

**Europe risks impeding growth of mobile TV market
Commissioner Reding ignores own expert advice
Insistence on single technology threatens European jobs and investment**

London, 18th July 2007

In a statement today (July 18) the **Commission of the European Communities** said it would "encourage the implementation of **DVB-H**" for mobile TV reception in Europe and warned it could mandate DVB-H as a common standard.

Members of **WorldDMB** – the international, non-governmental organisation which promotes the adoption and implementation of Eureka 147 based technologies – continue to be mystified by the Commission's unilateral support of DVB-H for mobile television in Europe, apparently to the exclusion of all other mobile TV standards, including those developed by European industry such as **T-DMB**. T-DMB is the world's most successful mobile TV standard with millions of devices already in the market. It is widely used in Korea, and is the only European technology for mobile TV sanctioned by China's state regulator.

The Commission consulted with "all main industry players" via the European Mobile Broadcasting Council (EMBC). It then ignored the counsel of that group which advocated platform neutrality for mobile TV in Europe. It also ignored the advice of device manufacturers who say that the need for only one technology is unnecessary. Instead, the communication says that in 2008 it could take "steps to make an open standard (i.e. DVB-H) mandatory."

Quentin Howard, President of WorldDMB, says "We, like most of the industry, have always advocated a multi-standard approach including DMB and DVB-H. Europe's citizens and economy will not benefit from EC intervention that restricts technology and innovation."

WorldDMB members from across Europe including the UK, Germany, Italy, France, Denmark and Norway believe that mandating only DVB-H risks isolating Europe when the huge Asian markets of China and Korea have already adopted DMB for mobile TV. Indeed, just two weeks ago, **Italian public broadcaster RAI** announced it has opted for DMB instead of DVB-H for mobile television services. Stefano Ciccotti, chief executive of network provider RaiWay said that a national DVB-H network would have cost €300 million. Extending the existing DMB network in Italy would cost just €8 million. Leif Lonsmann, Director of Radio at Danish Radio, further points out that "Mobile TV is not just for Telecoms operators, many radio broadcasters who already have spectrum and investment in digital radio infrastructure are expanding their remit to include Mobile TV. Where does this fit into Commissioner Reding's plan?" (Additional quotes from WorldDMB members can be found in the attached document)

One of the Commission's key requirements is that a mobile TV device works seamlessly in all 27 EU States. Quentin Howard says: "Interoperability is an ideal which has little to do with old fashioned ideas about a single technology. One indisputable fact is that spectrum is not available in every state for the DVB-H standard. But perhaps the biggest challenge to interoperability will be the different encryption standards selected by various EU states and telecoms operators." The Commission has not addressed these major barriers to interoperability.

DVB-H will have to wait up to five years for spectrum to become available in many countries, while T-DMB allows the majority of European states to roll out mobile TV services immediately. Interoperable silicon chips have already been developed so that years before DVB-H spectrum is available in some states, receivers capable of delivering DAB, T-DMB and DVB-H via one chip will be available.

The Commission makes the suggestion that DVB-H could utilise spectrum in L-band and so bypass the need to wait for spectrum to become available. Access to L-band is an essential part of the successful roll out of DAB/DAB+ and DMB services in Europe. Using it as a "fall-back" for DVB-H could lead to fragmentation of L-band and render it incompatible for use in Europe. This would seriously damage the very interoperability the EU is keen to promote. To "steal" L-band spectrum for DVB-H would undermine the potential for free-to-air audio services using DAB based technology in Europe and could permanently damage digital roll-out in many countries.

T-DMB ticks all the Commission's boxes when it comes to mobile TV broadcasting. It has been adopted by many countries in Europe and beyond; spectrum is already available for immediate roll out; it is already interoperable with other standards. Being a European technology, developed from EU funding and ratified in ETSI standards, many high-tech European companies and jobs have already been created to support T-DMB. The Commission should explain its logic in excluding successful European standards, such as DAB/DAB+/DMB from its list of recommended technologies.

If Europe wishes to compete with Asia, it must maintain a position of platform neutrality, encouraging all mobile TV standards and letting the market determine how each technology is used by Europe's citizens. At the rate technology is evolving, it can only be dangerous and imprudent to mandate just one standard for Europe. By limiting the flexibility of individual businesses and constraining the whole of Europe to just one platform, the Commission risks stunting the growth of mobile TV, and damaging what, by its own estimation, could be a 20 billion euro market.

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Notes to Editors: The foundation standard DAB and related standards such as DAB+/DMB/DAB-IP 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. Recently an upgrade to DAB, DAB+, which has a highly efficient audio coding has been ETSI standardized and many countries throughout Europe and in the Asia Pacific are planning commercial launches of DAB+ digital radio services in 2008.

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.

*See attached document for quotes