

## PRESS RELEASE

Address:  
Bjørnstjerne Bjørnsons plass 1  
N-0340 Oslo

Tel: +47 23 04 70 00  
Mob: +47 957 01 147  
sidsel.linden@nrk.no

The Norwegian Broadcasting Co. (NRK)  
Org.no.: NO976 390 512 MVA

nrk.no

Ref.:  
SL\_IPTV

Date:  
November 20, 2006

## NRK tests mobile TV via DAB

The Norwegian Broadcasting Corporation (NRK) is currently testing broadcasted mobile TV via the digital audio broadcasting (DAB) network. Viewers can receive NRKs main TV channel and all of the broadcasters radio channels in the same mobile phone.

Users will also get access to on demand clips and programmes and programme guides for all the channels. The solutions does further more open up for participation in programmes, such as voting, chatting and contributions of messages, photos or video clips all by pressing one button on the mobile. NRKs previous experiences show that such possibilities for interactivity increase use and viewing times.

- We are now talking about real mobile TV with a bonus. These tests are performed to gather experiences when it comes to both technology and usage. We are also encouraging competitors, operators and technology partners to sit down with us and discuss future possibilities, Gunnar Garfors, Director of Mobile Services at NRK says.

Mobile TV is distributed via DAB IPDC<sup>1</sup> (often called IP-DAB) at 64kbps. NRK has streamed mobile TV via telecom networks since 2004. This is however the first time broadcasted mobile TV is trialed in public in Norway. There are no costs involved for users in the trial, but a phone with a DAB IPDC receiver is required. DAB has been used for ordinary radio transmissions in Norway for over 10 years.

The technology companies Rubberduck Media Lab of Norway and Factum of Sweden has contributed to the trial. Mobile TV via DAB IPDC has already been commercialised in Great Britain.

Photo for free use: [nrk.no/img/615802.jpg](http://nrk.no/img/615802.jpg) (please credit Hans T. Wiig, NRK)

**For more information, please contact:**

Gunnar Garfors, Director of Mobile Services • +47 40 00 00 22 • [gunnar.garfors@nrk.no](mailto:gunnar.garfors@nrk.no)

---

<sup>1</sup> Digital Audio Broadcasting Internet Protocol Data Casting