



PRESS RELEASE

for immediate release

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DTG publishes Guidelines for the use of Benchmarked Aerials

The Digital TV Group today publishes an important new document, Guidelines for the use of Benchmarked Aerials'. Prepared by the DTG Reception Group working jointly with Confederation of Aerial Industries (CAI), the aerial benchmark scheme will ensure that new installations use aerials and components that are suitable for DTT reception.

The characteristics of DTT reception are significantly different to analogue TV and this makes it much more difficult to ensure that an aerial installation is satisfactory. In particular, the severity of most analogue reception problems - such as marginal signal strength, co-channel interference, overloading of receivers/amplifiers, reflections from buildings, etc.- can often be assessed by their effect on picture quality. In contrast, very little information on reception quality can be obtained in the same way for DTT and inappropriate aerials have often been installed.

The problem facing an installer is also compounded by the fact that satisfactory DTT reception is much more demanding of aerial performance and installation than is the case with analogue TV. A small degradation may be only just noticeable on an analogue TV picture, but with DTT it may make the difference between a picture and a blank screen.

The tolerance of analogue TV reception to aerial performance has also resulted in a significant quantity of inexpensive but poorly designed and manufactured products becoming available on the market. In most instances, these are unsuitable for satisfactory DTT reception. The lack of any recognised performance standards or existing approval process for domestic DTT aerials has therefore led the CAI and the DTG to introduce the Aerial Benchmarking Scheme.

The new Guidelines document is available as a downloadable pdf from the DTG website at www.dtg.org.uk

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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.

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, platform operators, manufacturers, retailers, regulators and others, including a growing number of world affiliates.

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.

About the CAI

The CAI (Confederation of Aerial Industries Ltd) is THE recognised body for the aerial and satellite industry. Membership ranges from small installer businesses right through to the largest manufacturers and distributors of aerials and associated equipment.

The CAI currently represents in excess of 700 members, 85% of which are installation companies or have installing capability.

The CAI is a totally independent, self-regulatory organisation which has evolved Codes of Practice relating to the work areas of its membership.

The CAI is an information and training body for its membership.