future of the Multimedia Home Platform.

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Background

The DVB Project

The Digital Video Broadcasting Project (DVB) is an industry-led consortium of over 300 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, 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.

DVB Multimedia Home Platform (MHP)

DVB-MHP was ratified last year by the DVB Steering Board and was formally adopted by the European Telecommunications Standards Institute (ETSI) (ETSI TS 101 812 (MHP)). This action paved the way for the deployment of the open standard API (Application Program Interface), which now facilitates seamless services across broadcast, telecommunications and computer platforms. MHP defines a generic interface between interactive digital applications and the terminals on which those applications execute. The standard enables digital content providers to address all types of terminals ranging from low to high-end set-top boxes, IDTVs and multimedia PCs. With MHP, DVB extends its successful open standards for broadcast and interactive services in all transmissions networks including satellite, cable terrestrial and wireless systems. Further information on MHP can be found at: www.mhp.org

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