



## PRESS RELEASE

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### **Arqiva shows DVB-H with Windows Media Digital Rights Management at Cambridge**

- **Windows Media Video 9 over DVB-H at RTS Cambridge Convention**
- **First European demonstration of DVB-H with Windows Media DRM**
- **Delivery to variety of devices including Windows Mobile-based devices, PDAs and Windows XP Tablet PCs**

**IBC, Amsterdam (Stand 1.259):** Arqiva is mounting the first European demonstration using a DVB-H network to broadcast digital television content to mobile devices using Windows Media Video 9 and Windows Media Digital Rights Management technology. The demonstration, which will take place at the Royal Television Society's Cambridge Convention on 15-17 September, takes advantage of an established Arqiva test transmitter at Milton, north of Cambridge. Reception is on a variety of hand-held devices including Windows Mobile-based devices, personal digital assistants (PDAs) and Windows XP Tablet PCs.

Two live TV channels are included in the demonstration, ITV News and British Eurosport, plus a pre-encoded video stream with enhanced picture quality. This content will be delivered in the Windows Media format, which provides improved video quality at low bit-rates.

"We are pleased that Arqiva is using Windows Media Video and Windows Media DRM in its innovative showcase solution for delivering live television to mobile devices," said Eric Schmidt, group product manager in the Windows Digital Media Division at Microsoft Corp. "This is a great example of how Arqiva can deliver next-generation services that will enhance the mobile entertainment experience for consumers."

Simon Mason, head of new product development at Arqiva, added: "This demonstration illustrates how the advanced compression techniques delivered by Windows Media not only improve picture quality but also protect that valuable content, independent of the platform or

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device on which it is received. We continue to grow our understanding of the technical and commercial issues in deploying mobile broadcast services and this bodes well for datacasting and mobile TV services in the future.”

-Ends-

**More on Arqiva (previously known as NTL Broadcast):**

Arqiva, formerly the broadcast division of NTL Group, has a 50-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 Arqiva's national transmitter networks. The company also provides transmission for most UK independent radio stations, both analogue and digital. In addition Arqiva provides end-to-end media solutions to the broadcast industry across terrestrial and satellite platforms. This includes satellite uplinking, satellite newsgathering, outside broadcast facilities, programme presentation, play-out and distribution. With a portfolio of over 2000 radio sites across the UK, Arqiva'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. Arqiva'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.

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