



Olympic Games 2008 make digital broadcasting history

The Beijing Jolon Digital Media Broadcasting Company will make broadcasting history at the 2008 Beijing Olympic Games in China by offering a range of mobile TV and radio services based on the Eureka 147 family of standards.

London, 7th August 2008

This year's Olympic Games offer an **unrivalled multimedia experience for the consumer**, with a wide choice of Mobile TV and Digital Radio services on offer, based on the Eureka 147 standard. International visitors can take full advantage of this **unique opportunity**, with **public broadcaster Beijing Jolon offering six mobile TV channels including four dedicated to the Olympics; CCTV-1** has coverage of key sports such as athletics, swimming and basketball; **CCTV-2** has 24 hour coverage of sports, including those of particular interest to the Chinese audience, such as judo and taekwondo. Known as the Olympic Channel, **CCTV-3** will cover all the main events from shooting and badminton to swimming and fencing, while **CCTV-7** enjoys high ratings and coverage in China's rural areas, and will replay top-level competitions especially for these regions.

DAB radio listeners have a choice of 16 on-air services including Beijing People's Radio and China Radio International, covering the **latest in Olympic news as well as Arts and Music programmes and up to date Traffic News.**

Over **150,000 receivers had already been sold in the Beijing area by April 2008 and Beijing Jolon estimates this will have risen to 1 million receivers by the start of the Games** on 8th August 2008. There are a wide range of receivers on sale at many retail outlets, including MP4/PMP multimedia players, mobile phones, GPS devices, and a USB/PC adapter from a range of primarily domestic Chinese manufacturers. Devices such as the iriver B20 handheld mobile TV are available at some of the larger electronics markets and can receive both DMB mobile TV and DAB digital radio.

Peter Kepreotes from **Broadcast Australia**, who is **consulting for the Beijing Olympic Broadcasting Company Ltd (BOB)** in Beijing believes this to be an important milestone in the roll out of DMB mobile TV and DAB digital radio – **"where better to launch a live mobile TV and radio sports broadcast than at the Olympic Games."**

The Olympic coverage demonstrates the rapid growth of mobile TV and digital radio services based on the Eureka 147 platforms, which now serves over 500 million people in nearly 40 countries worldwide. The Eureka 147 standard includes DAB, DAB+ and DMB and has successfully launched services in many countries including Denmark, UK, Norway, Belgium and Switzerland, and trials or rollouts are taking place in France, Germany, Ireland, Italy, Spain, Hungary, Czech Republic, the Netherlands, Sweden, Portugal, Malta, Greece, India, Russia, South Africa, South America and in the Far East.

ENDS

For full details of what's on-air on digital radio and mobile TV, which frequencies are being used, what devices are available, where to buy devices and more please visit the WorldDMB website:
http://www.worlddab.org/news/dmb_mobile_tv_at_the_olympics

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Notes to Editors: The foundation standard DAB and related standards such as DAB+ and mobile TV can be seen and heard in nearly 40 countries from Canada to Australia, across Europe and the Far East. Countries including India and South Africa are testing DAB and developing consumer trials. More than 500 million people worldwide are within range of a DAB transmitter, and there are nearly 1000 services on air. Created from the outset to enable mobile reception with audio, video and multimedia capabilities, the DAB standard has recently extended its lead into the world of mobile multimedia delivery. DAB's Mobile TV solution shares the same core standard, infrastructure and receiver technology. The launch of the world's first Mobile TV services took place in Korea in December 2005 using DAB's Mobile TV solution. Eureka 147 Mobile TV is on-air in China in five major cities including Beijing, and more Eureka 147 services are expected to launch in Europe during the next year.

About WorldDMB

WorldDMB is an international, non-governmental organisation with a mandate to promote the awareness, adoption and implementation of Eureka 147 based technologies worldwide. The organisation's name refers to 'digital multimedia broadcasting' including radio, mobile TV and broadcast new media services. Its members include public and commercial broadcasters, receiver manufacturers and other companies and bodies committed to the promotion of services and equipment based on the Eureka 147 family of standards.

About Beijing Jolon Digital Media Broadcasting Company

Beijing Jolon Digital Media Broadcasting Co. was founded by Radio Beijing Corporation in 2005 and was awarded the exclusive DAB broadcasting license for the Beijing area, and subsequently launched their DAB services in Beijing in 2006. Beijing Jolon are broadcasting from five transmitter sites across the Beijing metropolitan area and the frequency being used for the DAB broadcasts is Band III channels 208.72MHz, 210.432MHz, 212.144MHz and 213.856 MHz.