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PRESS RELEASE

THE TECHNICAL ASSOCIATION OF DTT PUBLISHERS WELCOMES THE PUBLICATION BY THE CSA* OF ITS SYNTHESIS ON "PUBLIC CONSULTATION FOR THE MODERNIZATION OF DTT"

The Technical Association of DTT publishers welcomes the publication by the CSA* of its synthesis on "public consultation for the modernization of DTT".

On a day-to-day basis, DTT highlights all the richness and diversity of its content and demonstrates its importance in the daily lives of the French. Recently, this new network has shown its efficiency and robustness, even during audience peaks.

ATET calls for a real transformation of DTT for the next decade. It also highlights the importance of guaranteeing the current frequencies for the use of the new DTT in the long term.

This transformation requires the hybridization of two technologies:

- 1. The use of new modulation and compression standards**, making it possible to improve the quality of images and sound (UHD, HDR, immersive sound) for all French people, while retaining all the intrinsic characteristics of DTT: anonymity, wide coverage, robustness, simplicity, etc.
- 2. The use of Internet streams** (via connected TVs), based on HbbTV technology, to personalise and enrich the user experience (interactivity, catch-up, start-over, programme guide, etc.).

ATET is in favour of the introduction of a single label, in which it will actively participate, which will enable the French to identify TV sets and adapters compatible with this new DTT.

ATET is also working to launch experiments to guarantee these qualitative changes and to define an appropriate timetable.

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