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## Is Mobile DTV (ATSC-M/H) more than just a tiny TV?

### Expway demonstrates together with NBC Universal and Sinclair Broadcast Group at CES 2010 in Las Vegas that “Small is More!”

Up until recently, mobile TV in the United States has been delivered primarily over 2.5 and 3G networks, with users often complaining of its poor quality. The newly ratified ATSC A/153 “Mobile DTV” standard improves this situation as now mobile TV can be delivered with superior picture and sound quality.

Better quality mobile TV is not the only reason that interests the broadcasters: This new Mobile DTV standard brings also new business opportunities with an Electronic Service Guide (ESG).

“Our aim is to provide TV enhanced with local information and new methods of advertising. We want to get closer to our local audiences and interact more with them. For a broadcaster Electronic Service Guide is one of the tools to help achieve this.” says Mark Aitken, Director of Advanced Technology at Sinclair Broadcast Group. Sinclair Broadcast Group, Inc., one of the largest and most diversified television broadcasting companies, currently owns and operates, programs or provides sales services to 58 television stations in 35 markets.

“Mobile DTV and ESG allow us to blend Internet and high-quality television - and these services can be found on the same device, at the same time! We also believe it is important that this new Mobile DTV technology is based on industry wide standards”, comments Rajan Mehta, Director of Digital Television Standards, Policy & Strategy at NBC Universal, one of the world's leading media and entertainment companies in the development, production and marketing of entertainment, news and information.

Mobile DTV with ESG offers more, both for the broadcaster and for the viewer. It allows broadcasters to add other sources of information and entertainment next to the TV experience. The ESG server, installed at the broadcaster's head-end, delivers the portfolio of interactive services including the program guide, apps, web pages, video-on-demand, music clips and RSS feeds. The end-users interact with the content over SMS, Wi-Fi or 3G.

“In fact Expway's customers' studies show that a comprehensive ESG increases the number of viewers by 30%. Such experiences prove that Mobile DTV - when enhanced with an ESG - is a unique opportunity to increase the stickiness of a channel and keep the viewers tuned in.”, stated Claude Seyrat, co-founder and VP of Strategy and Marketing at Expway.

The ATSC based “Mobile DTV” standard provides broadcasters a great way to keep the screen with their audiences. And at the same time the end-users benefit of this unique merge of broadcast TV and the mobile connectivity.

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During CES 2010 in Las Vegas Expway will present how such full-featured ESG can benefit broadcasters' business while they also entertain their viewers better than before.

At CES Expway will demonstrate live and interactive TV together with PBS, NBC Universal and Sinclair Broadcast Group, such as banner advertising, SMS voting and Push VOD services.

Additionally Expway will demonstrate FastCollection™, its solution to monitor what TV programs are most viewed and what is the viewer response to advertising, banners and interactivity. Expway @ CES 2010: Mobile DTV TechZone, stand C 10.7.

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#### Company description:

EXPWAY (<http://www.expway.com>) is the world leader in Interactive Mobile DTV Solutions for broadcasters, telecom operators and device manufacturers. Its products have been adopted in more than 15+ commercial deployments in the US, Europe, Japan and Asia. By using our servers, Broadcasters and Operators can enrich their Mobile DTV and give unique value to their frequencies while creating real convergence. By using our middleware, Manufacturers can deliver a superior user experience and differentiate from competition. For End-Users this rich, new generation TV, gives more entertainment and information on the go, to play and interact with. In short: With Expway's FastESG™ solution, Mobile DTV is much more than just a 'Tiny TV' -- and it is stickier than ever before.

Expway's strong mission is to provide its customers with the best tools to generate more revenue, to make the content 'stickier' than before and therefore reduce CHURN.

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#### Explanations i.e. abbreviations

**ESG a.k.a. Electronic Service Guide** is a digital guide to scheduled broadcast television and the place where broadcaster 'may provide more': Info of their programs, storylines of the episodes, gossip of the actors and also advertising banners, voting and polling features, games and quizzes, Video On Demand - content, PVR features, pay or free-to-air. In short, ESG is the portal for the broadcaster to serve their viewers better at Mobile DTV.

**ATSC-M/H (Advanced Television Systems Committee - Mobile/Handheld)** is a standard in the USA for Mobile Digital TV, that allows TV broadcasts to be received by mobile devices.

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