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## **MEDIA BROADCAST makes Cable TV Providers' Broadband Networks ready for Triple Play and HDTV**

**Bonn, May 7, 2008** – MEDIA BROADCAST will gradually equip level 3 fiber-optic networks for the transmission of cable broadcasting programs with state-of-the-art digital technology. In the first phase the broadcasting specialist will expand 450 fiber-optic cable lines across the entire country with Optolink technology, which enables a higher data throughput in the fiber-optic networks. With Optolink both analog as well as digital programs can be transmitted over a greater range.

Another project is planning to link the fiber-optic network between the broadband distribution sites and the gateways based on Megalink technology. The received video and audio signals are converted at the gateways so that cable customers' set-top boxes and TV sets can play back the programs. The customers of cable TV operators get a high-quality broadband cable connection that exceeds the VDSL bandwidths of up to 50 Mbit/s of classic telecommunications networks. In Lower Saxony MEDIA BROADCAST is equipping IP backbone networks (Megalink) with seven loops and 38 locations, and in Bavaria with nine loops and 63 locations.

Megalink is also technically expanding the cable connections with a feedback channel. Cable TV providers can thus implement "Triple Play" offers, whereby customers can receive TV programs, make phone calls and use the Internet via one connection. Furthermore Cable TV providers also offer additional services such as video on demand, where customers can download the movies they want from an online movie database via the cable network. Megalink also enables the transmission of video data in HDTV quality, the high-resolution digital TV standard.

"This order for the implementing of the most modern technology in Broadband networks strengthens our good business relations of many years in the branch. We will also complete this project with our know-how in time and to the fullest satisfaction of our customers", says Helmut Egenbauer, CEO of MEDIA BROADCAST.

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**MEDIA BROADCAST** is Germany's largest full-service provider in the media and broadcast industry. The company's core business revolves around the planning, installation and operation of multimedia transmission platforms, inside and outside of Germany, for television and radio companies based on modern transmitter, cable and satellite networks. MEDIA BROADCAST provides comprehensive service to some 850 national and 110 international customers, including public and private broadcasters, TV and radio production companies, international broadcasters and network operators, media groups and the cinema industry. MEDIA BROADCAST is a member of the TDF Group. You can find more information under [www.media-broadcast.com](http://www.media-broadcast.com).

The **TDF Group** is a leading provider of terrestrial broadcast services in Europe with locations in France, Germany, Finland, Hungary, Spain, the Netherlands, Poland, Estonia and Monaco. TDF offers a broad service portfolio for radio/television stations and telecommunications providers.

The TDF Group is present across the entire broadcasting value creation spectrum, including contents recording and editing, play-in/play-out technologies and analog/digital terrestrial broadcast networks including HD and Mobile TV.

For more information, please visit [www.tdf.fr](http://www.tdf.fr).

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