



DMB MOBILE TELEVISION ON AIR IN 14 EUROPEAN COUNTRIES

World's most successful Mobile TV standard available across Europe today

EU interoperability requirements of the European Commission met.

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The European standard T-DMB (Digital Multimedia Broadcasting), a derivative of the successful digital radio standard DAB (Digital Audio Broadcasting), has been tested or trialed in 14 European countries, including France, Italy, the Netherlands, Norway, Switzerland, the UK, Luxembourg, Sweden, Denmark, Spain, Malta, the Czech Republic and Portugal.

Germany launched commercial services using the T-DMB technology in time for the FIFA World Cup in the summer of 2006 and has since extended services to cover most of its big urban centres. France has selected T-DMB and plans to tender the licences later this year.

T-DMB is a European standard developed by the European-funded Eureka project 147 and is now promoted by WorldDMB, an international organisation supporting all Eureka-147-based technologies. T-DMB was specifically designed for the broadcasting of multimedia applications such as Mobile TV to handsets and mobile devices. It has been rolled out in various countries around the world, often in conjunction with DAB (Digital Audio Broadcasting), its fully compatible "sister" technology designed for digital radio services. The inherent compatibility of the European Eureka 147 standards allows a very flexible approach to digital broadcasting with the ability for broadcasters to scale the system to suit their needs and with minimal investment risk. T-DMB video services, DAB radio services as well as the recently standardised DAB⁺ (DAB with MPEG4 codecs) offers a winning combination of mobile multimedia services that are able to share the same network infrastructure and frequencies.

Many broadcasters throughout Europe have already invested in the roll out of DAB digital radio networks and services and now wish to add T-DMB for mobile TV and rich multimedia. Spectrum is available across Europe in L-Band and also Band III specifically for the Eureka 147 family of standards as a result of three frequency conferences (W95, MA02 and GE06). T-DMB allows European countries to roll out mobile TV services much faster and with less risk than DVB-H, which must wait for UHF spectrum to become available. Standard spectrum across EU States is one of the European Commission's key interoperability requirements for a Mobile TV standard, and this is already met by T-DMB.

T-DMB is also on-air in China, the only European technology for Mobile TV permitted by China's State regulator. Consequently, many T-DMB phones and devices are being made by leading Asian electronics manufacturers.

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For more information contact Kelly Griffiths, WorldDMB on +44 20 7288 4642 or email Kelly.Griffiths@worldddab.org

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 first ever-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. Further mobile TV launches are expected in Europe and China throughout 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 and other companies and bodies committed to the promotion of services and equipment based on the Eureka 147 family of standards.