

# Requirements for a Viable Future Broadcasting Landscape

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# Context of Media Usage

# Context of Media Usage

**Shared**



**Once upon a time ...**

# Context of Media Usage



**Fixed**

**Once upon a time ...**

# Context of Media Usage



**fixed**



**mobile**



**handheld**



**In the meantime ..... many receiving conditions**

# Context of Media Usage



**portable**

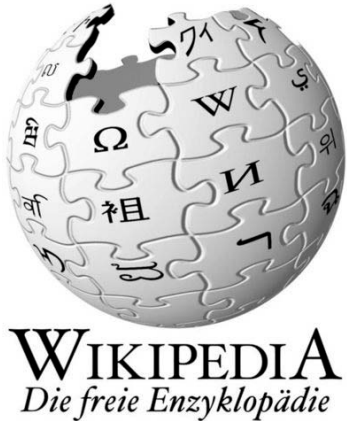


**deep indoor**

**In the meantime ..... many receiving conditions**

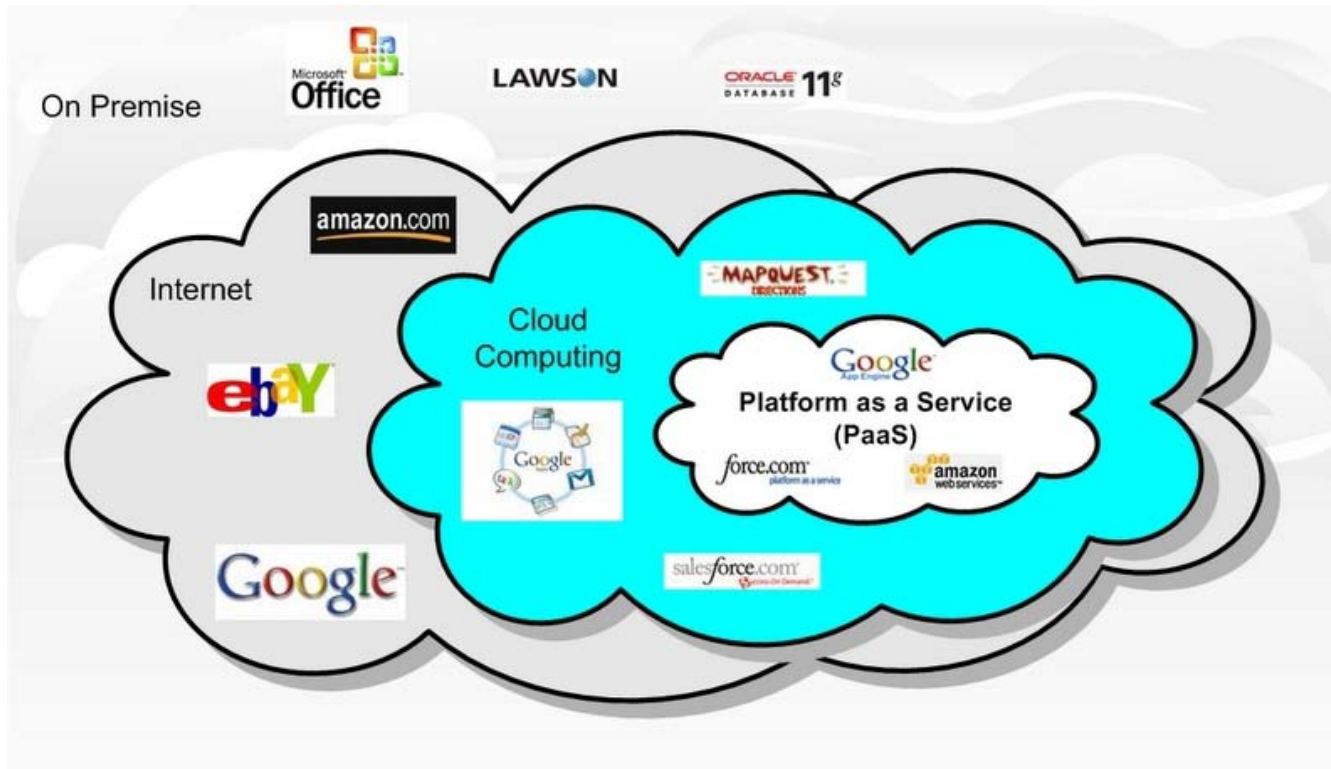


# Context of Media Usage



**In the meantime ..... used to IP connectivity**

# Context of Media Usage



**In the meantime ..... used to IP connectivity**



# Context of Media Usage



**In the meantime ..... independent from space and time**

# Context of Media Usage



**In the meantime ..... independent from space and time**

# Context of Media Usage



**Shared  
Experience**

