



News

For Immediate Release

Wide Variety of New Consumer Devices and Services Will Meet Demand for Mobile Digital Television Broadcasts Transmitted by Local TV Stations

Netbooks, Mobile Digital TVs, USB Receivers, Prototype Cell Phones and Unique Wi-Fi Mobile TV Access Products All Ready to Bring Live Mobile DTV to Viewers Who Are On-the-Go

Las Vegas, Jan. 5, 2010 – Responding to an expected explosion in consumer demand for Mobile Digital Television products that will carry new over-the-air Mobile DTV transmissions to viewers wherever they are, leading players today announced plans to roll out products and services in 2010 that will help broadcasters reach mobile viewers and allow mobile consumers to finally receive live, local news, weather, entertainment, sports, and emergency alerts while “on the go.”

More than a dozen companies are showcasing new Mobile DTV technologies and products in the Mobile DTV TechZone at the 2010 Consumer Electronics Show (CES). On display at International CES® in the Central Hall, Las Vegas Convention Center:

- Netbooks equipped with Mobile DTV
- Battery-operated Portable Mobile DTV Sets
- Mobile DTV USB “dongle” Receivers for Laptop Computers
- Unique Wi-Fi Access Point for one-to-one Laptop or Smartphone Mobile DTV Reception
- Prototype Cell Phones with Mobile DTV
- Electronic Service Guide Demonstrations
- Mobile DTV Interactivity - Voting, Polling, Web Access

The Mobile DTV TechZone is sponsored by the Open Mobile Video Coalition (OMVC), a 29 member organization of broadcasters who operate over 800 TV stations nationwide.

“Mobile Digital TV is no longer in the laboratory or a technology that’s being discussed in a technical forum. It’s here now. It’s real, and we’re thrilled to see so many companies offering new Mobile DTV products for consumers. Our message at CES is very simple: Mobile Digital Television has arrived, and this year is only the beginning,” said Brandon Burgess, Chairman of the OMVC and Chairman and CEO of ION Media Networks.

OMVC today inaugurated a 21-program-stream broadcast TV demonstration at CES that shows what’s possible with the newly-minted Mobile DTV standard. Supported by local Las Vegas TV broadcasters, the program offerings during CES include a host of local and national programs. The live transmissions will match live, local news, weather, and emergency information with national network programming to demonstrate the array of free and premium TV channels that can be delivered to viewers.



“Viewers want relevant, timely, local information and their favorite programs. And we think they’ll be delighted with the range of new products that participants in the TechZone will be introducing. The OMVC worked with a number of leading equipment providers and broadcasters to build a robust network of channels that demonstrate the potential for this new broadcast TV service,” said David Lougee, President of the Broadcasting Division for Gannett Co.

The CES demonstrations are made possible through the cooperation of a number of companies, including broadcast transmitter and infrastructure manufacturers Harris, Rohde & Schwarz, Axcera, LG Electronics, Triveni Digital, and Envivio; and application service providers Roundbox, Expway and MobiTV.

Survey Says: We Want Mobile DTV

Fresh research shows clear consumer intent to purchase devices equipped with the new technology and demand for mobile television programming – particularly if broadcasts included local and regional news and weather. Sponsored by OMVC, survey results demonstrate that interest in Mobile DTV is especially high with “Early Adopter” consumers and also “Millennial” viewers – those ages 18 to 29 – say their interest in local and regional TV news would double if they could only get updates when they’re on the move, as opposed to the TV that’s tethered to the living room wall.

Companies exhibiting in the Mobile DTV TechZone include consumer device manufacturers DTVinteractive, iMovee Corporation, LG Electronics, PIXTREE, Samsung, Valups, and WITHUS/Crestech; broadcast equipment suppliers Axcera, Lumantek, Rohde & Schwarz, Sarnoff Corporation, and middleware companies Expway and Roundbox.

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.

The introduction of new consumer devices comes just 12 weeks after the Mobile DTV standard was adopted by the Advanced Television Systems Committee. The broadcast transmission standard sets the stage for the rollout of hundreds of Mobile DTV broadcast channels throughout the country, with mobile device manufacturers now eager to deliver new products to the nation’s retailers.

Comprehensive information on exhibiting companies and the program schedule for CES Mobile DTV broadcasts is available in the “CES 2010 Demo One Sheet” document located here: www.tinyurl.com/OMVConesheet

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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
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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