



Digital Multimedia Technologies S.p.A.

Forum Aeranti-Corallo

Soluzioni per le Reti DTTV

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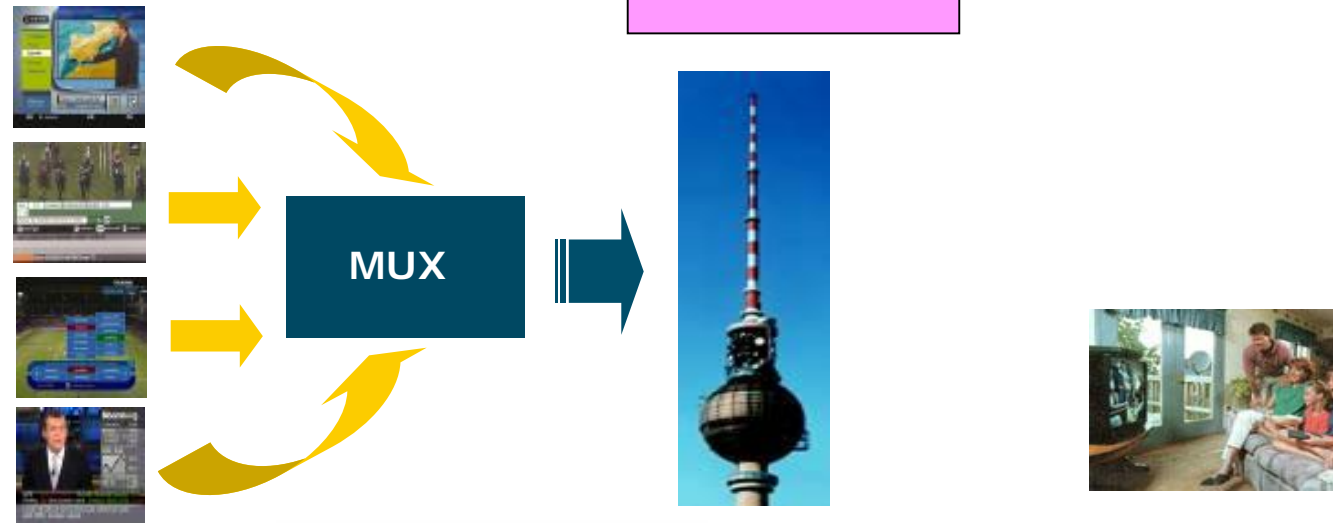
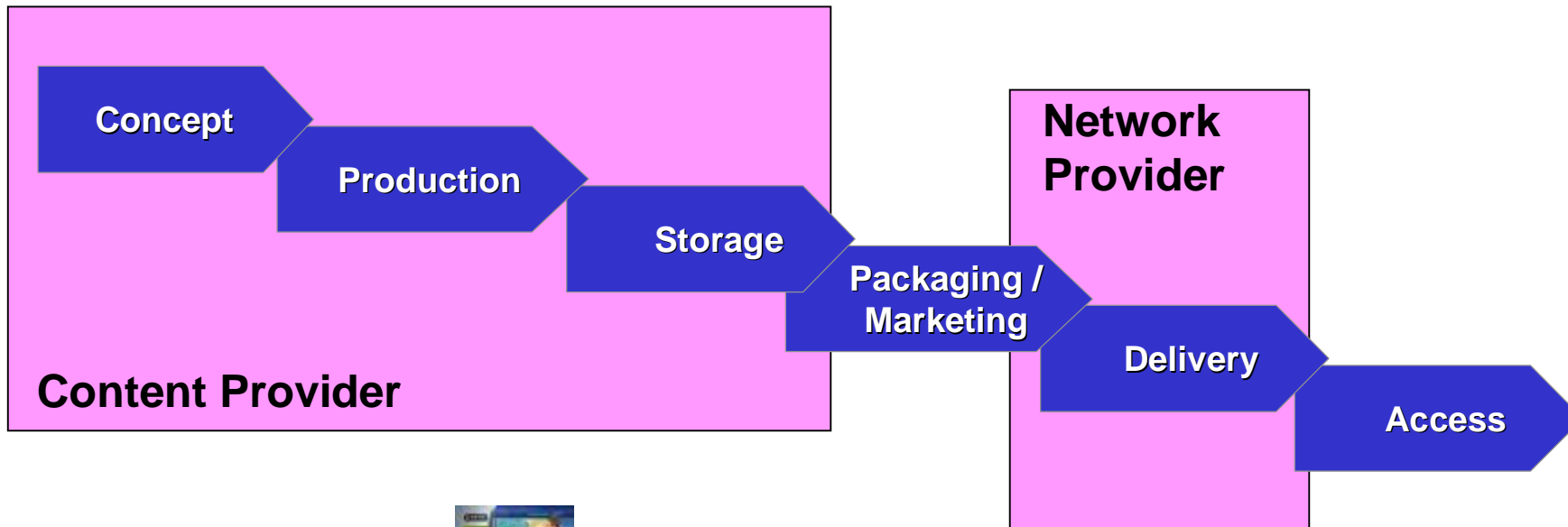
Conferenza Europea dei Ministri a Cernobbio



