

## NEWS RELEASE

for immediate release

Tuesday 25<sup>th</sup> May 2004

### DTG prepares the ground for new TV services targeting people on the move with Mobile Applications Handbook and Demonstrations.

The DTG is preparing the ground for the launch of TV services targeting people on the move with a Mobile Applications Handbook that acts as a focus for knowledge on the topic, covering the technical, commercial and regulatory issues surrounding the different aspects of Mobile TV based services. Also DTG have worked with member companies to show the proof of the pudding by demonstrating DVB-H transmissions to handheld and vehicle seatback devices at Mediacast 2004.

Existing mobile phone networks are not optimised for delivering multimedia content to many people at the same time. Use of digital broadcast networks in parallel with 2.5G / 3G networks allows services that are better than the equivalent delivered over either network alone.

Digital Technology can be adapted to allow a wider range of reception environments than traditional analogue transmissions.

The UHF spectrum freed up with the switching off of analogue TV services over the coming years therefore opens the possibility of new services being delivered to mobile receivers, both in cars and public transport, and on portable handheld terminals.

A copy of the DTG Mobile TV Applications Handbook will be available for download from the DTG website [www.dtg.org.uk/publications](http://www.dtg.org.uk/publications) in early June. Draft copies can be viewed at Mediacast 2004 on stand C54.

#### **Contributing Companies:**

Apient, Broadreach Systems, Crown Castle, Dibcom, DTG, Nokia, NTL, Philips Semiconductors, Pioneer, Sony Core Technologies, Videsco, Zarlink.

#### **For more information please contact:**

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#### **ABOUT THE DIGITAL TV GROUP**

The Digital TV Group (DTG) is the industry association for Digital Television in the UK: an independent body facilitating the rapid roll-out of digital television and convergence across the communications industry. Its membership stretches from camera to consumer; from the BBC, BSkyB and OFCOM to Sony, Philips and Panasonic, Dixons and Comet through to the Consumers' Association, RNIB and RNID. Its agenda covers all aspects of future technology, public affairs and the setting, promotion and interpretation of standards and good practice. For further information please see [www.dtg.org.uk](http://www.dtg.org.uk).

Over **100 member organisations** value the business benefits that arise from first-hand participation in DTG activities.