



## **Europe and China co-operate on development of DMB for mobile TV**

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### **Europe and China work together to advance digital broadcasting convergence with mobile communications.**

A 2-year European Union funded project, **MODIBEC**, aims to build further co-operation between Europe and China, particularly in the area of digital broadcasting and convergence with mobile communication. It brings together key players from Europe and China, including government, trade bodies and the private sector, to promote and support development projects and to establish joint venture business opportunities.

Key to the MODIBEC project is the convergence of mobile digital broadcast solutions between the EU and China. Currently, **DAB** and its family of standards is the only European multimedia broadcasting standard accepted for digital broadcasting by **SARFT**, China's state broadcasting regulator. Many of the major broadcasters and manufacturers in China consider DAB/DMB to be the most suitable technology for Digital Radio and Mobile TV because of its proven technology, variety of receiver devices already in the market and ready access to spectrum. **WorldDMB**, the international trade body for DAB/DMB, was selected as an EU Commission Partner in the MODIBEC project to promote European digital broadcasting standards in China. Some of the partners working with WorldDMB include blue chip names such as Motorola, Thomson and Siemens plus major Beijing and Shanghai broadcasters, Chinese manufacturing organisations, China Satcom, Blaupunkt and PTV.

DAB licences have already been approved in four Chinese districts to broadcast both audio and multimedia mobile TV services using DMB (part of the DAB standard). DMB services are already on-air in Beijing, Shanghai, Dalian and Guangdong Province (Pearl Delta region) with combined populations of around 50 million people. WorldDMB expects that DMB mobile TV technology will become one of the two standards available in China for the Beijing Olympic Games in 2008.

The second Chinese standard for Mobile TV is CMMB, a suite of terrestrial and satellite digital television standards developed by Chinese technologists specifically for the China market.

DMB and CMMB are set to become complementary standards for China's mobile broadcasting with interoperable mobile TV devices capable of working to both standards becoming available later this year, whilst DAB will become China's main platform for digital radio.

Other digital TV standards, such as **DVB-H** and MediaFLO, have not been selected by China's regulators and broadcasters for use in China although MODIBEC partners will be demonstrating DVB-T and DVB-H as part of the project.

During August, the MODIBEC project will hold three workshops in China organised by WorldDMB to encourage European and Chinese researchers and experts in digital broadcasting and mobile communications to work together developing techniques and solutions which will further international cooperation.

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**Notes to Editors:** The foundation standard DAB and related standards such as DMB can be seen and heard in nearly 40 countries from Canada to Australia, across Europe and the Far East. Countries including India, China and South Africa are testing DAB and developing consumer trials. More than 500 million people worldwide are within range of a DAB/DMB transmitter, and there are nearly 1000 services on air. Created from the onset to enable mobile reception with audio, video and multimedia capabilities, the DAB standard has recently extended its lead into the world of mobile multimedia delivery through its compatible DMB and IP applications. DMB and DAB-IP are DAB's Mobile TV solutions and share the same core standard, infrastructure and receiver technology. The launch of the world's first Mobile TV services took place in Korea in December 2005 using DMB technology. Further DMB launches have taken place in Germany and services using DAB-IP for mobile TV have been launched in the UK. DMB is on-air in China in four cities and more DMB mobile TV services are expected to launch in Europe during the next year.

**About WorldDMB**

WorldDMB is an international, non-governmental organisation whose role is to promote the awareness, adoption and implementation of Eureka 147-based technologies worldwide. The organisation's name refers to 'digital multimedia broadcasting' including radio, mobile TV and broadcast new media services. Its members include public and commercial broadcasters, receiver manufacturers, companies and bodies committed to the promotion of services and equipment based on the Eureka 147 family of standards.