

ADB IS ALL SET FOR THE LAUNCH OF TERRESTRIAL PPV SERVICES IN ITALY

Abstract: Advanced Digital Broadcast is providing an over-the-air upgrade for all deployed OEM & i-CAN branded receivers for the launch of terrestrial Pay Per View services in Italy. From now on, all receivers manufactured by ADB will be compatible with these services. Its i-CAN 2000T set-top box will also include a pre-paid Smart Card.

Monday January 10th 2005 - Geneva: Advanced Digital Broadcast (www.adbglobal.com), a leading vendor of digital TV set-top boxes and software solutions for interactive television, announced today the availability in retail of its i-CAN 2000T MHP receiver bundled with pre-paid PPV Smart Cards. This solution will enable the end user to purchase a fully featured set-top ready to receive Pay Per View (PPV) services offered by Mediaset & Telecom Italia owned LA7. These two major Italian broadcasters will launch their PPV service related to the broadcasting over Digital Terrestrial Television of live football events of the Italian National League Championship this January. This service will be available at an average cost of 2 to 3 Euros per event.

Over-the-air upgrades are being downloaded to all existing ADB's OEM & i-CAN branded receivers currently in use in thousands of Italian homes. This upgrade will be free for all consumers. The viewer will now gain access to the given PPV service at home, simply by using a pre-paid smart card made available by the broadcasters. It can be purchased in various outlets for direct insertion into the dedicated slot on the PPV ready set-top box from ADB.

Since the launch of Digital Terrestrial services in Italy in December 2003, Advanced Digital Broadcast has shipped over 750'000 units to the country. These set-top boxes are marketed through retail distribution channels under several national and international consumer brands, as well as its own i-CAN brand. From day one, all receivers made by ADB for Italy have been equipped with a smart card reader.

"Advanced Digital Broadcast has largely contributed to the launch of this new service through an extensive cooperation with the Italian broadcasters and the conditional access providers", says Philippe Lambinet, Chief Operating Officer at ADB. "In just over a year, Italy has proven the success of MHP Digital Terrestrial Television and has shown the way forward. Pay Per View services on a DTT MHP open standard platform is a world first and we at ADB are very proud to be part of this evolution".

All of the receivers shipped to Italy by ADB are compliant with the requirements of the DGTVi Association for the Development of the Digital Terrestrial TV (www.dgtvi.it).

About ADB

**For further media
Information please contact:**

**Denise Kennedy
Marketing Communications
Advanced Digital
Broadcast
Tel: +41 22 799 07 99
Fax: + 41 22 799 07 90**

Advanced Digital Broadcast (www.adbglobal.com) is a major supplier of digital set-top boxes and software solutions for digital interactive television. Since releasing its first unit in the summer of 1997, ADB has shipped over four million set-top boxes to customers in 16 countries.

The company has facilities in Australia, Israel, Italy, the Philippines, Poland, Spain, Switzerland, Taiwan and the United States. The great majority of ADB's staff are development engineers, creating products that are universally recognized as the industry's best, both for current and future generation broadcast technology.