

Additional Quotes From WorldDMB members in response to Commissioner Reding's Communication on 18th July 2007

"It's astonishing, in a democracy, that Madame Reding would like to mandate one technology over another for Mobile TV in Europe. All of us in the broadcasting industry know that different prerequisites in terms of population, topography and spectrum availability requires different technologies to be cost and spectrum efficient. In many European countries it would by no means be economically justified to build a DVB-H network when we can use T-DMB", says **Kenneth Lundgren, Managing Director, Factum Electronics AB.**

John Hall, CEO of UK based company RadioScape commented "As a result of increasing adoption of the proven DAB standard we have now installed over a hundred DAB/DMB broadcast systems across the globe. These are being used to broadcast an incredible array of broadcast services, including mobile TV, to the millions of receiver devices now in use. Several European countries have invested significantly in services based on the DAB standard due to its ability to deliver digital audio, data and mobile TV. This flexibility, combined with existing spectrum availability continues to be a key driver behind the industry's continued investment in this standard. The blanket imposition of the DVB-H standard over all others would dramatically impact industry confidence in the free market ethos and stunt investment in the sector."

"From a regulatory point of view Mobile TV is possible in Europe using frequencies in bands III, IV and V and in the L-band. DVB-H can be used at frequencies in bands III, IV and V and the DMB can be used at frequencies in band III and in the L-band. However, according to the agreements made within ITU at the Regional Radio Conference in Geneva in 2006 the frequencies in bands III, IV and V are not generally available in Europe for digital services until 2012 and in some countries not until 2015. According to the agreements made within the CEPT countries in Maastricht in 2002 frequencies in the L-band can be used from 2007 without any restrictions for mobile TV using DMB. Accordingly, DVB-H technology can not be generally rolled out in Europe until year 2012 or later, while DMB technology can be implemented across Europe immediately using L-band," says **Finn Sondergaard Pedersen, CEO, Broadcast Service Denmark.**

"The demographic situation in Norway means that building a digital broadcasting network is quite high. Therefore, after investing a considerable amount of money into our DAB infrastructure we feel that upgrading to DMB is the best solution. DMB is also better suited for a public broadcaster that delivers content based on the Norwegian culture from license fee finances," says **Jorn Jensen, Senior Advisor, Norwegian Broadcasting Corporation.**

Anthony Sethill, CEO of Frontier Silicon said; "As a company offering a multi-standard solution (DVB-H, T-DMB, DAB and DAB-IP), Frontier Silicon is "standards agnostic", but we see little benefit in Europe restricting itself to DVB-H. In many countries where spectrum is at a premium, limiting Mobile TV broadcasts to just DVB-H will severely hamper its uptake and will weaken European companies looking to compete in regions where other standards are prevalent."