**In the meantime ..... different social interaction**

# Context of Media Usage



**Shared  
Experience**

**In the meantime ..... different social interaction**



# Context of Media Usage



**Personal  
Experience**

**In the meantime ..... different social interaction**

# Context of Media Usage

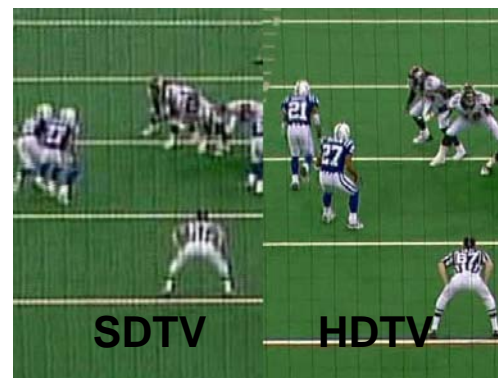


**In the meantime ..... many different devices**



# Future Types of Services

## Linear Services

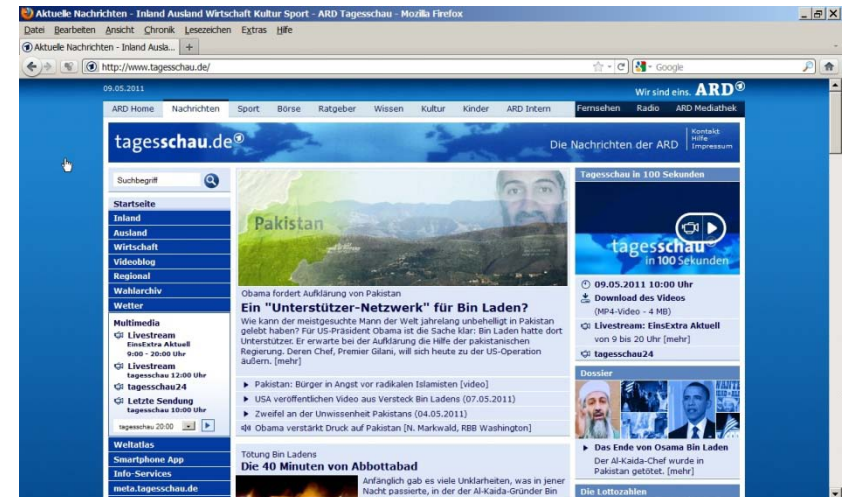


