



## MEDIA ALERT

# OMVC Highlights the Future of Mobile DTV for Television Programmers

### *Headlining Panel at 2009 NATPE Market & Conference*

*Discover Future Interactivity Potential, Advanced Features & Business Model Options*

*Live, Local & National Mobile Television Broadcasts Demonstrated on LG Prototype Devices*

**Las Vegas, Nev. – January 22, 2009** – At this year's NATPE (National Association of Television Program Executives) Market & Conference, get to know the latest distribution platform– mobile digital television (DTV). The Open Mobile Video Coalition (OMVC), an alliance of more than 800 broadcasters whose mission is to accelerate the development of mobile DTV in the United States, is sponsoring a panel of broadcasters, consumer electronics manufacturers and analysts to discuss the future of mobile DTV. Additionally, the OMVC President will speak at Broadcasting & Cable and NATPE's annual luncheon panel. Plus, don't miss live demos of LG Electronics' prototype receivers for the emerging ATSC Mobile DTV Standard.

Today's consumers are on the move, and they want their favorite broadcast TV to come right along with them. Improved picture quality, coupled with expanded programming choices and local content, can now be distributed on this new-media platform.

The 2009 NATPE Conference features this headlining panel to illustrate the power of mobile DTV. This technology extends broadcast-quality simulcast TV to next-generation mobile and portable devices such as cell phones, laptop computers, handheld PDAs, portable media players and gaming devices, not to mention the limitless interactivity and application opportunities. The robust and flexible ATSC (Advanced Television Systems Committee) Mobile DTV Candidate Standard also extends a variety of automotive opportunities, ranging from factory-installed in-vehicle entertainment systems to dealer-installed and aftermarket entertainment systems, as well as GPS systems enriched with local broadcast receiver capabilities. With mobile DTV, consumers literally never have to miss a minute. This discussion follows the much anticipated commitment from broadcasters, who declared their intention to launch mobile DTV across 63 stations in 22 markets, covering 35 percent of U.S. television households.

#### **Insight Arena: The Future of Mobile DTV**

Wednesday, **January 28<sup>th</sup>** | **5:00 - 6:00 p.m.** | Ballroom H

Panelists will shed light on the money-making opportunities and revenue projections for delivering live, local and national full motion mobile content on next generation mobile devices to consumers, beginning as early as 2009 before skyrocketing in 2010 and 2011. Keeping you ahead of the latest technological developments scheduled for the next three years, panelists will also reveal interactivity potential, advanced features (DVR, VOD, etc.) and possible model options. Find out why industry insiders believe that mobile DTV is the *new new media*!

- **Moderator:** Richard Ducey, Ph.D., Chief Strategy Officer, BIA Advisory Services
- **Panelists:**

- Anne Schelle - Executive Director, Open Mobile Video Coalition
- Dan Hsieh - Senior Business Advisor, ION Media Networks, Inc. & President, MTC Services
- John Taylor - Vice President, Public Affairs and Communications, LG Electronics USA
- Ray DeRenzo - Senior Vice P Product, Programming & Marketing, MobiTV Inc.
- Srinu Dharmaji - Founder, Chairman, President & CEO, GoldSpot Media

### Event: How Broadcasters Thrive in this Economic Climate

Tuesday, **January 27<sup>th</sup>** | **12:00 - 2:00 p.m.** | Ballroom F

Brandon Burgess, OMVC President and ION Media Networks Chairman and CEO, will speak at Broadcasting & Cable and NATPE's annual luncheon panel of top-level television industry professionals. Along with other expert programmers and station executives, Mr. Burgess will discuss the outlook for broadcasting in 2009. Topics will include:

- Evolution of syndication deals
- Multicast, mobile and web strategies
- Alternative revenue streams

### Live Mobile DTV Demonstrations

Tuesday, **January 27<sup>th</sup>** - Thursday, **January 29<sup>th</sup>** | "What's Next" Pavillion (Tech & New Media Zone)

In cooperation with the OMVC, ATSC, Sinclair Broadcast Group and Harris Corporation, LG Electronics is demonstrating a variety of prototype receivers for the emerging ATSC Mobile DTV Standard, including mobile phones, a portable DVD player/personal DTV, an MP3 player and PC receiver, all designed to support broadcasters' aggressive launch plans starting in late 2009. Mobile DTV technology allows TV stations to reach more viewers using their existing spectrum, towers and transmitters to deliver multiple channels of DTV signals to a variety of devices, complementing digital HDTV broadcasts to the home. A NATPE Market '09 co-sponsor, LG also is the official HDTV of NATPE.

The 2009 NATPE Market & Conference runs from January 26-29, 2009 at the Mandalay Bay Convention Center in Las Vegas, Nev. For complete information, visit [www.natpe.org](http://www.natpe.org).

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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 Argyle Television, Inc.  
 ION Media Networks, Inc.  
 LIN TV Corp. (NYSE: TVL)  
 Media General Inc. (NYSE: MEG)

Meredith Corp. (NYSE: MDP)  
 Morgan Murphy Media  
 NBC Universal -- NBC Station Group and  
 Telemundo -- (NYSE: GE)  
 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.

### OMVC MEMBER ASSOCIATIONS

Association for Maximum Service Television  
 National Association of Broadcasters