

NEWS RELEASE

for immediate release

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World's first TV Anytime interoperability test bed demonstration at IBC accelerates the TVA and DVB standards towards practical deployment.

The Digital TV Group TV Anytime test bed project is showing the world's first interoperability demonstration of an end-to-end *TV Anytime* service based on *DVB GBS* specifications at *IBC 2004*.

Information about the content is being sourced from two broadcasters – ITV and BBC. OnTV are providing a third-party data aggregation and enhancement service giving viewers a comprehensive overview of the rich broadcast services.

Content referencing information and metadata encoded with ExpWay's BiM encoder and packaged by S&T into a standard object carousel, are placed into a fully DVB compliant transport stream. This is then broadcast to receivers made by Pioneer and Eldon – two key players in the UK DTT receiver market.

"This is a significant milestone towards the deployment of TV Anytime services on DVB compliant networks," says Mark Stuart of Pioneer Digital Design, a founding member of the project. "It really shows that interoperable systems are feasible on an end-to-end basis."

The demonstration illustrates that new navigational methods provide easier access to desired content together with considerable consumer and broadcaster benefits over a traditional EPG.

It includes the use of promotional links, which are important for broadcasters and advertisers, as it allows them to relate more closely to the viewer. Additional mechanisms provide confidence that the programmes can be reliably captured.

The demonstration marks the progress that has been made since the launch of the project at the London MediaCast Exhibition in May 2004.

"There's a rapidly increasing awareness of the need to embrace TV Anytime across the whole end-to-end chain. It is becoming clear that there is a need for increasing business efficiencies through better integration of the business-to-business workflow," notes Allen Mornington-West, the TVA test bed programme manager. The growing membership of the project is increasing the DTG's engagement in the wider industry. A TV Anytime service is not constrained to any particular delivery system, or to any type

of programming environment. "It's one of its great strengths", he stresses "because the same content information can be carried onto any TV Anytime-compliant delivery system and this really drives up the ease of use for viewers wishing to be able to capture content anywhere, anytime and anyplace."

About

The DTG established the TV Anytime test bed in March 2004 after having taken a strongly pro-active stance in the development of the PVR. Members of the project represent companies from across the end-to-end field of broadcasting and delivery methods.

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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 .

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