# Future Types of Services

## Non-Linear Services



web portals and apps



# Future Types of Services

## Linked Content

**just TV**



# Future Types of Services

## Linked Content

EPG



Tele-  
Text

# Future Types of Services

## Linked Content



**Internet-  
Access**



# Future Types of Services

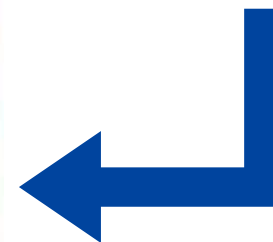
**Linked Content**



**Broadcast  
Services**



**HbbTV**



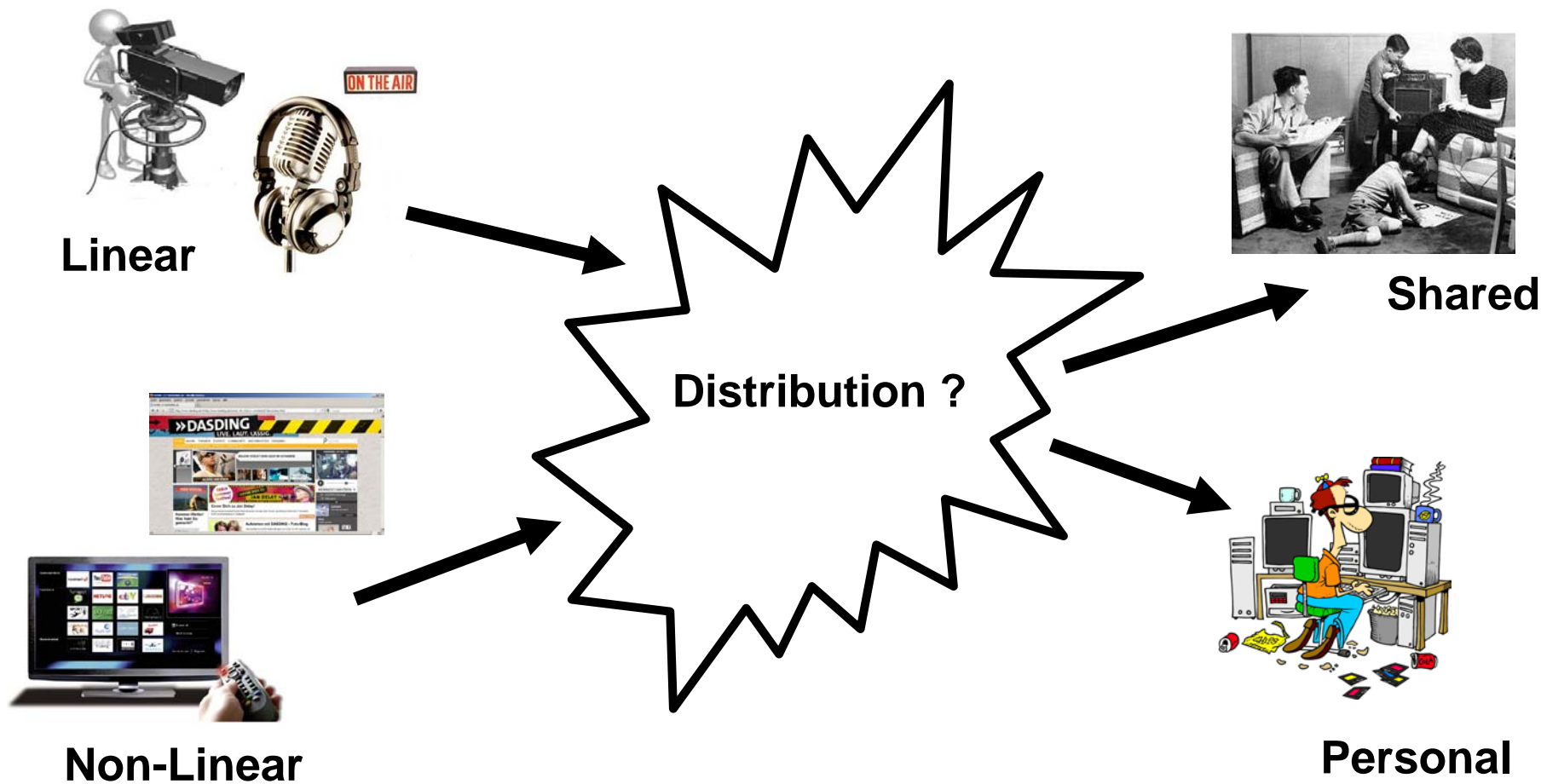
**Broadband  
Services**



