



DIRECTV Demonstrates World's First Live MPEG-4 AVC HD Transmission via Satellite; Advanced Transmission and Compression Technology will Support Massive Expansion of Programming

LAS VEGAS--Jan. 6, 2005--Continuing to establish milestones in technological achievement and advancements that enhance the television entertainment experience, DIRECTV, Inc., the nation's leading and fastest-growing digital television service provider today demonstrated the world's first live MPEG-4 AVC/DVB-S2 (Moving Picture Expert Group -- Advanced Video Compression/Digital Video Broadcast -- Satellite 2) high-definition (HD) transmission via satellite at the 2005 International Consumer Electronics Show (CES).

The new standard in transmission and video compression is being demonstrated on an HD television set in the DIRECTV booth at CES, and will be used by DIRECTV to expand its video offer by launching hundreds of local and national HD channels later this year and in 2007.

"This is the most advanced transmission in the world, mapping out a bold new path for the delivery of HDTV via satellite to every consumer in America," said Romulo Pontual, executive vice president and CTO, The DIRECTV Group. "By combining this transmission technology with powerful new satellites, we are laying the foundation to make the best television experience even better."

This advanced transmission significantly reduces the amount of bandwidth required to deliver HD via satellite. DIRECTV will continue to use MPEG-2 for standard definition broadcasts and will eventually convert all existing HD customers to the new technology introduced today.

Pontual also acknowledged Tandberg, Radyne/Comstream, Conexant, Broadcom and ST Microelectronics for their support in DIRECTV's transmission enhancement initiative. As part of this initiative, DIRECTV has been working cooperatively with members of the industry toward the development of a common transmission format, contributing significantly to the Digital Video Broadcasting standard for advanced modulation and coding (DVB-S2) and the implementation of guidelines for MPEG-4 AVC.

DIRECTV announced last September plans for a dramatic expansion of local and national HD programming over the next two years via four new Ka-band satellites to support the carriage of 1,500 local and 150 CONUS HDTV channels plus other enhanced services. The satellites are now under construction and two will be launched early this year.

DIRECTV is the nation's leading and fastest growing digital multichannel television service provider with more than 13.5 million customers. DIRECTV and the Cyclone Design logo are registered trademarks of DIRECTV, Inc., a unit of The DIRECTV Group Inc. (NYSE:DTV). The DIRECTV Group is a world-leading provider of digital multichannel television entertainment and broadband satellite networks and services. The DIRECTV Group is 34 percent owned by Fox Entertainment Group, which is approximately 82 percent owned by News Corporation. For more information visit www.directv.com.

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