



FOR IMMEDIATE RELEASE

**BROADCASTERS, NETWORK OPERATORS AND LEADING TECHNOLOGY COMPANIES
TO CONDUCT CONSUMER MOBILE DIGITAL TELEVISION TRIALS**

***Open Mobile Video Coalition, LG Electronics/Harris Corporation, Samsung Electronics, Rohde & Schwarz
and SES AMERICOM to Test New Mobile Digital TV Technologies with Consumers in 2008***

LAS VEGAS, Jan 8, 2008 – The Open Mobile Video Coalition (OMVC), an alliance of U.S. commercial and public broadcasters committed to the development of mobile digital television, today announced it plans to work with SES AMERICOM's IP-PRIME® to test two new mobile digital television technologies in separate consumer trials in 2008. The two new technologies are the *MPH*[™] (Mobile-Pedestrian-Handheld) platform jointly developed by LG Electronics and Harris Corporation, and the *A-VSB* platform developed by Samsung Electronics, Co. Ltd., and Rohde & Schwarz, both of which have performed well in preliminary technical trials conducted by OMVC members. The focus of the new trials announced today is not only to perform additional technical trials, but also to test each mobile system with consumers, and to understand consumer acceptance, behavior and preferences regarding potential mobile television services and performance criteria.

It is planned that several test markets will be jointly selected by the OMVC and the leaders of each set of trials. A sample of consumers will be chosen to receive and test mobile video content that will be broadcast to mobile and portable receiver devices, such as cell phones, personal media players and laptop computers. These consumers will be able to watch a selection of local and national content and interactive services, and their usage will be tracked to monitor and better understand their preferences. At the end of the trial, the OMVC and its partners will be able to predict consumer usage patterns and system performance to support the launch of mobile digital television services targeted for 2009.

“Broadcasters are focused on launching mobile digital television services in 2009, and these consumer trials are a critical component of our due diligence to determine the best way to offer mobile television to consumers,” said OMVC Chairman Brandon Burgess. “We are excited to be working with the leading networking and technology companies to further that understanding.”

Certain broadcasters among the 800 OMVC member stations will be selected to provide the transmission infrastructure and local content for the trials in each market. As one of the content sources for the OMVC's consumer trials, SES AMERICOM will provide mobile broadcast network platform services, and aggregate and distribute national content, using the expertise it has developed from its industry leading IP-PRIME® video distribution platform and from operating a 24-channel mobile television trial network in Las Vegas in 2007.

In MPH trial markets, Harris Corporation will provide MPH in-band digital television transmission equipment, and LG Electronics will provide MPH consumer receiver devices. LG Electronics, LG's U.S. R&D subsidiary Zenith, and Harris jointly developed the ATSC-compatible MPH to provide robust over-the-air DTV

signals and data to mobile, pedestrian and handheld devices. Building on the 8-VSB ATSC DTV standard developed by Zenith, key MPH capabilities include advanced channel coding known as “SCCC,” which assures reliable reception of DTV signals on mobile and portable devices even under severe Doppler and multipath signal conditions. Among other features, LG’s “time slicing” technology helps maximize battery life on portable MPH devices. Setting the stage for the 2008 consumer trials, MPH-equipped LG-brand mobile phones and portable navigators, as well as prototype in-car MPH solutions from automotive electronics leader Kenwood Corporation, are being demonstrated publicly for the first time this week at the 2008 CES.

In A-VSB trial markets, Samsung’s partner, Rohde & Schwarz, will provide transmission equipment based on the A-VSB in-band mobile digital television system, and Samsung will provide A-VSB consumer devices. Additional partners in the A-VSB trials include interactive service provider MobiTV and network equipment provider Nokia Siemens Networks, as well as SES AMERICOM. Samsung developed A-VSB as a proposed open standard that broadcasters can implement at low cost, and to enable consumers to enjoy TV everywhere they go: in their car, on a laptop and on mobile phones and other portable devices. A-VSB technology builds on the current ATSC transmission standard to enable mobile TV reception while preserving backward compatibility with current TV services and receivers. It enables broadcasters to include multiple “turbo coded” mobile streams along with their backward-compatible main stream. In addition, the A-VSB technology eases synchronization of broadcast signal timing of different towers in an optional Single Frequency Network (SFN). SFNs can improve broadcast quality with higher uniform signal strength throughout a service area, even in locations that normally would have their signals interfered with by obstacles such as hills or buildings.

Dr. Woo Paik, LG Electronics President and Chief Technology Officer, said, “We are enthusiastic about MPH’s capability to deliver over-the-air DTV signals of local and national content, as well as data broadcasting services, to mobile devices, in addition to providing full HDTV service using the existing ATSC transmitters and towers. The consumer trials we are planning to conduct will provide valuable consumer insights for both broadcasters and device manufacturers to launch the MPH mobile TV service in 2009.”

Howard L. Lance, Chairman, President and CEO of Harris Corporation, applauded the OMVC consumer trials, saying, “MPH technology responds to what broadcasters want – an additional capability that leverages digital technology to reach a very mobile society. MPH creates a very compelling business model that requires a comparatively small investment and uses existing content and infrastructure to significantly expand broadcast coverage area and available audience.”

Peter Cho, Senior Vice President, Digital Media R&D for Samsung, said, “Samsung was the first to publicly demonstrate mobile TV using local broadcasters’ current frequencies and transmitters in January 2007, and we are very pleased to be working with the OMVC in 2008 to help broadcasters successfully launch exciting new mobile services in 2009.”

