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For immediate release



## **News from next week's Streaming Media Europe:**

### **UK digital TV industry association, DTG, unveils 'one stop shop' for Connected TV, HbbTV, Freeview and Freesat Test and Conformance**

Industry Partner at next week's **Streaming Media Europe**, and the industry association for digital TV in the UK - the Digital TV Group (DTG) – has announced that DTG Testing, the digital television industry's test and conformance centre, is to provide manufacturers with a single facility for Connected TV, HbbTV, Freeview, Freesat and Digital Tick test and conformance.

Additionally, DTG Testing is working with YouView on the development of a test and conformance regime for the service.

DTG Connected TV test suites will be available to purchase from DTG Testing in March 2011 with product testing launching in May 2011.

*"A robust and reliable test and conformance regime is crucial if consumers are to put their faith in emerging technologies such as Connected TV."* said Richard Lindsay-Davies, Director General, Digital TV Group.

*"By applying our proven approach to test and conformance - developed through testing for the Freeview, Freesat and more recently Freeview HD services, to Connected TV and HbbTV, the DTG is continuing to fulfil its crucial role in enabling the development of fully reliable and compliant digital TV and media products and services."*

The announcement that the DTG is working with YouView on the development of a test and conformance regime for the service builds on the Group's current engagement with YouView which has seen the project make a substantial contribution to the DTG's Connected TV programme to aid the development of D-Book 7.

The DTG is working with its members to develop the technical specification for UK Connected TV that will form the 7<sup>th</sup> edition of the DTG D-Book. D-Book 7, to be published in December 2010, will provide the core technical specification that service providers such as YouView, Sky and Virgin Media can build their trademark requirements on.

*"We are working closely with the DTG to create a competitive market for Connected TV",* said Richard Halton, Director, YouView. *"Part of that engagement is to ensure a robust standard for connected TV devices and we are pleased to be exploring with the DTG how that may be evolved into a conformance and compliance regime for connected TV more widely."*

DTG Connected TV test suites will incorporate HbbTV and TV Anytime technology allowing a wider range of receivers to be tested against the specification, including products manufactured for sale in the UK and those designed for the European market.

## **Notes for Editors**

**Streaming Media Europe 2010 explores YouView further in a Keynote presentation by Anthony Rose, CTO of YouView on Thursday 14 October at 09.00**

**Streaming Media Europe 2010 – Conference & Expo**

14 & 15 October (workshops 13 October)

Online Video Strategies Conference, 14 & 15 October

Content Delivery Summit, 13 October

Novotel London West, London, UK

[www.streamingmediaglobal.com/europe](http://www.streamingmediaglobal.com/europe)

**Press Passes are available at:** [www.streamingmediaglobal.com/conference/2010/PressZone.aspx](http://www.streamingmediaglobal.com/conference/2010/PressZone.aspx)

Connected TV is the term used to describe the convergence of 'traditional' broadcast digital television and the Internet to deliver new services, with applications and programming (both linear and on-demand).

The DTG Connected TV Programme consists of 7 expert industry working groups each focused on a specific part of the specification including Architecture, Device and Security, and consisting of representatives from DTG member organisations.

DTG Testing provides the benchmark test and conformance regimes for the Digital Tick certification mark, the Freeview and Freesat services and international platforms.

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**About the DTG**

The Digital TV Group (DTG) is the industry association for digital television in the UK and is independent and platform neutral.

Formed in the mid 90s to facilitate the introduction of digital terrestrial TV in the UK, the Group is now at the centre of UK digital TV development. It publishes and maintains the DTG 'D-Book' which sets out the detailed technical standards for digital terrestrial TV in the UK and runs the industry's test and conformance centre: DTG Testing. The DTG has ensured the delivery of a rich consumer experience, a vibrant and stable market, and helped position the UK as a world leader in the evolution of television.

The Group is presently focused on emerging consumer devices and experiences including Connected TV, 3DTV, High Definition TV (HDTV) and Video on Demand (VoD).