



S2 Licensing Announces Availability of Additional Licensing Model for DVB-S2 Compliant Professional Products

In Response to Requests by the Marketplace, Licensees May Now Choose between Different Licensing Models to Best Address Professional Products

EL SEGUNDO, Calif., Jul 29, 2009 (BUSINESS WIRE) -- S2 Licensing announced today that it has made available an alternative licensing program to manufacturers and sellers of Professional Products that use the DVB-S2 Standard. Licensees may now elect to license Professional Products - defined as final, end user satellite communication transmitter(s) and/or receiver(s) and associated products compliant with the DVB-S2 Standard and having a product end user price of greater than \$1,500 - under the original terms announced by S2 Licensing for its DVB-S2 Patent License Agreement or under an Addendum that is now available from S2 Licensing. See www.S2Licensing.com for details. According to this new Addendum, licenses for Professional Products may be acquired by interested parties for fixed per-unit royalty fees at price points that decrease as the number of licenses procured increase. In addition, the reporting requirements have been streamlined to make administration of the DVB-S2 License for Professional Products even easier for licensees.

The DVB-S2 license offered by S2 Licensing covers the combined patent rights in DVB-S2 standardized technology held by DTVG Licensing, Inc., a wholly owned subsidiary of The DIRECTV Group, Inc., the European Space Agency (ESA) and Radiotelevisione Italiana SpA (RAI).

DVB-S2 (Digital Video Broadcasting - Satellite, 2nd Generation) is the second generation DVB system for broadband satellite communications, covering digital TV and HDTV broadcasting, interactive services, and professional links by satellite. DVB-S2 enables delivery of a significantly higher data rate (e.g. 30%) in a given transponder bandwidth than the previous DVB-S standard.

For the convenience of adopters, the license under the combined portfolios (currently representing over twenty patent families) is available to all parties practicing or planning to practice the DVB-S2 standard, and provides favorable terms to speed adoption of the DVB-S2 standard. For consumer applications, such as satellite television set-top box receivers, a license under the combined portfolios is available for a one-time royalty of US\$0.50 for each encoder or decoder present in a product for quantities exceeding 500,000 over the term of the license, and US\$1.00 per encoder or decoder in lower quantities.

Parties interested in more information or in securing a license are invited to contact John T. Whelan, Esq., CLP (info@S2Licensing.com), or visit our website at www.S2Licensing.com.

About DTVG Licensing, Inc.

DTVG Licensing, Inc. is a wholly owned subsidiary of The DIRECTV Group, Inc. (NASDAQ:DTV) and is the owner by assignment of several families of patents essential to practice the DVB-S2 Standard. The DIRECTV Group (NASDAQ:DTV) is a world-leading provider of digital television entertainment services. Through its subsidiaries and affiliated companies in the United States, Brazil, Mexico and other countries in Latin America, the DIRECTV Group provides digital television service to more than 18 million customers in the United States and about 5.8 million customers in Latin America.

About RAI

RAI (Radiotelevisione Italiana) is the Italian Public Broadcaster for radio and television over the air, via satellite and cable or any other means. It provides programme production and network operation for three national analogue television channels broadcast in VHF/UHF bands. These programmes are re-broadcast in digital format by satellite and in two terrestrial bouquets, including a growing number of thematic channels in clear. It provides also production and network operation for three radio channels, broadcast in MW and FM, and of international radio programmes in SW.

About ESA

European Space Agency (ESA) is an intergovernmental organisation, with 18 Member States, set up to provide for and to promote, for exclusively peaceful purposes, cooperation among European states in space research and technology and their

space applications. ESA draws up a European space plan and has the task of carrying it out. Its activities span the fields of space science, Earth observation, telecommunications, satellite navigation, human spaceflight, microgravity research, exploration and space transportation systems. ESA has its headquarters in Paris, France, with establishments in The Netherlands, Germany, Italy and Spain, a launch base in Kourou, French Guiana, and offices in Washington, Moscow and Brussels.

SOURCE: The DIRECTV Group, Inc.

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