Soluzioni per le TV Locali



La Catena del Valore

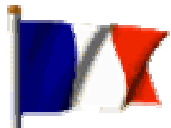




Regno Unito: *copertura territorio*



Australia: *distribuzione sfm*



Francia: *continuità del servizio*



Singapore: *servizio mobile*



Italia: *integrazione totale*

Avanzamento della DTTV in EU

DTT Progress in Europe

	Legislation in place	Soft launch	Full launch	Switch off date
Operational Platforms				
UK	July 1996	September 1998	November 1998	2006 to 2010
Sweden	May 1997	April 1999	September 1999	2008
Spain	October 1998	May 2000	May 2000	2007 to 2009
Finland	May 1996	August 2001	October 2002	2006
Germany	Spring 2002	November - 02	1Q 2003	ongoing 2010
Netherlands	1999	April - 03	4Q 2003	start 2004
Yet To Launch				
Portugal	2000	2004	2004	2010
Switzerland	2003	2004	2005	2015
France	August 2000	2004	2005	2008+
Norway	March 2002	2005	2005	start 2006
Austria	2001	2005	2005	2012
Denmark	December 2002			2011
Belgium	2002			Flanders 2005
Ireland	March 2001			2010
Italy	November 2001			2006
Greece	?			

By end 2005 most of Western Europe will have launched DTT.



Penetrazione della DTTV in EU

DTT Households and Penetration

	1998	1999	2000	2001	2002	2003	2003	Penetration
					1Q	1Q	2Q	
UK	247	552	774	1,217	1,260	1,400	1,510	6.1%
Sweden		15	35	83	100	140	175	4.2%
Spain			3	150	130	130	130	1.1%
Finland				5	10	97	150	6.5%
Germany					0	120	170	0.5%
Netherlands						0	8	0.1%
TOTAL	247	567	812	1,455	1,500	1,890	2,143	

Source: EBU estimates

Steady progress in achieving market presence - 2002 was a low point.

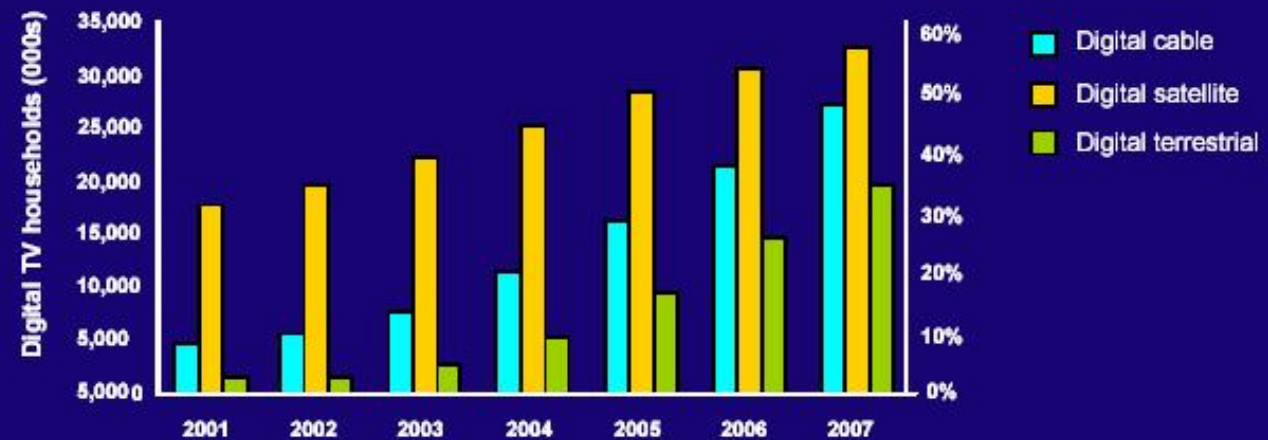


La Tv digitale in EU

DTT and digital television

Digital TV in Europe 2001-2007

European digital TV uptake to 2007



Source: Datamonitor

From market presence to major player within three years?





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**Grazie
per l'attenzione**

DMT - ITALY

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