JOINT ITU/EBU/BNE/DVB
WORKSHOP ON "ASSISTANCE FOR DTTB IMPLEMENTATION"

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BRIDGING THE GAP
WRAP-UP

– First joint event on the subject of «Assistance for DTTB implementation» between ITU, EBU, BNE and DVB
– Speakers from the «Sources of expertise» side
– Webcast live and recoded
– Presentations available on the ITU site (shortly)
– Report from the event (shortly) with:
  • additional references and
  • contact points for further assistance or collaboration, as needed from individual Regulators/organizations
– Possible similar events in the future (based on the evaluation survey).
  • Communication strategy to Launch DTTB services
  • Additional services on DTTB (HbbTV, ...)
ITU ACTIVITIES AND DATABASE

• Still many countries in the world haven’t started or completed their DSO
• ITU-R assists in frequency replanning.
• ITU-D assists in developing roadmaps for Analogue to Digital transition
• ITU-D organizing workshops, forums and training
• ITU-D assistance in providing monitoring information – DSO database. Please update your country information.
LICENSING AND BUSINESS MODELS FOR DTT

• DTT implementation is an occasion to reshape the whole Audiovisual policy in a country
• Key importance of content
• Key objectives: free access, diversity, more local and national content
• Areas of reshaping: Common transmission means, new license types, better audience measurement, better training, more local content, spectrum use
• Regulatory is more than offering a license
• Issue of funding, finding a sustainable economic balance between Opex /investments and revenues
• Actions to increase the revenues and to reduce costs
• Content, Prices, Quality and Platforms: factors of long term sustainability
• 40% in Europe still have DTT as the main platform for TV
  – Content is king
  – DTT networks should favor sustainability for TV ecosystem for all
  – Govnts should have a holistic approach
LICENSING AND BUSINESS MODELS FOR DTT

– Net present value between benefits and costs
– Barriers to switchover
  • Limited service
  • Competition from FTA DTH – external competition
  • Resistance from existing stakeholders
  • Insufficient coverage
  • Obsolete antenna installations
  • Obsolete audio-visual legislation& regulation
– Need motivation from All
– Example of business models for low-income countries with spare
– Freemium model:
  • Settop box with Hard Disc
  • Use of broadcast and DataCast
  • Push VOD / dripfeed scenarios
– Virtual channels
– MNO collaboration for micro payment

EBU
OPERATING EUROVISION AND EURORADIO
LICENSING AND BUSINESS MODELS FOR DTT

• ITU licensing toolkit available

• New wave of licensing is foreseeable in 2015-2020. Licensing model is useful for DSO

• Main building blocks:
  – Licensing framework
  – DSO licensing toolkit
  – Model license
LICENSING AND BUSINESS MODELS FOR DTT

• Observations (R. Bunch):
  – Be careful that one model fits all
  – Cost of repacking is high
  – Need of technology in the future

• Kristina: Public policy should secure the terrestrial platform

• Lluiz: Main actions: Syndicating the infrastructure to reduce the cost, Audience measurement to increase the revenue

• Kristina: The role of attractive content. In some cases public and most cases the most attractive commercial channels. Might need a legislative measures, must carry,...
Many changes since the first version in 2002. The existing handbook from 2002 is still valid for many aspects.

New ITU Handbook: Detailed and comprehensive explanation of the main aspects of DTTB network implementation.
DEFINING DTT NETWORK SPECIFICATIONS AND ENSURING QUALITY OF SERVICE

• Each situation is specific
• Broadcast network operators in Europe have a large expertise in network specification and implementation and ready to collaborate
INTEROPERABILITY: ITS COMPLEXITIES, PITFALLS AND SOLUTIONS

• Interoperability – complexity rises with Functionality
• Involvement of all stakeholders in required
• Key aspect for Interoperability is Testing
• No device passes the test from the first time
• DTG Zoo to maintain interoperability
• Incidents (black screens) can still happen, even in the UK
THE IMPORTANCE OF TESTING AND THE WAY TO CONFORMANCE

• Importance of the user experience
• Large variety of receiver specs, country specific, need for adequate test suites
• Different conformance models:
  – Do minimum: low effort but damaging
  – Self-certification: Risky
  – Test centre: Full Control
DTT, A CATALYZER FOR LOCAL CONTENT PRODUCTION

• Linear TV is not dead, the future of TV is not on demand or live, it’s a bit of both
• Content is king and national/local content is source of job creation
• Compared to other linear TV distribution means, DTT has a particular and effective role in
  – promoting Local Content Production and
  – providing the Right Content to the Right Audience.
THANK YOU

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