



News

For Immediate Release

Mobile Digital TV Gains Momentum with Broadcasters and Technology Companies to Bring News, Emergency Alerts, Favorite Programs to On-the-Go Audience

Over-the-air Broadcasts To Reach Millions of Mobile Viewers with One Efficient Transmission

Mobile DTV Launches in Detroit to Support Automotive Industry

Las Vegas, NV, April 12, 2010 – With viewers spending more time “on the go” and less time at home in front of a living room TV, America’s broadcasters are responding to changing viewing patterns by highlighting the advantages of Mobile Digital TV. With a transmission standard approved at the end of 2009, broadcast TV stations are beginning to upgrade their transmission facilities to support over-the-air service to mobile devices.

To date, 45 stations have started Mobile DTV broadcasts with the highest concentration of stations in the Washington, D.C. market, where a Consumer Showcase of the technology will begin on May 3. Two television stations in Detroit, the nation’s automotive capital, are the latest to join the Mobile DTV wave. Both WDIV (the Post Newsweek TV Station Group NBC affiliate) and WXYZ (the Scripps TV Station Group ABC affiliate) will provide test and technical access for Detroit automakers to add digital broadcast capability to in-car backseat infotainment systems.

Support from Intel

Mobile DTV is drawing interest from a variety of technology companies.

“Intel sees Mobile DTV usage on Intel’s mobile platforms as a compelling usage for consumers. Intel is supportive of the efforts by the OMVC and the broadcasting community to expand the range of digital television programming to the vast array of mobile users using Intel platforms,” said Erik Reid, Director of Mobile Marketing.

“During the NAB show, you will see Mobile DTV in its most advanced state, transmitted from the source that consumers trust – the local TV broadcaster,” said Brandon Burgess, president of the Open Mobile Video Coalition and ION Media Networks Chairman and CEO. “We’re showing thousands of broadcast station personnel the new consumer devices that can offer Mobile DTV reception. More stations are upgrading to deliver mobile signals each week. There’s no question that over-the-air broadcasting is the most spectrum-efficient method of reaching millions of people with a single transmission. Our viewers already depend on their local stations to keep them informed – particularly in



an emergency or when the weather turns bad – and Mobile DTV will be the ideal platform to take the living room experience on the road wherever consumers go,” Burgess added.

At this year’s annual National Association of Broadcasters conference, thousands of attendees are getting their first “hands on” demonstrations of new Mobile DTV broadcasts with a crop of new devices that are about to hit retail stores. The Open Mobile Video Coalition (OMVC) that represents nearly 900 broadcast TV stations today joined with the Advanced Television Systems Committee (ATSC), Consumer Electronics Association (CEA), and the National Association of Broadcasters to open the “Mobile DTV Marketplace” in the lobby of the Las Vegas Convention Center.

In addition, the OMVC and ATSC are co-sponsoring the Mobile DTV Pavilion on the upper level of the LVCC’s South Hall. More than a dozen manufacturers of transmitters, Mobile DTV consumer products, and new technology concepts are demonstrating their wares.

Citizen Tivizen: Live TV for the iPad

The NAB Show is also serving as a launching pad for one of the first Mobile DTV devices to reach consumers – the “Tivizen” from Valups (first introduced as the “Tivit” during the January Consumer Electronics Show.) Smaller and lighter than a deck of cards, the newly-named Tivizen receives Mobile DTV signals and then re-transmits them to an awaiting Wi-Fi device such as a laptop, iPad, iPhone, or Wi-Fi-equipped BlackBerry. Valups today announced that the Tivizen will be sold through online retailers Amazon.com and Ebay at a suggested retail price of \$149 beginning in May.

“Broadcasters partially funded the development of the Tivizen, knowing that many consumers already own portable devices that are equipped with Wi-Fi. This device makes it possible to easily accessorize an existing product with Mobile DTV signals. The design is based on a similar product that brought digital TV signals in Japan to the iPhone,” Burgess said.

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ABOUT THE OPEN MOBILE VIDEO COALITION

Representing nearly 900 TV stations across the country, 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 30 members that own and operate over 500 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. For more information, please visit <http://www.omvc.org>.

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