

# Horizons

Industry Event  
Geneva, 15-17 November 2022

## Scope

Combining the FORCAST, BroadThinking and Digital Radio Summit events of EBU Technology & Innovation and broadening the concept to address learnings from the COVID-19 crisis and recent experiences, Horizons brings all the major EBU distribution and platforms technical topics into one place.

Running over three days, the first day will deal with platform related topics, the second day is focused on distribution and the final day is devoted to spectrum.

Horizons targets senior technical and business executives from media organizations and industry in charge of defining their organization's strategies. As an EBU event, the audience will be made up of public service media senior managers in addition to senior representatives from commercial media organizations and key industry figures, extending to experts, industry observers, standardisation organizations and regulators.

For its first year, Horizons will be based in the EBU HQ with a conference room capacity of 150 participants and will be focused on a physical event. To facilitate those still unable to travel, and potential overflows, the morning sessions will be streamed to registered online participants.

In addition to afternoon break-out deep dive sessions, participants will be treated to a number of focused demonstrations of leading-edge developments relating to media distribution and platform strategies.

## Tuesday, 15 November – Online platforms (MAGMANT)

Are platforms going to dominate media distribution? How can media organizations address the technical challenges of serving their content to multiple platforms in an economic manner and have their requirements met? They also are trying to leverage their own propositions on their own applications.

### 1. OTT for media organizations.

Will Google dominate the connected TV space over vendor own operating systems like Tizen? How are today's media organizations using the different platforms in innovative ways? Are super-aggregators the only viable way to reach audiences with your content?

### 2. Finding media in the swamp of aggregators.

As broadcast distribution gives way to broadband distribution, connected TVs still dominate the consumer of long form content. When they were broadcasts, a media company's channel line-up was easy; it's much harder now as they struggle for visibility on home screens. But there's much technical complexity in the background to what might appear a regulatory and commercial problem.

### 3. Afternoon breakouts:

#### A) Video products

Which video codecs should be used to minimise cost, maximise efficiency, limit the environmental impact? Should media organizations be using new codecs like VVC, AV1 and AVS3? Personalisation, mixing video and audio experience on the same platform. What new experiences are media

organizations delivering in their OTT offerings? How are media organization delivering video to connected cars?

## B) Audio products

What is the next 100 years of radio going to look like? Will it be DAB++? With more content being consumed outside traditional broadcast channels, but revenue dominated by broadcast advertising and licence fees, how can media organizations economically manage the explosion in platforms to serve. Who are the “digital first” radio companies, what makes them different, and how do they make ends meet? And the perennial radio problem: what audio products appeal to young audiences and reach those who have never listened to linear radio?

## Wednesday, 16 November – Reaching audiences

### 4. Content has value only if it reaches your audience.

Distribution is an indispensable part of any media organization’s business, and its why we don’t necessarily want to leave it to aggregators like Google, Amazon, YouTube, Netflix; or do we? While conventional broadcast is the way people consume vast amongst of content, the Internet is fast becoming the dominant distribution platform. How far will this process go? Is the transition to Internet-only distribution inevitable? Is it realistic and economically and environmentally sustainable? What are the drivers and the roadblocks?

### 5. Advanced Hybrid Distribution.

New technologies such as cloud, MEC (multi-edge-computing), 5G (and now 6G), hybrid edge casting will be increasingly used in content distribution. Do you approach these are black boxes? Should media organizations be influencing these to maximise the benefit from them? What is new in CDN architectures, satellite, and terrestrial networks? This session will delve into topics like DVB-I, HbbTV and 5G EMERGE.

### 6. Afternoon breakouts:

#### C) Tomorrow’s broadcasting techniques and businesses

Broadcast distribution infrastructure has been the backbone of linear distribution for decades. But change is upon us. What does the future hold for FM radio, DTT and satellite networks? What can 5G Broadcast offer to media organizations’ distribution strategies, and what tools are out there to help? How can media companies, particularly public service media, best respond in times of crisis where it is essential to deliver reliable information to all citizens?

#### D) Broadband

Broadband is touted as the future, but one word hides a complex ecosystem with multiple facets: advance multi-CDN, hybrid CDNs, Edge caching. Should a media organization roll out its own CDN, engage in peering with local ISPs, or hire in the experts? Each country’s Internet infrastructure architecture is different, what impacts the choices the media organizations need to make?

## Thursday, 17 November – Spectrum is the lifeblood of distribution

### 7. DTT depends on the UHF band, and it's under threat like never before.

The World Radiocommunications Conference in 2023 will decide its future use. Countries are deciding how to position themselves in the debate, and we'll have a look at how they are lining up. Can DTT and PMSE really share the spectrum with mobile services (e.g., 5G), PPDR or military services? But the current radio regulations allow for quite some flexibility, so other users can use the UHF band. How can DTT and PMSE retain access to the UHF band after 2030? Do mobile operators really need further spectrum below 1 GHz?

### 8. But it's not just about UHF; C-band and Ku band are also important.

Media organizations use of other bands are also under pressure. Is sharing in the broadcast satellite C-band possible? Are 5G private networks really a possibility? In other news, you'd be surprised at the impact wireless power transmitters in the broadcasting bands. Do LED walls in production facilities impact PMSE and other application? Which other sources of electromagnetic interference can affect our services? How can different PMSE applications retain access to spectrum in a landscape where more and more spectrum is allocated to mobile services?