

News

For Immediate Release

Open Mobile Video Coalition Launching Comprehensive Mobile Digital Television Consumer Showcase During First Quarter of 2010

***New Dell Inspiron Mini 10 Netbook;
Samsung Moment™ Mobile Phone from Sprint;
LG Mobile Digital Television; and Tivit™ for Current
Wi-Fi Phones, Laptops Among Devices
to be Used by Consumers***

Washington, D.C., January 5, 2010 -- A real-world showcase to gauge consumer interest in Mobile Digital Television begins in the Washington, D.C. metropolitan area in the first quarter of 2010, with eight local area television stations transmitting up to 20 channels of free and premium broadcast TV programming to hundreds of mobile devices that will be used by actual viewers and local residents. The Dell Inspiron Mini 10, a new mini netbook computer, the Samsung Moment™ mobile phone, LG Mobile Digital Television and Wi-Fi Accessory Tivit™ are among the Mobile DTV-enabled devices that will be made available to showcase participants in the nation's ninth-largest media market. Local and national programming from familiar network broadcasters will be available in the event organized by the Open Mobile Video Coalition (OMVC), a 29 station group organization representing over 800 TV stations that are now working to make Mobile DTV a reality for millions of viewers.

The Samsung Moment™, exclusively from Sprint, will receive live digital TV using Samsung's Mobile DTV Chip, the world's first single-chip solution for the recently approved Advanced Television Systems Committee (ATSC) Mobile Digital TV standard. The Mobile DTV-equipped Samsung Moment™ was selected for a showcase with Sprint customers in the Washington, D.C. and Baltimore markets beginning in the first quarter of 2010

Mobile DTV applications to be tested, under a recently approved technical standard, include favorite live, local television programs just as they are transmitted to DC-area homes, interactive broadcasts made possible by the new Mobile DTV standard, and lifesaving emergency alerts for weather incidents and other unforeseen events. Market research of the showcase is sponsored by LG Electronics and Samsung, with Harris providing lead transmission technology support for the project. Additional equipment is being provided by transmitter manufacturer Rohde & Schwarz. Consumer Showcase participants will also receive additional services, such as premium channels and data applications – depending on the device.

"We are rolling out the Consumer Showcase because of the unprecedented cooperation between all of the companies that have worked hard to make Mobile DTV a reality. Washington, D.C. broadcasters along with LG Electronics, Samsung, Dell, Harris, Rohde & Schwarz, and many other firms have stepped forward to lead this initiative, which enjoys tremendous industry support and believe that mobile television broadcasting will deliver to viewers exactly what they've been clamoring to receive," said Brandon Burgess, OMVC President and ION Media Networks Chairman and CEO.

Key to the success of the Consumer Showcase will be the unparalleled cooperation of each element in the broadcast-to-viewer chain:



- Handset manufacturer Samsung Mobile will provide 300 Mobile DTV-equipped Samsung Moment™ mobile phones for the Showcase;
- Dell Computer will supply hundreds of Mobile DTV equipped netbooks for consumers;
- LG will supply battery-powered Mobile Digital TV sets for viewers;
- The OMVC itself partnered with device manufacturer Valups to create a unique device called the Tivit™ that will be used to enable existing Wi-Fi devices such as laptops and smartphones to watch the new Mobile DTV signals;
- Washington area stations participating are **WDCA-DT** (Fox Television Stations); **WUSA-DT** (Gannett Broadcasting); **WPXW-DT** (ION Media Networks); **WRC-DT** (NBC Universal); **WHUT-DT** (Howard University/PBS); **WNVT-DT** (MHz Networks); **WNUV-DT** (Sinclair Broadcast Group); and **WFDC-DT** (Univision Communications);
- Major transmitter manufacturers Harris and Rohde & Schwarz have worked with the eight local Washington, D.C. broadcast TV stations to upgrade their equipment to transmit up to 20 channels of content utilizing the new Mobile DTV system;
- Electronic Service Guide and software tools for audience measurement will be deployed by Expway and Roundbox, two leading Mobile DTV middleware companies;
- Global satellite operator SES WORLD SKIES is providing trial coordination support.

During the Washington, D.C. Consumer Trial the OMVC is planning an evaluation of quantitative and qualitative usage for each of the selected device platforms. The purpose of the trial is to understand factors that may motivate greater usage of Mobile DTV, early adoption, propensity to tolerate pay services, interactive services and usage patterns, as well as to learn more about the core qualitative aspects of the user experience from pre-adoption to post-usage insights.

“We expect Mobile DTV to be very popular with younger viewers, given the popularity of mobile devices with ‘millenials’ from 18 to 29. A recent survey by the OMVC indicates that young adult viewers will watch more local TV if they can watch it where they live, work, and play. People like the idea of catching the latest news, weather, entertainment, and sports event or live weather reports on a mobile device. Television has grown beyond the HDTV that’s tethered to the living room wall. Consumers are mobile and it’s time for us to move with them,” said Gannett Broadcasting Division President Dave Lougee.

