



## **WORLDDMB Broadcasts live mobile TV Services on DAB-IP and T-DMB at 3GSM**

**London, 9<sup>th</sup> February 2007**

**Digital Mobile Broadcasting in the form of DAB digital radio has been on air in Barcelona for eight years. A choice of 22 public and commercial channels are available to its 1.6 million inhabitants. Now, for the first time, mobile digital television will join mobile digital radio on the same platform. The international organisation WorldDMB, which promotes all Eureka 147 based digital broadcasting technologies, has confirmed that DMB/DAB-IP video services will be broadcast live at this year's 3GSM in Barcelona, demonstrating DAB's worldwide market-leading solution for converged and mobile broadcasting.**

Visitors to this year's 3GSM will be able to experience the flexibility of Eureka 147 digital broadcasting in one place. A combination of radio and mobile TV using DAB-based technology will be on air throughout the exhibition from the 12<sup>th</sup> of February until the 15<sup>th</sup>. This will be in addition to the existing 22 DAB audio channels which have been broadcast over the city since 2001. WorldDMB is highlighting the unrivalled business potential of adding mobile TV to DAB multiplexes. This enables operators instant entry to the mobile TV market at marginal capital cost, with rapid deployment and almost zero risk. This is in contrast to other technologies, which demand additional spectrum allocations and significant capital investment in brand new networks, all of which present considerable investment risks.

Quentin Howard, WorldDMB's president, emphasises, "This year's 3GSM is increasingly important for all DAB-based technologies as the new technology players are beginning to enter the market. WorldDMB is proud that its mobile TV solutions have been rolled out not only in Europe but also in Asia. Uniquely, we are able to offer the consumer more than just mobile TV, and radio still proves to be a main attraction to consumers worldwide."

The live mobile TV broadcasts at 3GSM have been made possible through co-operation of WorldDMB members including Arqiva, the broadcast and wireless infrastructure provider, which is providing encoding and live distribution of 5 channels from UK to Barcelona, Radioscape who have provided the multiplex equipment, Pixtree who have provided the encoders, TTP the software application manufacturer, BT Movio who manage the content and broadcast platform and Abertis, Barcelona's transmission networks operator, who are providing the transmitter and antennae for the live DMB and DAB-IP broadcasts.

An expected 50 thousand visitors will attend 3GSM this year and be able to witness the success of DAB technology. As the world's leading mobile TV solution, T-DMB already offers over 150 different devices and 40 different brands to the consumer. Since its first commercial launch in Korea in December 2005 over 3 million devices have been sold. Further expansion coverage plans, which are expected to be put in action next month, will inevitably result in even higher sales figures for the current year with 10m units forecast by the end of 2007. This makes T-DMB the world's most successful mobile TV platform by far.

Another attraction at this year's 3GSM will be the first multi mode chipsets, which can receive DAB, DAB-IP, T-DMB as well as DVB-H. Visitors will be able to see these sets in action at the stands of WorldDMB member companies such as Frontier Silicon and Siano. Multimode devices make it possible to roll out mobile TV and radio using any combination of new and existing spectrum that may be available to suit the variety of regulatory requirements and circumstances in different countries.

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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 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; services using IP for mobile TV have been launched in the UK; and more 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.

List of WorldDMB Members exhibiting T-DMB, DAB-IP and other DAB-related technologies, services and platforms:

- BT PLC Hall 4.6 HS15
- KIICA Hall 7B42
- Samsung Electronics Co. Ltd. Hall 8 C137
- LG Electronics Hall
- Coding Technologies Hall 2.1 B37
- TTP Hall 1 B39
- Irdeto Hall 2 H33
- Frontier Silicon Ltd. Hall 1 J36
- Siano Mobile Silicon Ltd. Hall 4.5 HS44E
- Imagination Technologies Hall 2 A05
- Harris Corporation Hall
- Iriver Hall 2.0 A17