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Joint Patent License for ATSC Digital Television Technology Makes Progress

MPEG LA Holds First Patent Holders Meeting

(Denver, Colorado, USA – 18 July 2005) – MPEG LA convened a meeting of essential ATSC digital television patent holders in Chicago on June 28 to begin the process to determine joint licensing terms. Parties with patents determined by MPEG LA’s patent experts to be essential to the ATSC digital television standard (“standard”) were invited to participate.

The essential patent holders are keenly aware of the strong marketplace interest in a joint patent license for ATSC digital television technology, and good progress was made at this meeting toward the achievement of that goal. The meeting included discussion on an overall framework for a license. The essential patent holders agreed to hold a second meeting in the third quarter of 2005 to further discuss proposed licensing terms with the objective to reach an agreement by the fourth quarter of 2005.

MPEG LA continues to welcome the submission of patents for an evaluation of their essentiality to the standard in order to include as much essential intellectual property as possible under one license for the benefit of the marketplace. Any party that believes it has patents that are essential to the standard and wishes to join the ATSC Patent Portfolio License is invited to submit their patents for evaluation by MPEG LA's patent experts. Further information, along with terms and procedures governing patent submissions, can be found at <http://www.mpegla.com/pid/atsc/>.

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MPEG LA is the world leader in one-stop technology platform patent licenses, enabling users to acquire patent rights necessary for a particular technology standard or platform from multiple patent holders in a single transaction as an alternative to negotiating a license with each of them. Wherever an independently administered one-stop patent license would provide a convenient marketplace alternative to assist users with implementation of their technology choices, the licensing model pioneered and employed by MPEG LA may provide a solution. MPEG LA is not related to any standards agency and is not an affiliate of any patent holder. MPEG LA licenses portfolios of essential patents for the MPEG-2, IEEE 1394, DVB-T, MPEG-4 Visual (Part 2), MPEG-4 Systems and AVC/H.264 (also known as MPEG-4 Part 10) standards. MPEG LA is also facilitating the development of alternative patent portfolio licenses relating to DRM Reference Model v 3.0, the proposed SMPTE VC-1 standard, the ATSC standard, and the DVB-H standard. In addition, MPEG LA actively seeks to adopt its alternative patent licensing model in other industries including biotech and pharmaceutical. For more information, please refer to www.mpegla.com.