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Geneva, 27th February 2001

Digital Terrestrial Broadcasting in Hong Kong A Consultation Paper

Dear Sir/Madam,

With reference to the Consultation Paper entitled "Digital Terrestrial Broadcasting in Hong Kong", I would like to provide some input additional from the Digital Video Broadcasting Project.

1. Section 2.1 refers to an invitation requesting industry comments on the proposal to adopt the DVB-T standard for use in digital terrestrial television applications in Hong Kong. The recommendation is warmly welcomed by DVB and its 290 members around the world. Hong Kong's adoption of DVB-T would come at a time when many countries, even those who have already adopted ATSC are reconsidering DVB-T. In fact, DVB-T is fast becoming the de-facto world-wide standard for digital terrestrial television, just as DVB-S and DVB-C have done for digital satellite and digital cable television applications.
2. Hong Kong has been one of the many countries to have carried out comparative trials between ATSC, DVB-T and ISDB-T. The proposal to adopt DVB-T, which resulted from these trials and the many studies that accompanied them, is broadly in line with those of others who undertook the same route. Those involved in the trials are to be commended on their thorough test programme and the excellent results achieved.
3. DVB believes that the adoption of DVB-T would give Hong Kong immediate entry into a mature, tried and tested digital television environment.
4. Since the trials in 1999, DVB-T has been launched in the Spain, Sweden and latterly Australia and Singapore. The UK continues to provide important experiences in deploying digital terrestrial television.

UK The deployment in the UK now boasts over 1,000,000 million receivers in the market. Indeed the UK government is seeking to accelerate the timetable for the switch-off analogue services in the light of the success of DVB-T. Such a switch-off needs to be being carefully considered and the technical and commercial requirements are being reviewed in some detail.

- Australia On January 1st 2001, Australia launch its 7MHz DVB-T services. Ultimately to carry HDTV services, those involved in the deployment have been more than satisfied with the technical performance of the system.
- Singapore Perhaps most noteworthy is the commercial launch of mobile DVB-T services, using 12 transmitters in a Single Frequency Network in Singapore. Delivering mobile digital television to a fleet of some 1200 buses, the service is the first of its kind in the world. It promises not to be the last.
5. By formally adopting DVB-T, Hong Kong benefits from enormous economies of scale opening a whole host of export and development opportunities. Likewise, the notion of a truly world digital terrestrial television standard is fast becoming a reality.
 6. Multimedia Home Platform, the most advance software platform for digital interactive television and multimedia, is also now part of the DVB toolbox. Using it for digital interactive applications promises a horizontal marketplace providing more choice for the broadcaster and a single common platform for the CE manufacturer and application developer.
 7. DVB is in use in almost all digital satellite applications around the world, many of the digital cable deployments and terrestrially DVB-T is proving to be as popular. These successful applications have generated a tremendous DVB knowledge base spread around the world. Countries that have adopted DVB specifications have a flexible set of tools from which to formulate business models adapted to their market needs. DVB is uniquely able to provide such solutions.
 8. As Hong Kong moves to the launch of digital terrestrial services, DVB, if formally chosen, will provide all the support within its power to aid such a launch. My colleagues and I in the DVB remain at your disposal for further information and assistance on any area of the DVB suite of standards.

Yours sincerely,



Peter MacAvock,
Executive Director, DVB Project Office

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