

More channels, better sound and nice images

Digital terrestrial TV: The renaissance of the antenna

Digital technology is increasingly penetrating our everyday lives. Today, production and processing in the radio and TV broadcasting area are predominantly digital. This digitalization process also boosts the distribution of programs, via cable, satellite and antenna.

With digital terrestrial TV, which is called DVB-T (**D**igital **V**ideo **B**roadcasting-**T**errestrial) by experts, more programs can be broadcast at higher quality as compared to analog TV technology. Viewers benefit from this greatly. The costs for the distribution of the programs are also becoming more reasonable, to the advantage of radio and TV providers. With the terrestrial TV standard DVB-T, it is possible to receive programs and all related services on the users' fixed, portable and mobile devices. The variety of devices ranges from set-top boxes and USB receivers for laptops to receivers in cars. DVB-T offers clear advantages for the future of TV, especially with its mobile and portable use.

Wide-area reception

The complete migration of the Berlin/Potsdam region from the analog transmission standard to the new digital TV standard DVB-T was realized in 2003. This migration is an example of the successful introduction of DVB-T throughout Germany. DVB-T enables TV viewers in Berlin to now receive 30 TV channels instead of the 12 channels they received via analog technology in the past. This important milestone marked the beginning of a development that continued in other German states. Although Germany's Federal Cabinet determined a while ago that analog TV technology in Germany was to be replaced by the end of 2010, ARD and ZDF have decided to supply at least 90% of the German population with DVB-T by the end of 2008. And they have almost attained their goal: By the end of 2007, 85% of the German population will already be using DVB-T.

Terrestrial technology enables flexible TV viewing

To use DVB-T, which is also called "the everywhere TV," users only need a small additional device, the so-called set-top box, which is hooked up in between the antenna and the TV. While older TVs need one set-top box for each device, newer TVs are equipped for DVB-T reception or can be upgraded. Small antennas suffice in the core zones of the DVB-T provision regions. These antennas enable users to set up their TV anywhere in the house wherever they want to watch TV. This is also interesting for people who have more than just one TV, because DVB-T is not dependent on one fixed location. Users can watch their favorite TV shows outside in their backyards or can receive their TV stations on their laptops as well as in their cars.

End-customers are able to receive up to 30 channels via DVB-T, depending on the coverage in that area. This includes a large selection of public broadcasters and, in some regions, extra offers from private broadcasters.

DVB-T - European standard accepted worldwide

DVB-T has been approved by all relevant authorities (The European Telecommunications Standards Institute, European Broadcast Union, International Telecommunications Union) as the standard European system for digital terrestrial TV broadcasting. Most of Germany's neighboring countries are already operating DVB-T networks, and others are about to switch. Overall, the system has been receiving positive response worldwide.

MEDIA BROADCAST, service provider for DVB-T

MEDIA BROADCAST began working on the development of DVB-T early. The media service provider was involved in implementing the current standard by contributing technological benchmark figures to the standardization committees. Important system tests were conducted and practical experience was gleaned in DVB-T pilot projects. Concepts for the operation of DVB-T and for its market launch were developed and implemented in collaboration with the participants. Media and frequency-related framework conditions, in particular, were taken into consideration in the process. MEDIA BROADCAST actively participates in the German Federal government's Forum Digitale Medien (digital media forum), on the German TV platform and in other

German and international workgroups. The service provider's experts represented the German delegation to the RRC-06 (Regional Radiocommunication Conference), the radio management conference that convened in the summer of 2006 in Geneva. This expertise makes MEDIA BROADCAST the leading DVB-T operator in Germany.

You can find more information on DVB-T on the Internet at:

<http://www.ueberallfernsehen.de/>

Contacts:

MEDIA BROADCAST GmbH

Wolfgang Speer

Press- and Public relations

Tel: +49 761 880 62392

E-Mail: press@media-broadcast.com