



PRESS RELEASE

for immediate release

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Digital Terrestrial Television is here to stay, says the DTG

Five things the public needs to know:

- ***Free-to-view channels are on-air permanently***
- ***ITC will announce extra new broadcasters on June 13th***
- ***Reasonably priced digital adapters are now in the shops***
- ***Integrated Digital TVs are an attractive option***
- ***DTG industry support includes new free-to-view website***

The Digital Television Group reaffirms its confidence in the future of digital terrestrial television. We set out here the reasons for our confidence, which we hope will reach a wide readership.

Free-to-view channels continue to be broadcast on a permanent basis. “We want to make it absolutely clear that the digital free-to-view channels will continue to be available on digital terrestrial television” says Michael Starks, director of the BBC’s Free-to-View Digital TV Project. “Anyone purchasing an integrated digital television or digital adapter

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in order to receive the additional free-to-view channels can do so confident in the knowledge that these channels will continue to be available to them.”

The Independent Television Commission is currently calling for new applicants for multiplexes B, C and D, with the expectation of announcing the awards on 13 June with resumption of services as soon as possible thereafter.

Major industry players are now urgently seeking ways of strengthening the DTT signal in addition to the improvements already announced.

New digital adapter boxes are now available in the shops. Pace and Nokia have launched product, and other manufacturers are planning product launch over the next few months. These boxes convert existing TVs into digital TVs. All receive free-to-view services.

Integrated Digital Television sets (idTVs) remain an attractive option for those wishing to renew their main TV set.

To further support the industry, the DTG has launched a number of initiatives.

An updated and improved database, giving more details of predicted DTT coverage by postcode, is now available on the DTG website www.dtg.org.uk (go to the Retail Trade section). The database now give indication where the postcode is likely to require a new aerial (because of the use of out-of-band channels at the local transmitter).

A new leaflet from the CAI, explaining the importance of having a good quality aerial for all DTT reception is downloadable from the same website, or available directly from the Confederation of Aerial Industries at www.cai.org.uk

Retailers can call 0800 0935 444 to access this postcode data from point-of-sale without the interruption of using an internet PC in front of the customer.

A new consumer website from the DTG is now up and running. Available at www.freetoview.co.uk the site features simple and straightforward advice on how to receive free-to-view digital TV, together with listings of idTVs and adapter boxes currently on the market, and a listing of retailers who have told us that they stock a range of these receivers, and who will provide a customer with a postcode check at point of sale, and who will offer advice on aerial upgrades.

Martin Bell, Director of Communications for the DTG, says,

“Taken together, these facts demonstrate a confidence in the future of DTT which the DTG wishes to emphasise. Digital TV through your aerial is here to stay. Along with the established cable and satellite platforms, a successful DTT platform is essential for the eventual change to digital TV by those 50% of UK homes who have not yet 'gone digital'. The DTG is confident that the future of DTT is safe.”

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.