

OMVC Selects Neustar to Provide Secure and Reliable Infrastructure for Mobile Digital TV

Mar 8, 2011

Washington, D.C. -- March 9, 2011 -- The Open Mobile Video Coalition (OMVC) announced

today it has selected Neustar, Inc., to provide the Mobile DTV Trust Authority with the

infrastructure necessary to deliver live, digital broadcast TV content to various mobile video-

enabled devices such as mobile phones and portable media players. Neustar's technology

enables seamless connectivity across different networks, technologies and applications, and it

possesses unique experience developing digital media ecosystems. Neustar has developed and

maintains the UltraViolet™ digital rights locker for the Digital Entertainment Content

Ecosystem (DECE) consortium. For the OMVC, Neustar will provide the expertise, experience

and technology necessary to allow mobile devices and DTV service providers to connect

seamlessly and securely – with new secure deployments that will begin later this year.

“With Neustar, we have a steady hand at the controls of what we believe will be a thriving

digital mobile industry that will bring broadcast television content to millions of American

consumers,” said OMVC President Vince Sadusky, who is also president and CEO of LIN Media.

As the MDTV Trust Authority, Neustar will provide a robust technology infrastructure, which not

only issues and manages a hierarchy of digital certificates, but provides secure, efficient and

easy-to-use on-line systems to manage the full lifecycle of Mobile DTV trust relationships from

registration to ordering, delivery, authentication, status checking and revocation.

“As Neustar has demonstrated in its position as a best-in-breed neutral and trusted provider of

technology infrastructure and thought leadership for the latest digital technologies, it is more

than able to tackle the challenges of Mobile DTV,” said Lisa Hook, President and CEO of Neustar.

“We are excited by the opportunities to help deliver this innovative new service to consumers

everywhere.”

“Mobile DTV is gaining momentum as more and more broadcasters prepare to introduce or

improve services, as manufacturers continue to innovate with exciting consumer devices and as

the American public becomes aware of the programming choices available through mobile

digital television,” Sadusky added. “It is now time to create a Mobile DTV Trust Authority that

will inspire confidence among industry participants and the general public. Neustar meets that

requirement.”The utilizing of a trust authority was anticipated with the development of the U.S.

Mobile DTV broadcast standard, and dozens of stations throughout the country have already put

signals on- the-air with the ATSC A153 standard that controls Mobile DTV services. In a recent

report, In- Stat estimated the number of ATSC Mobile DTV tuner shipments would reach 30

million through 2014 with substantial growth expected in the U.S. Mobile DTV market.

"Neustar is delighted to have been selected through this competitive process to be the

technology provider to the OMVC, and we look forward to working with the OMVC in the same

innovative and partnering spirit with which we're building the UltraViolet digital rights locker

and ecosystem with the DECE Consortium," said Timothy Dodd, Vice President and General

Manager, Neustar Media.

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ABOUT NEUSTAR, INC.

Neustar, Inc. (NYSE: NSR) provides market-leading, innovative services that enable trusted

communication across networks, applications, and enterprises around the world. For more

about Neustar's work on UltraViolet and digital media, please see www.neustarmedia.biz or

contact Timothy Dodd, Vice President and General Manager, Neustar Media, at timothy.dodd

[@neustar.biz](mailto:timothy.dodd@neustar.biz). To learn more about Neustar, visit www.neustar.biz

ABOUT THE OPEN MOBILE VIDEO COALITION

Representing over 900 TV stations across the country, the Open Mobile Video Coalition is a

voluntary association of television broadcasters whose mission is to accelerate the development

of mobile digital television in the United States. The OMVC is composed of 36 members that

own and operate over 500 commercial television stations, as well as the Association of Public

Television Stations, Corporation for Public Broadcasting and the Public Broadcasting Service,

which represent an additional 360 public television stations. Membership in the OMVC is open to

all U.S.- based television broadcasters. For more information, please visit: www.OMVC.org

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