



PRESS RELEASE

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DTG Welcomes Freeview launch

The digital TV industry association, the Digital TV Group, today welcomes the launch of Freeview. Offering more than 30 TV channels, together with interactivity and a number of digital radio channels – all available without subscription – Freeview offers a simple way to get digital TV for the many UK homes who so far have not 'gone digital'

Freeview can be received on existing TV sets using conventional roof-top TV aerials and an adapter box, or alternatively with a new integrated digital TV set.

The DTG's Director-General, Marcus Coleman, said, "Freeview offers benefits for all: for the consumer, for the manufacturers, for the retailers, for the broadcasters, and for the government."

"For the consumer, it's a simple way to get digital TV for the many people who do not wish to pay a subscription.

"For manufacturers, it offers a new market in receivers – both low-cost 'adapters' for use with existing TV sets, and integrated digital TV sets (iDTVs) for those renewing their main living room set.

"For retailers, it brings a new consumer proposition with an easy 'sell', backed up by a growing diversity of receivers with different features at a range of prices, starting from as low as £99.

"For the broadcasters, it offers a higher potential audience for a growing range of channels, and the promise of access to interactivity for more viewers.

"And for the Government, hoping to be able to switch off the analogue signal later this decade, it brings the hope of renewed uptake of digital TV against that aim."

Marcus Coleman also said, "Digital Terrestrial Television is an essential element in the drive to convert the UK to digital TV. DTT is the only feasible way, in the short term, for viewers to add independent digital TV reception to second and third sets – and VCRs – using the choice of low-cost adapters now in the shops. Alongside the established satellite and cable platforms, the

terrestrial platform, now with improved technical reliability and available to 75% of households, will play an important part in the making of an all-digital nation."

NOTES FOR EDITORS

About the DTG

The DTG was formed in 1995 to set technical standards for the implementation of digital terrestrial television (DTT) in the UK and now encompasses all digital TV platforms and convergence issues on a world-wide basis.

The Group has contributed to the cross-industry activity to re-establish DTT following the closure of ITV Digital six months ago. The DTG conducted important transmission mode trials which laid the basis for the ITC decision to allow the BBC and Crown Castle to implement a change to a more robust system in time for Freeview launch.

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 DTT implementation world-wide.

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