

Terrestrial analog TV ends in 2012 and the age of digital TV broadcasting begins!



October 25, 2012 (Thurs)

Press release

To be reported on or after October 25, 2012 (Thursday).

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Nationwide Terrestrial HD 3D Broadcast Demonstration

**- EBS/ MBC will broadcast 3D content for a couple of months from
October 26. -**

A dual stream 3D demonstration whereby select 3D broadcasts will be televised in tandem with regular 2D broadcasts without having to add any frequency will be carried forward by the Korea Communications Commission (KCC, Chairman Kye-Cheol Lee). The dual-stream broadcasts will be carried over regular terrestrial channels across the country for two months starting from October. After the demonstration of 3D broadcast in the Seoul metropolitan area and the live 3D broadcasting of the London Olympics last April, the nationwide broadcast demonstration will take us a step closer to commercialization of full-scale 3D broadcasting.

EBS will commence this broadcast demonstration at 2 A.M. on October 26 with a one-hour show, and MBC will do a broadcast demonstration for about an hour after the regular broadcast is over. The main content of the demonstration broadcast will be edited scenes from the London Olympics and programs produced by broadcasters themselves.

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<Main content of the broadcast demonstration (planned) >

EBS	Great Civilization Angkor Wat, Space Sympathy, People of Jeongok-ri
MBC	London Olympics, Brain, Eom Hong-Gil Goes to Sea, Ha Choon-Hwa 50 th Anniversary Show

The 3D images of the broadcast demonstration can be viewed in homes with a 3D TV and a terrestrial wave antenna. However, viewers must search for channels again on their TV when they watch a 3D broadcast for the first time, and for 3D TV models released prior to 2012, users must get a free software upgrade from the manufacturer's website or, for some PDP models, they must visit the manufacturer's customer center for a new circuit board before watching the dual stream 3D broadcast. Households with a digital 2D TV, not a 3D TV, can also view the same images but in 2D.

<Manufacturers' support of dual stream 3D broadcast for 3D TVs released before 2012>

◦ Samsung Electronics: software upgrade and replacement of TV boards for some PDP models
◦ LG Electronics: USB kit for receiving dual stream 3D broadcast signals

The KCC, broadcasters and electronics companies are planning to secure the ability to operate commercial 3D broadcasting systems through this broadcast demonstration for technical validation, and solve reception problems, if any, by monitoring the 2D/3D reproduction status on the receiving end.

Meanwhile, the dual stream 3D broadcast method, independently developed by Korea, became a domestic TTA standard at the end of 2011, and efforts are being exerted to make it an ATSC

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(Advanced Television System Committee) standard. As Korea is actively promoting this technology and regularly attends standardization meetings, it is highly likely to be adopted as a standard in the first half of 2013.

The KCC is planning to continuously push for the commercialization of dual stream 3D broadcasting through broadcast demonstrations, etc., expand high-quality 3D content, and stimulate the 3D media industry by guaranteeing the safety of 3D viewing.

[Cf.] Dual-Stream 3D

- o Next-generation broadcast capable of providing both HD 3D and 2D images without adding any frequency to existing regular broadcast channels (6MHz)

