DTT
a catalyzer for
local content production
ITU - 27 October 2016
"Spectrum is too serious a matter to be left to engineers"

Olivier Huart - CEO of TDF
THE BUSINESS OF TV

DISTRIBUTION MODELS

TECHNOLOGY ENHANCEMENT

DIGITAL DISRUPTION

CONSUMER BEHAVIOUR
THE BUSINESS OF TV

TECHNOLOGY ENHANCEMENT
Enhanced Connectivity
TECHNOLOGY ENHANCEMENT

Effective Production
TECHNOLOGY ENHANCEMENT

Increased Capacity

U.K. Before DTT = 4 Analog Channels
## TECHNOLOGY ENHANCEMENT

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<thead>
<tr>
<th>Channel 1</th>
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<td>BBC One</td>
<td>BBC Two</td>
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<td>S4C</td>
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<tr>
<td>DTT U.K.</td>
<td>60 SD &amp; 15 HD Channels</td>
<td>25 Radio Channels</td>
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CONSUMER BEHAVIOUR
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From Linear to On Demand
People are spending more and more time on media.
The huge majority of all viewing is done on a TV set.
The shift to online TV & video is happening... slowly
While total viewing tends to increase, live TV slightly declines.
Live TV is still the dominant type of viewing
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Drama is the new Sports
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DTT is Cost Effective
DTT offers New Services

No contract, no bills. Freeview, the other way to get TV

FreeviewPlay
Bringing you live TV and catch up together; in the TV guide

FreeviewHD
With 15 HD channels in vivid natural detail, we’ve got HD covered

FreeviewHD Recorder
Pause, record and rewind any show across 70 digital and 15 HD channels
DTT is a Business Enabler
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DISTRIBUTION MODELS

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CONSUMER BEHAVIOUR

DTT as Catalyst
1. Linear TV is not dead, the future of TV is not on demand or live, it’s a bit of both.

2. Content is king and national/local content is a source of job creation.

3. Compared to other linear TV distribution means, DTT has a particular and effective role in:
   i. promoting Local Content Production and
   ii. providing the Right Content to the Right Audience.
TV MOST TRUSTED MEDIA

WHICH MEDIA DO EUROPEAN CITIZENS TRUST MOST?

BROADCAST MEDIA LEADS THE WAY FOR CITIZENS’ TRUST

RADIO AND TV REMAIN MOST TRUSTED SOURCES OVER TIME

TRUST IN RADIO AND TV HIGHEST IN NORDICS

At EU level, radio and TV top the Net Trust Index*, with more citizens trusting them than the written press, the internet, or online social networks.

*Net Trust Index measures the trust citizens have in different media compared to the previous year, with positive numbers indicating an increase in trust.
DTT PARTICULARLY IMPORTANT FOR PSM

“Nationally safe”

“Innovative”

“Business enabler”

“Easy to use”

“Successful”

DTT serves more than 100 million European households with 250 million viewers
THANK YOU!

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