
DVB-T available in almost all of Germany.

MEDIA BROADCAST completes the upgrade to digital terrestrial television.

Bonn, December 10, 2008 – MEDIA BROADCAST upgraded its terrestrial TV transmitter networks in Germany to DVB-T (digital video broadcasting terrestrial) within 5 years between 2003 and 2008. The company thereby completed the digitization process two years earlier than determined by the German federal government. As of the end of 2008, more than 90 percent of the population, i.e., 74 million people, will benefit from the new technology.

In the past few years, MEDIA BROADCAST installed a total of 283 new transmitting stations and set up new broadcasting antenna at 79 locations. The company completed 71 jobs using helicopters for the installation and de-installation of antennas. At the same time, MEDIA BROADCAST de-installed more than 6,000 analog TV transmitters and TV transposers throughout Germany.

"We're happy that we were able to upgrade our analog infrastructure to DVB-T on schedule and that everyone is pleased," explains Helmut Egenbauer, CEO of MEDIA BROADCAST. "This brings the original TV broadcasting technology right up to date. All market participants will benefit from the added-value as the attractiveness of terrestrial broadcasting increases because both mobile and portable devices are being used. The three-tier receiving concept developed earlier with inside, outside and roof antenna reception has proven future-ready and boasts excellent quality when compared with other European countries.

In addition to improved sound and image quality, viewers receive between 12 and 30 stations with digital terrestrial TV. DVB-T's success with viewers can be seen in the latest market study, which shows a significant

increase in user figures. These viewers use set-top boxes or flat-screen TVs with built-in DVB-T tuners, USB sticks, and mobile and portable devices.

Mr. Egenbauer adds, "The success of DVB-T can particularly be contributed to effectively coordinating the Germany-wide conversion concept and the fact that all parties involved worked hard to organize the regional measures. The accompanying, professional communication between the respective project offices, the DVB-T Germany task force at ARD and ZDF as well as MEDIA BROADCAST delivered the necessary transparency for end-customers and retail stores. The successful completion of the DVB-T project is another example of the close, trusting cooperation we have with our customers, the broadcasting corporations under public law, private broadcasters and other partners on the market all of whom we'd like to thank."

Note: To ensure full coverage, some small areas will continue to receive a few analog fill-in transmitters into 2009.

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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, the main operator of shared facilities and terrestrial networks in Europe. You can find more information under www.media-broadcast.com, for information about TDF-Group please visit www.tdf.fr.

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