



GlobeCast and UDcast to Trial DVB-H Platform

DVB-H transmission via satellite to operators' existing transmitters will reduce cost of upgrading to this broadcast technology

IBC 2006, AMSTERDAM, 8 September 2006 – Responding to the impending adoption of DVB-H as a mobile television standard worldwide, GlobeCast and UDcast today announced a joint initiative to develop a satellite-driven DVB-H offer to aggregate content for transmission over mobile operators' existing 2G and 3G networks.

In partnership with DVB-H equipment manufacturer UDcast, GlobeCast will handle compression, encoding and full aggregation of mobile television bouquets in DVB-H at its technical operations center in Paris. The bouquet stream will then be delivered via satellite to the mobile operator's existing transmitters. Thanks to minimal equipment installed on site at the transmitters (including satellite receiver and DVB-H modulators), the operator will then be able to transmit the new bouquet over its existing network. This solution minimizes capital expenditure (CAPEX) and operational expenditure (OPEX) for broadcasters and mobile operators, while mutualizing Operations & Management costs.

This joint initiative also offers a future-proof solution with the capability for addressable content and advertising. With UDcast's DVB-H iSplicer, mobile operators can direct advertising and content to a specific audience or region, enabling high advertising and subscription revenues. In addition, different mobile operators sharing one infrastructure can differentiate their service offerings with different TV packages for each operator and regionalisation of content.

GlobeCast, a global content management company specializing in TV distribution via satellite to multichannel platforms, is providing the mobile TV head-end using the UDcast IP Encapsulator (IPE) as well as the satellite capacity for distribution of the DVB-H signal.

UDcast's DVB-H standard compliant IPE enables the encapsulation of video and audio sources and its multicasting over the DVB-H network to handheld devices. The IPE is the interface between the broadcast source and the network tasked with distributing the content. UDcast, a leader in broadcast and mobile network convergence, is also providing its DVB-H iSplicer solution, enabling distribution of the Mobile TV signal directly via satellite directly to transmitter.

With an initial focus on Europe, the combined solution will be compatible with all existing and future DVB-H handsets and available to operators and broadcasters on all continents thanks to GlobeCast's worldwide satellite and fibre network.

About GlobeCast

A subsidiary of France Telecom, GlobeCast (www.globecast.com) is a global content management and delivery company. Via its worldwide satellite and fibre network, the company manages and transports 10 million hours of video and other rich media yearly for its core customer base of broadcasters, as well as corporate, government and retail clients. It is also the world's largest provider of delivery services to live television-over-mobile operators. The company's global presence includes 15 teleports and technical operations centres throughout Europe, America, Asia, Africa, the Middle East and Australia.

About UDcast

UDcast is a leading provider of IP over broadcast media, focusing on IPTV to the mobile DVB-H solutions as well as satellite-aware enterprise networking solutions. UDcast provides DVB-H standard compliant solutions for the delivery of IPTV to mobile devices. In addition, UDcast provides satellite aware IP appliances that bring terrestrial-like performances and security to broadband satellite links. UDcast's feature rich solutions enable satellite service providers to deliver revenue-generating value added services that meet enterprise needs. Founded in 2000, UDcast maintains its global headquarters in Sophia Antipolis, France. For more information, visit www.udcast.com.

Media Contacts :

GlobeCast

Matthew Rosenstein
Int'l Communications Mgr
+33 1 55 95 27 20
matthew.rosenstein@globecast.com

Tracey Milham
+44 207 247 8334
tracey@ing-media.com

UDcast

Filip Gluszak
+33 4 93 00 16 00
+33 6 03 23 30 01
filip.gluszak@udcast.com

Jennifer Hicks, ink
Communications for
UDcast
+1 617 488 0988 ext. 2
+1 617 372 2272 mobile
jennifer@theinkstudio.com