

Sinclair Demonstration Proves Superiority of COFDM-Based DVB-T Digital Television Standard Testifies Before Congress

HUNT VALLEY, Md., July 26 /PRNewswire/ -- Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) demonstrated the superiority of the Digital Video Broadcasting - Terrestrial (DVB-T) digital television standard to a packed Congressional hearing room on Tuesday, July 25, 2000. An anticipated "shoot-out" between the DVB-T standard, which has been adopted by 31 countries worldwide, and the Advanced Television Systems Committee (ATSC) standard adopted by only three countries, including the U.S., underscored the superiority of the DVB-T standard. The oversight hearing before the House Subcommittee on Telecommunications, Trade and Consumer Protection was held at the request of Subcommittee Chairman, Representative W.J. "Billy" Tauzin, in order to view first-hand live demonstrations of the two standards at the heart of the digital television (DTV) standards debate. Sinclair has led a broadcast industry-wide effort to have the Federal Communications Commission authorize the use of DVB-T for digital television broadcasts.

In front of a hushed crowd, a Sinclair engineer carried a simple, omnidirectional 12 inch "bow-tie" antenna from the back of the hearing room and placed it on the witness table in front of members of Congress. The bow-tie antenna, inside of the hearing room, was receiving over-the-air DVB-T transmissions from the NBC owned-and-operated DTV station operating from WRC-DT (digital channel 48) in Washington, DC. The DVB-T broadcast was operating at a data rate of 19.77 megabits per second (mbps), a data rate above the maximum ATSC data rate of 19.39 mbps.

Nxtwave, Zenith and the Consumer Electronics Association conducted live demonstrations of the ATSC standard. The two ATSC demonstrations relied on a pair of carefully aimed, directional antennas hidden from view behind large curtains on two separate windowsills. After repeated questioning from Chairman Tauzin on why the antennas were placed in the windows and not on the witness table, as the DVB-T demonstration had done, Nxtwave CEO Matt Miller admitted that if the directional antennas were removed from the windowsills the ATSC reception "potentially" might fail.

"The hearing demonstrated how robust and consumer friendly the DVB-T COFDM standard is regardless of antenna type inside a building," stated Nat Ostroff, VP of New Technology. "We received higher data rate transmissions in arbitrary locations in the room using a simple five dollar antenna. The ATSC demonstration required the use of a carefully positioned, directional antenna that was hidden behind a curtain and taped to a windowsill. It was as close to being placed outside of the building as possible."

Adoption of the ATSC standard has slid from five to three countries as Argentina and Taiwan have recently announced their intentions to formally rescind adoption of the ATSC standard citing poor indoor reception performance. No country has adopted the ATSC standard since 1998. In contrast, over two-dozen European nations, Australia, New Zealand, India and other countries have adopted the DVB-T standard. Many countries adopted DVB-T after head-to-head field testing comparisons with ATSC. As of May 1st, over 800,000 DVB-T digital television receivers reached a total of 68 million consumers in Sweden and the United Kingdom in less time than it has taken the U.S.'s 273 million consumers to purchase less than 34,000 ATSC standard digital TV receivers.

Sinclair Broadcast Group, Inc. is a diversified broadcasting company that currently owns or programs 61 television stations in 40 markets. Sinclair's television group reaches approximately 25.0% of all U.S. television households and includes ABC, CBS, FOX, NBC, WB, and UPN affiliates. Sinclair, through its wholly owned subsidiary, Sinclair Ventures, Inc., owns equity interests in Internet-related companies including NETfanatics, Inc., an Internet

development and integration company, and BeautyBuys.com, Inc. and Synergy Brands, Inc. Other strategic investments of Sinclair Broadcast Group include Acrodyne Communications, Inc., a leading manufacturer of transmitters and other television broadcast equipment.

SOURCE Sinclair Broadcast Group, Inc.

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