John Pannucci, President and COO of Rohde & Schwarz America, said, “Rohde & Schwarz is pleased to participate in this important effort by the OMVC, and we look forward to helping broadcasters launch mobile services in the near future.”

Bryan McGuirk, President of Media and Enterprise Services for SES AMERICOM, said, “Based on our decades-long heritage of working with broadcasters, we believe that the delivery of mobile television using digital broadcast TV spectrum has great potential for broadcasters and consumers. The OMVC will be a powerful force in readying the broadcast industry as well as the marketplace for this next-generation TV service.”

All the companies share the common goal of facilitating the development of mobile television services in the U.S., and have been working with the OMVC on technical trials. The consumer trials will further enhance the understanding of market-related issues on how to launch mobile DTV. Details of the trials, to be held in 2008, will be announced later.

ABOUT THE OPEN MOBILE VIDEO COALITION

The Open Mobile Video Coalition is a voluntary association of television broadcasters whose mission is to accelerate the development of mobile digital video in the United States. The OMVC is composed of twenty members that own and operate over 450 commercial television stations, as well as the Association of Public Television Stations, which represents an additional 360 public television stations. Membership in the OMVC is open to all U.S.-based television broadcasters. Members are committed to fostering open competition in the development of products and services related to television. For more information, please visit <http://www.openmobilevideo.com>.

ABOUT SES AMERICOM

An SES company (Euronext Paris and Luxembourg Stock Exchange: SESG), SES AMERICOM is North America's leading satellite company delivering video, voice and data ubiquitously across the continent. Building on its thirty year heritage in broadcast television, the company's IP-PRIME® solution is the fastest and most cost effective way for operators to bring IPTV services to market. This true turnkey solution is supported by transport agreements for almost 300 television channels, including more than 30 HD channels, and more than 100 digital music channels, letting IP-PRIME operators offer a broad range of diverse programming to their subscribers. For more information, visit www.ses-americom.com.

ABOUT SAMSUNG ELECTRONICS

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2006 parent company sales of US\$63.4 billion and net income of US\$8.5 billion. Employing approximately 138,000 people in over 124 offices in 56 countries, the company consists of five main business units: Digital Appliance Business, Digital Media Business, LCD Business, Semiconductor Business and Telecommunication Network Business. Recognized as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, memory chips, mobile phones, and TFT-LCDs. For more information, please visit www.samsung.com.

ABOUT ROHDE & SCHWARZ

Rohde & Schwarz is an independent group of companies specializing in electronics. It is a leading supplier of solutions in the fields of test and measurement, broadcasting, radiomonitoring and radiolocation as well as secure communications. Established more than 70 years ago, Rohde & Schwarz has a global presence and a dedicated service network in over 70 countries. It has approx. 7200 employees and achieved a net revenue of \$1.9 billion in fiscal year 2006/2007 (July 2006 to June 2007). Company headquarters are in Munich, Germany.

ABOUT LG ELECTRONICS

LG Electronics, Inc. (KSE: 066570.KS) is a global leader and technology innovator in mobile communications, consumer electronics and home appliances, employing more than 82,000 people working in over 110 operations, including 81 subsidiaries around the world. LG Electronics USA, based in Englewood Cliffs, N.J., is LG's North

American subsidiary. In the United States, LG Electronics sells a wide range of consumer electronics (digital display and digital media) products, mobile phones and digital appliances under LG's "Life's Good" marketing theme. LG's U.S. R&D subsidiary, Zenith, based in Lincolnshire, Ill., is a long-time leader in consumer electronics technologies and a pioneer in digital HDTV. Zenith merged with LG Electronics in 1999. For additional information, please visit www.LGusa.com.

ABOUT HARRIS CORPORATION

Harris is an international communications and information technology company serving government and commercial markets in more than 150 countries. Headquartered in Melbourne, Florida, the company has annual revenue of over \$4 billion and 16,000 employees – including nearly 7,000 engineers and scientists. Harris is dedicated to developing best-in-class *assured communications*TM products, systems, and services. Additional information about Harris Corporation is available at www.harris.com.

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TICKERS:

Coalition Tickers:

Belo Corp. (NYSE: BLC)
 FOX Television Stations (NYSE: NWS)
 Gannett Broadcasting (NYSE: GCI)
 Gray Television Inc. (NYSE: GTN)
 Hearst-Argyle Television, Inc. (NYSE: HTV)
 ION Media Networks, Inc. (AMEX: ION)
 NBC Universal -- NBC Station Group and Telemundo -- (NYSE: GE)
 Sinclair Broadcast Group Inc. (Nasdaq: SBGI)
 Tribune Co. (NYSE: TRB)
 LIN TV Corp. (NYSE: TVL)
 Meredith Corp. (NYSE: MDP)
 Media General Inc. (NYSE: MEG)
 Post-Newsweek Stations (NYSE: WPO)
 Cox Television
 Freedom Broadcasting, Inc.
 The Dispatch Broadcast Group
 Raycom Media
 Schurz Communications, Inc.

Partner Tickers:

SES (Euronext Paris and Luxembourg Stock Exchange: SESG)
 LG Electronics, Inc. (KSE: 066570.KS)
 Harris Corporation (NYSE: HRS)
 Rohde & Schwarz, Inc. GmbH & Co. KG
 Samsung Electronics Co., Ltd. (KSE: 005930.K)