

NEWS RELEASE

for immediate release

Tuesday, 10 May 2005

Mobile goes global

"Tremendous worldwide interest," has led to the publication of a revised Second Edition of the Mobile TV Applications Handbook from the Digital TV Group. According to Peter Marshall, Technical Director of the DTG, interest has focussed particularly on the potential of DVB-H.

The section of DVB-H has been much extended," he says "and there are extra case studies of its applications.

When the first edition appeared in early 2004, it was hailed as 'an essential source for those involved in the industry.'

At the time, the DTG said: "Over the last few years, a number of studies and trials have shown that DVB-T offers great potential for portable and mobile reception. Singapore and Shanghai have gone further by launching special services to the cities' buses and much experience gained, though commercial viability is by no means proven.

"Techniques have improved - diversity reception in particular offers a significant improvement in robustness in marginal reception conditions. Now, with the advent of DVB-H, the possibility exists to extend mobile TV reception to handheld devices - personal TVs, PDAs, even cell-phones. Mobile phone operators see DVB-H as a much-needed tool to grow new business lines and overcome the limitations of 3G in mass-market use.

"Broadcasters can see the threat to their businesses, if not the opportunities but deciding how to react, where new income streams can be developed and when to invest, is difficult. Manufacturers can see the opportunities for new products but, of course, they are dependent on broadcasters to start new services.

"It is in this situation that the DTG established its Mobile TV Applications Group and it was rapidly decided that there was an urgent need for a definitive guide to that is going on in this area of technology development. It has been a significant task for the group.

"In such a rapidly moving field, keeping the document up-to-date is essential and further editions are planned. The group is promoting mobile TV in the UK and is looking for support for a pooled test bed trial to support technical development and increase operational knowledge."

Peter Marshall will be one of the speakers at the DTG Conference at Mediacast - Discover the Reality of Emerging DTV Technology. [Tuesday, 10 May, Apex Room, Olympia 2.00-4.00pm]

Need to know more?

The DTG team and their Mediacast partners will be available at the HDTV Stand and stand E6.

NOTES FOR EDITORS

Images are available at www.dtg.org.uk/dtg/press.html or on request from mediaoffice@dtg.org.uk / 020 8891 1830: **An electronic version of this text is also available at www.dtg.org.uk/dtg/press.html**

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.

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