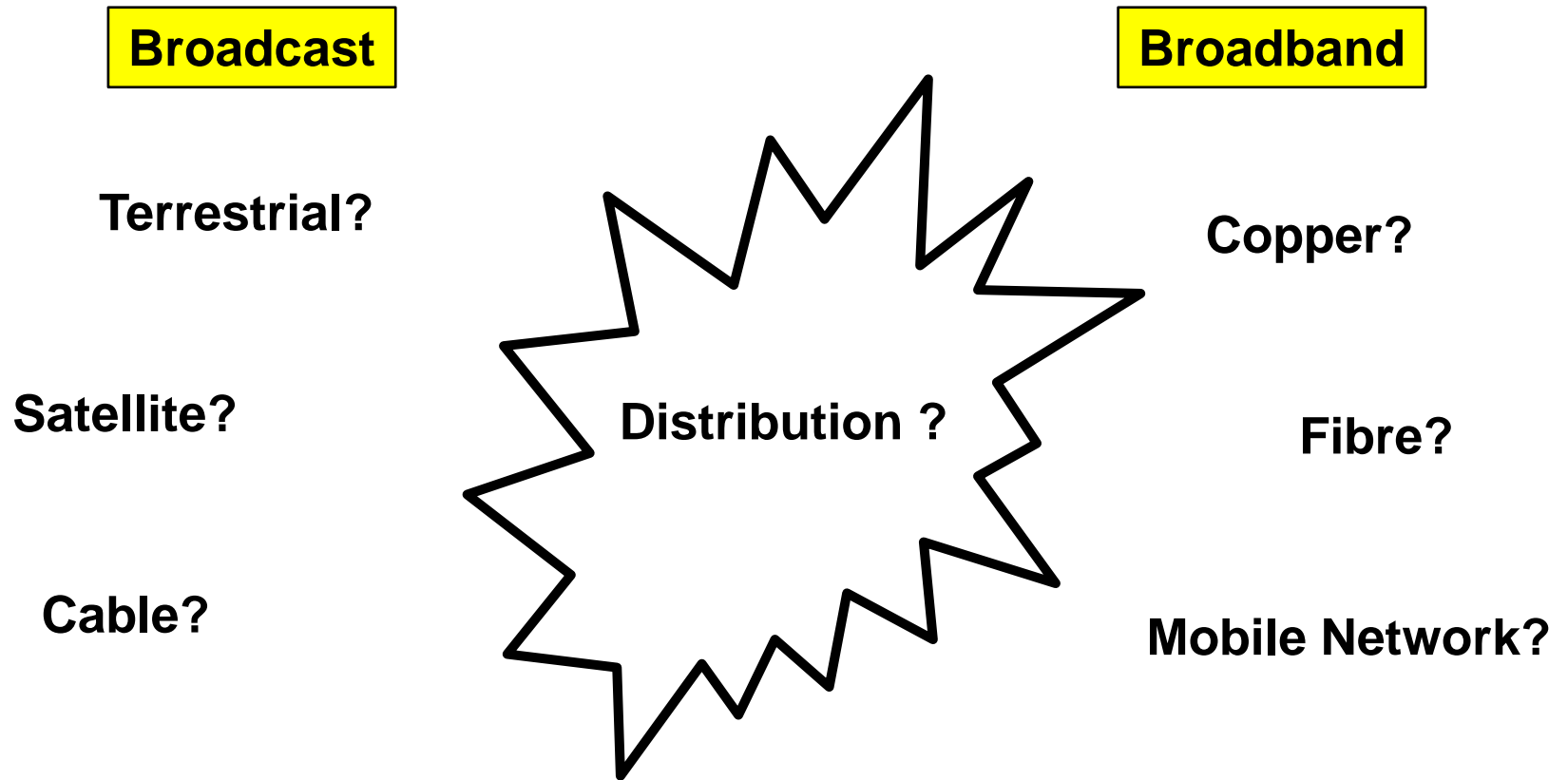
**Content**

**Usage**

# Future Delivery

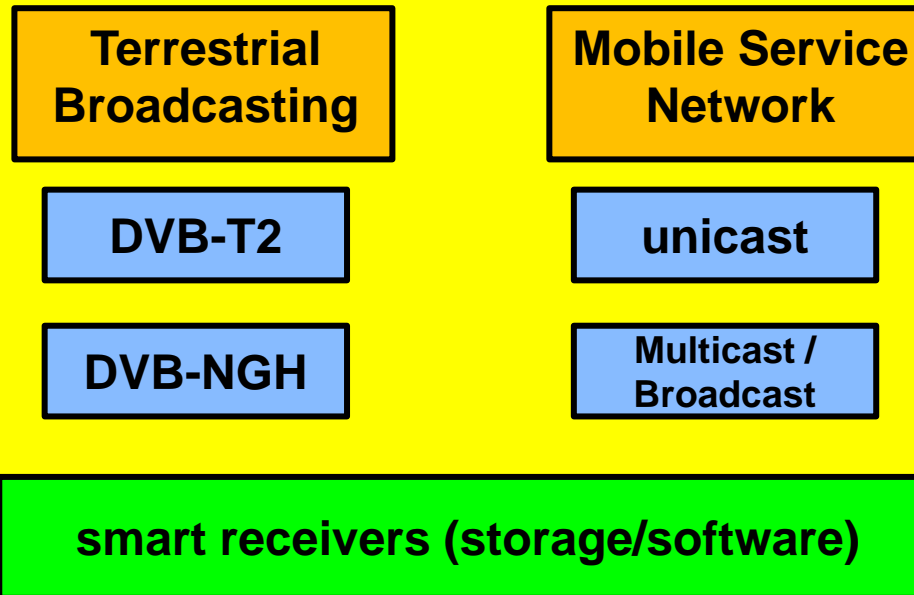


# Future Delivery

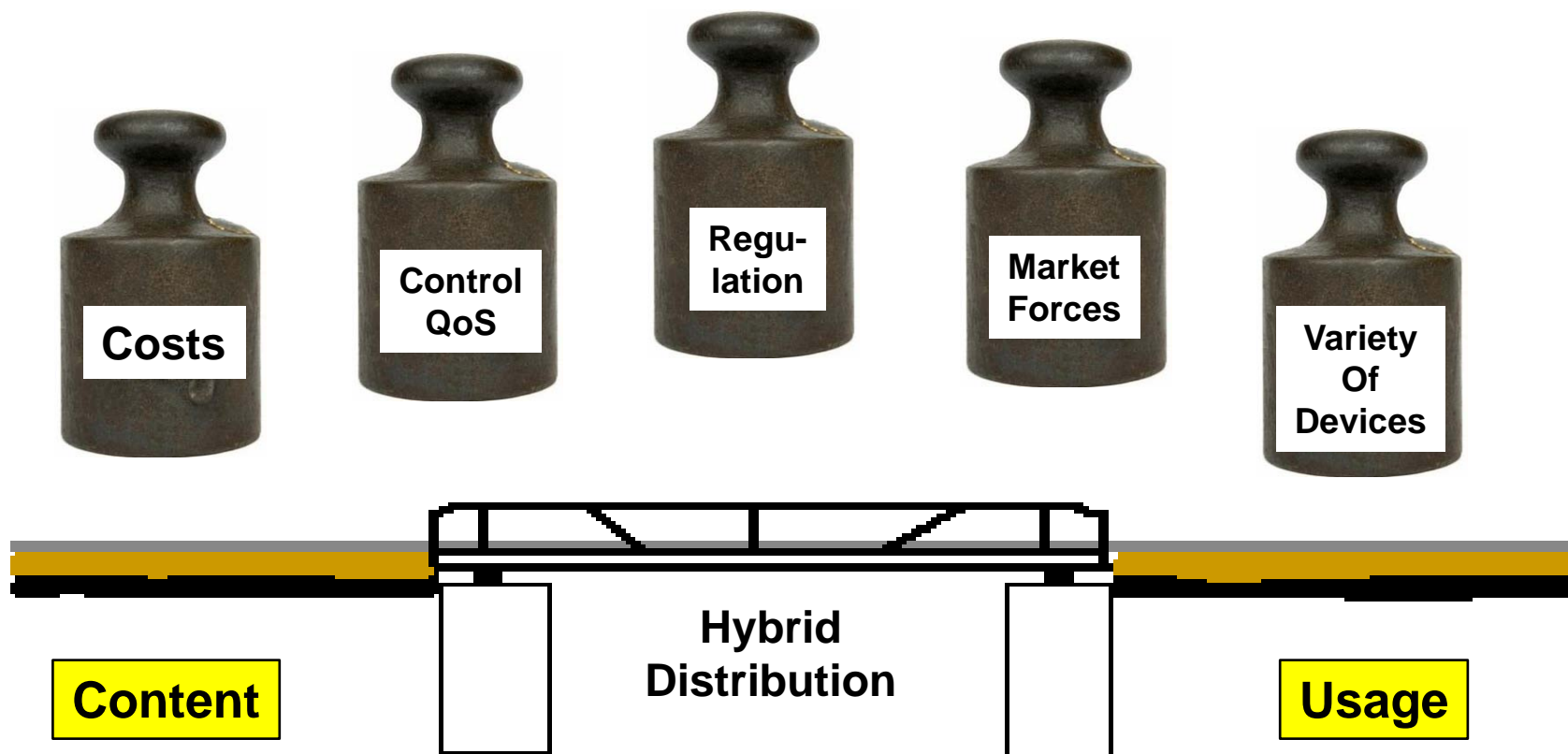


# Future Delivery

## Hybrid Broadcast/Broadband Network



# Constraints / Conditions



# Mobile Broadband Networks

- **How to use them for broadcasting,  
what can they do for us?**
- **How to accomplish the integration  
of mobile networks into the hybrid world?**

# Thank you for your attention!