



## **PRESS RELEASE**

for immediate release

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### **The DTG and ITV Digital**

The Digital Television Group reaffirms its confidence in the future of digital terrestrial television.

The demise of ITV Digital is much regretted, and we are particularly sorry for the many talented individuals associated with that company who have worked hard and long within and outside the DTG in the establishment of the DTT system.

ITV Digital – and its predecessor ONdigital – were early members of the DTG and their contribution to the technical implementation of DTT in the UK, and to international standards bodies, was considerable.

We look forward to working with whatever new licensee emerges from the process now begun by the Independent Television Commission to run pay TV services on DTT.

At the same time we welcome the continuation of free-to-view services on the platform, recognising the appeal to many homes of non-subscription choice in digital TV, and will continue to work on behalf of the industry in support the further development of digital terrestrial television in the UK..

The DTG believes that, along with the established satellite and cable platforms, a strong digital terrestrial presence is essential to the eventual termination of analogue transmissions, and to maintaining the UKs lead in the emerging digital future.

More details are available from

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Notes for Editors

## About the DTG

**The DTG was formed in 1995 to set standards for the implementation of DVB-T in the UK and now encompassing all digital TV platforms and convergence issues on a world-wide basis.**

**Membership of the DTG is open to all companies involved in digital TV broadcasting on all platforms with a commitment to published standards and open markets.**

**We now have over 100 member companies which include broadcasters, manufacturers retailers and others.**

The DTG...

- encourages an open market in receivers and set-top boxes.
- supports regulators' requirements for interoperability and open access.
- works in support of the Government's Digital Action Plan
- acts as a technical clearing house, publicising the work of members and providing a user-group to implementers around the world.
- has established a wholly-owned subsidiary, DTG Testing Ltd., to provide interoperability testing services to the industry.
- fulfils marketing and regulatory roles on behalf of its members and the industry.
- is actively working to enhance broadcasting with interactivity and internet technology.
- is an active member of the DVB Project.
- is a founder member of DigiTAG.
- exhibits at major international trade fairs.
- advises on DVB-T implementation world-wide.