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TTP, the UK's premier technology & product development company, joins forces to promote Digital Multimedia Broadcasting (DMB). TTP's Martin Orrell, general manager of media technologies said "We believe that a blend of broadcast radio and TV with various forms of interactivity plus converged free and pay broadcast and unicast services will be a winning combination for carriers, broadcasters, brands and viewers alike."

## PRESS RELEASE

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### DMB countries join forces for mobile TV push

Five countries engaged with DMB have established an organization that will support mobile TV services via DMB and related services. International DMB Advancement Group (IDAG) does currently have members from Netherlands, Norway, Great Britain, Malta and Italy.

IDAGs goal is to promote TV, radio and data services via DMB, DAB and DAB+ but also enhanced functionality via other networks such as 3G and WLAN. The group is content and business driven. It focuses on creating a bigger Pan-European market for DMB terminals through i.e. purchasing partnerships, collaborations with other companies and organizations, coordination of technical solutions and creating successful business models.

IDAG will share experiences among members and join forces with industries, organizations and companies involved with DMB or related activities.

"IDAG helps create a much bigger market for DMB related devices and services across Europe and beyond. The members will support each other's services, ensure faster experience sharing and save time and money on coordination of systems and processes" said Gunnar Garfors. He is President of IDAG and CEO of NMTV, one of the members.

TV via DMB has already been launched in Norway while Netherlands and Malta will follow later in 2009. Italy and Great Britain are currently testing DMB on a smaller scale. The member count may increase rapidly as there are a number of other countries on three continents working with or planning DMB services.

#### The current members of IDAG are:

<b>DigiBNetwork,</b>	dab.com.mt	Malta
<b>Mobiele TV Nederland (MTVNL)</b>	mtvnl.nl	Netherlands
<b>Norwegian Mobile TV Corporation (NMTV)</b>	minitv.no	Norway
<b>Radio Televisione Italiana (RAI)</b>	rai.it	Italy
<b>The Technology Partnership (TTP)</b>	<a href="http://www.ttp.com">www.ttp.com</a>	Great Britain

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## Editor notes

Norsk mobil-TV AS (“NMTV” / Norwegian Mobile TV Corporation Ltd.), is a joint venture between NRK, MTG and TV2. Norwegian Broadcasting Corporation (NRK) is license funded whereas Modern Times Group (MTG) and The TV 2 Group are commercial broadcasters. The venture aims to deliver both free-to-air and pay content and additional services to users of mobile devices and started T-DMB broadcast transmissions in the greater Oslo area in May 2009.

MTV NL of the Netherlands and DigiBNetwork of Malta aim to roll out similar mobile TV services in Q4 2009.

RAI is the state owned public broadcaster in Italy and is the biggest TV company in Italy. Rai operates many television channels and radio stations, broadcasting in analog terrestrial (until 2013), in digital terrestrial and in several satellite and IPTV offerings. RAI is one of the 23 founding broadcasting organisations of the European Broadcasting Union in 1950. Mobile TV is already present on a commercial basis in Italy using DVB-H. Radio services will be rolled out on DAB+, this allows RAI to also trial delivering mobile TV using T-DMB.

The Technology Partnership (TTP) is Europe's leading independent technology and product development company headquartered in Cambridge, UK. Since its foundation in 1987 TTP has grown to become a leader in the establishment of technology partnerships which enable our clients to generate new business based on advances in technology. In communications, TTP is a world leader in providing embedded technology in the dynamic, growing global market for digital broadcast TV, radio and multimedia services delivered to mobile devices. Having extended our technology to cover a range of standard broadcasts TTP can now offer its expertise to consumer electronics manufacturers and cellular carriers planning to capitalise on the new broadcast for mobile DTV channels and radio services.

Now France has committed to delivering interactive radio services using T-DMB and Germany to DAB+ the European market for DAB enabled products has scale. The iDAG team aims to encourage cooperation amongst broadcasters, operators and retailers to lead mobile TV and radio adoption and encourage manufacturers to deliver a wide range of devices.