

MiniTV to Reach 120 Million People

International DMB Advancement Group (IDAG) has added another six broadcasters bringing the count up to 13 members from 11 countries in Europe and Asia significantly increasing MiniTV coverage.

IDAG was formed to help create a bigger market across many countries for MiniTV receivers by focusing on content, services and business models. The MiniTV technology enables users to have freedom of choice when it comes to TV programs and receivers. The lack of this has restrained other services in the past but is a major aim for IDAG.

The group met during IBC in Amsterdam and decided to accept six new members from five countries. IDAG is currently in talks with major handset manufacturers, mobile network operators and pay service technology vendors to enhance the current free-to-air services and expand the offerings. MiniTV services launched by IDAG members will cover a population of more than 120 million people by the end of 2010, and a lot more when known plans in a number of countries are executed.

“The market is expanding at a very high speed as MiniTV helps prevent both viewers and broadcasters from self proclaimed gatekeepers and makes the services on offer as accessible and user friendly as possible. This approach is being appreciated by a steadily increasing number of broadcasters and operators” says Gunnar Garfors, President of IDAG. He is also CEO of NMTV, one of the members.

MiniTV explained

MiniTV is broadcasted TV and radio plus additional services to all kind of portable devices (i.e. navigation units, PMPs, mobile phones, USB sticks, etc.). Functionalities like on demand content, interactive shopping, live traffic information, personalized advertising and voting in TV shows are supported by certain receivers. MiniTV uses a distribution technology called DMB (Digital Multimedia Broadcasting which includes DAB, Digital Audio Broadcasting, and DAB+) and has already been launched in Norway where 6 TV channels and 15 radio channels are on offer for free. MiniTV is also being tested in some IDAG countries while others are launching in 2009 and 2010. More companies are expected to join IDAG the next year as DMB is gaining popularity around the globe as a cost effective, flexible and robust technology.

Current members of IDAG

Asiaspace Digital Network	Malaysia	asiaspace.com.my
DigiBNetwork	Malta	dab.com.mt
Mobiele TV Nederland (MTVNL)	Netherlands	mtvnl.nl
Norwegian Mobile TV Corporation (NMTV)	Norway	minitv.no
Radio Telefis Eireann (RTE)	Ireland	rte.ie
Radio Wroclaw	Poland	radiowroclowe.pl
Rai Way (Rai Group)	Italy	raiway.it
RTL	France	rtl.fr
RTL 102,5	Italy	www.rtl.it
Schweizer Radio DRS	Switzerland	www.ssatr.ch
The Technology Partnership (TTP)	Great Britain	www.ttp.com
Vietnam Television (VTV)	Vietnam	vtv.gov.vn
World Family of Radio Maria	Italy	www.radiomaria.org

For more information, please contact:

Gunnar Garfors, gunnar.garfors@nrk.no, +47 40 00 00 22

Photos for free use:

<http://bit.ly/12VicD>