

Terrestrial Digital TV License Awarded in Catalonia

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TERRESTRIAL DIGITAL TV LICENSE AWARDED IN CATALONIA

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On August 1, 2003 the Catalanian Government awarded a Terrestrial Digital Television (TDT) license. The project offers equipment and services opportunities to U.S. companies in the broadcast market.

On August 1, 2003 the Catalanian Government announced the award of a 10-year Terrestrial Digital Television (TDT) license to Emissions Digitals de Catalunya with the aim of servicing the entire Autonomous Community of Catalonia within the coming years. The project offers opportunities to US companies involved in equipment and services directed to the broadcast market.

The pilot project will begin early 2005 with a projected coverage of 60% of Catalonia within the first two years. By the third year, Emissions Digitals de Catalunya plans to offer service to 80% of the Autonomous Community including the cities of Barcelona, Tarragona, Lleida, and Girona. The third phase of the project will extend service during the fourth and fifth years to reach a total of 95% of the population of Catalunya, including all towns with populations of 5,000 and more. The anticipated completion date for this level of coverage is by 2012. At least 50% of the programming will be in the Catalan language, with the rest in Spanish.

The company has projected four channels for the pilot project - one offering general programming and the other three thematically centered on children's, music, and lifestyle programming, respectively. The proposal also included a plan to offer interactive services including internet access.

Spain has been a forerunner in the promotion of TDT technology, and has an implementation plan nationwide. It is estimated that TDT implementation could generate investment in Spain of up to 4.2 billion USD representing the purchase of de-codifiers, the production and consumption of programming, and the adaptation of antennas to digital technology.

The main shareholders of Emissions Digitals de Catalunya are Grupo Godó (62.5%), Beat About S.L. (20%) and Tradia (10%).

Along with the TDT license, the Catalanian Government also issued 12 digital radio licenses to various Spanish companies. Digital radio broadcasts are expected to begin by the end of the year.

For more information related to the Terrestrial Digital TV market in Spain, please contact:

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