



Media Release

Date: 11 June 2004

ntl and Microsoft mount UK datacasting trial

- **Long-term trial of broadcast multimedia delivery using DVB and DAB**
- **Hand-held and fixed reception with 'sync-and go' file sharing**
- **Digital Rights Management to help protect content**

ntl's Broadcast division and Microsoft Corp. have mounted a long-term industry trial of multimedia datacasting in and around Cambridge. The trial demonstrates the capabilities of terrestrial DAB and DVB broadcasting platforms for delivering video, audio and text-based information services to mobile devices.

The trial includes a mixture of live 'streamed' audio and video for fixed, mobile and handheld reception and data file transfer for video clips, audio compilations, images and web pages. A broad range of content, from sports to documentaries, can be delivered directly to mobile devices or through 'sync-and-go' file sharing with a PC. In addition, a voting application illustrates how end users can interact with a broadcaster or a content provider using a mobile phone return path.

The IP-based technology is a real-world implementation of demonstrations given at the NAB and IBC broadcast industry exhibitions last year and makes full use of the compression efficiencies of Microsoft Windows Media 9 Series. The trial is also using the latest version of Windows Media Digital Rights Management, enabling content to be delivered more securely to mobile devices.

An ntl transmitter at Milton near Cambridge broadcasts DVB-T and DAB data-streams that can be received by fixed roof-top antennas, mobile or hand-held devices over a wide area. Content originated by ITV, British Eurosport, Capital Radio and VisionRadio is processed at ntl Broadcast's main offices at Crawley Court near Winchester and is delivered to the transmitter via the ntl fibre network.

New business models in datacasting are likely to involve a relationship with mobile telephone operators, as ntl's head of media business development Terry Howard explains: "Using the broadcast network to deliver one-to-many content while the mobile operator provides one-to-one connection plays to the strengths of both parties. In addition the broadcasters have the content while the mobile operators provide the interactive return path and the all-important customer/billing relationship. Handset manufacturers are beginning to produce integrated devices with colour screens and DVB/DAB receivers."

Erin Cullen, lead product manager in the Windows Digital Media Division at Microsoft, commented: "We're very excited to expand our research with ntl, working alongside leading content owners, technology companies and broadcasters in the UK. This trial is designed to reveal more about potential content delivery models using the compression capabilities of Windows Media 9 Series in conjunction with standards-based DAB and DVB networks. Ultimately, this research will help a wider range of consumers enjoy digital content by making it available on demand to low-cost mobile devices."

In mounting the trial, ntl and Microsoft acknowledge the generous assistance of the following organisations: British Eurosport, Capital Radio, Imagination Technologies, ITV; MobileInvent, RadioScape, Rohde & Schwarz, SkyStream, TANDBERG Television, UBS, Unique Interactive and VisionRadio.

-Ends-

More on ntl's Broadcast division:

- The Broadcast division of ntl has a 48-year history in transmission and has helped pioneer the technologies of the digital age.
- 22 million UK homes receive ITV, Channel 4 and Five via ntl's national broadcast transmitter networks. ntl also provides transmission for most UK independent radio stations, both analogue and digital.
- ntl provides end-to-end media solutions to the broadcast industry across terrestrial, cable and satellite platforms. This includes satellite uplinking, satellite newsgathering, outside broadcast facilities, programme presentation, play-out and distribution.
- With a portfolio of over 2300 radio sites across the UK, ntl's Wireless Solutions group specialises in shared mobile and cellular network infrastructure, from conventional masts and towers, urban and in-building solutions to access circuits, managed back-haul and core network provision.
- ntl's Public Safety group provides a full range of support services to the UK police, fire, ambulance and other emergency services including design and installation of integrated telecommunications systems, radio system maintenance and fully managed services.
- Further information can be found at www.ntlbroadcast.com

For more information please contact:

Bruce Randall, ntl, Winchester
Tel: 01962 822582
Fax: 01962 822374
email: bruce.randall@ntl.com
www.ntlbroadcast.com

Hannah Bailey/Esther Brown
Nelson Bostock Communications
Tel: 020 7229 4400
Fax: 020 7792 7411
email: hannah.bailey@nelsonbostock.com

Other product and service names mentioned herein may be the trademarks of their respective owners.