“Samsung Mobile is excited to be an integral part of this trial by offering consumers the ability to enjoy free, live TV and more on a mobile phone for the first time in the U.S. Samsung’s Mobile DTV chip enables efficient, low-power reception of live broadcast mobile TV, and its revolutionary ultra-brilliant AMOLED screen technology on the Moment will enhance consumers’ experience by allowing them to enjoy best-in-class clarity and brighter, more vivid colors both indoors and in daylight,” said Dale Sohn, President of Samsung Mobile. “This opportunity allows Samsung to advance its leadership and commitment to bring new, innovative technologies to the U.S. market.”

“The Dell Inspiron Mini 10 with built in Mobile DTV technology will be the perfect solution for watching local TV broadcasts on the go, like catching the morning news and weather while riding a commuter train,” said John Thode, vice president, small screen devices, Dell. “Devices like the Inspiron Mini 10 are the multi-tool of personal technology for digital nomads who want to be connected and productive, but also want instant access to a great entertainment experience.”

The Washington Consumer Showcase comes on the heels of the Consumer Electronics Show in Las Vegas, where more than a dozen companies are introducing a variety of new Mobile DTV products that they plan to roll out in the coming year. Technologies on display at CES include netbooks equipped with Mobile DTV; battery-operated Portable Mobile TV Sets; Mobile DTV USB Receivers for Laptop computers; a unique Wi-Fi Access Point for Mobile DTV Reception; prototype cell phones with Mobile



DTV; demonstrations of Electronic Service Guides and Interactivity (Voting, Polling, Web access); and displays of transmission and test equipment for broadcasters.

Unlike current mobile TV offerings that are subscription-only and largely offer only pre-recorded shows, Mobile Digital TV from local broadcasters offers real-time coverage of local breaking news, local weather, and local emergency alerts in addition to favorite network programs shows that consumers really want to watch. With some 30 stations already on the air, broadcasters are now upgrading their transmission systems to offer a variety of Mobile DTV channels

For the past three years, OMVC has been working hand-in-hand with broadcasters and manufacturers to support the development of the Mobile DTV standard. It also spearheaded trials of Mobile DTV by stations across the country.

NEW SERVICES, NEW OPTIONS

Mobile DTV technology uses existing 6MHz channels from broadcasters to transmit a mobile stream of programming services that will not interfere with existing high-definition and multicast services.

Beyond live broadcasts, the OMVC envisions mobile services such as emergency alerts that can be customized by market or location, live audio feeds, datacasting with traffic maps, closed captioning, "clip casting" sports and news highlights that could be stored in memory on a device, "push" Video On Demand for future viewing, time-shifted television, mobile digital video recording, interactive polling, electronic coupons, targeted advertising, an electronic service guide for ease of tuning. Broadcasters will be able to extend their programming reach to a growing audience of new viewers -- anywhere, anytime, and at any speed (since the new Mobile DTV can even be received by viewers in the backseat of a car that is moving down the freeway.)

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ABOUT THE OPEN MOBILE VIDEO COALITION

The Open Mobile Video Coalition is a voluntary association of television broadcasters whose mission is to accelerate the development of mobile digital television in the United States. The OMVC is composed of 29 members that own and operate over 450 commercial television stations, as well as the Association of Public Television Stations, Corporation for Public Broadcasting and the Public Broadcasting Service, which represent an additional 360 public television stations. Membership in the OMVC is open to all U.S.-based television broadcasters.

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OMVC MEMBER COMPANIES

Association of Public Television Stations
Belo Corp. (NYSE: BLC)
Capitol Broadcasting Company, Inc.
Corporation for Public Broadcasting
Cox Television
Dispatch Broadcast Group
Fisher Communications, Inc. (NASDAQ: FSCI)
FOX Television Stations (NYSE: NWS)
Freedom Broadcasting, Inc.

Gannett Broadcasting (NYSE: GCI)
Gray Television Inc. (NYSE: GTN)
Hearst Television, Inc.
ION Media Networks, Inc.
Landmark Communications
LIN TV Corp. (NYSE: TVL)
McGraw-Hill Broadcasting (NYSE: MHP)
Meredith Corp. (NYSE: MDP)
MHz Networks



Morgan Murphy Media
Media General Inc. (NYSE: MEG)
NPG Broadcast Division
NBC Universal -- NBC Station Group and
Telemundo -- (NYSE: GE)
Peachtree TV
Post-Newsweek Stations (NYSE: WPO)

Public Broadcasting Service
Raycom Media
Schurz Communications, Inc.
Scripps Television Station Group
Sinclair Broadcast Group Inc. (NASDAQ: SBGI)
Sunbeam Television Corp.
Univision Communications Inc.

OMVC MEMBER ASSOCIATIONS
Association for Maximum Service Television
National Association of Broadcasters