

Hybrid Broadband Broadcast: -a Consumer Electronics perspective

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High tech trade association

- Digital Europe
 - Consumer Electronics
 - Telecom and Mobile
 - IT
- Digital Europe Broadcast (Renaud Di Francesco, Sony)
 - Address broadcasting issues
 - Consumer perspective: reception emphasis
 - **HDTV** (Dietrich Westerkamp, Thomson)
 - HDRReady and HDTV labels to stimulate market growth, for retailers and consumers
 - 3D next
 - **Digital Radio** (Andreas Schneider, Sony)
 - Bridge gaps, harness pan-European digital radio reception
 - Value chain approach: programmes/transmission/reception
 - **E-book for TV reception in Europe** (Nigel Prankard, Panasonic)
 - Implementation guidelines
 - TV receivers
 - Interference resolution
 - **TV accessibility** (Ulrike Haltrich, Sony; Frank Kamperman, Philips)
 - **Free to Air signalling** (Hamid Alikhani, Panasonic)



Large installed base of HDTV sets in Europe

- Successful growth initially stimulated by HDRReady, then HDTV label promotion
 - Labels defined by industry in Digital Europe
 - Feature clarity for retailers and consumers
- Good progress of HDTV in Europe
 - Most TV sets sold are HDTV sets
 - 2nd HDTV set market growing
 - Most TV households endorsing HDTV
 - June 2009: all broadcasters recognise that HDTV production is today's production, not tomorrow's
 - ◀ - - - European Broadcasting Union Technical Assembly



Feeding European HDTV Homes

- more HDTV programmes
- additional services (on-demand, interactive) enhancing the variety and choice of home entertainment
- Broadband as a platform to deliver those additional services
- Includes IPTV (ref to Open IPTV Forum, and success stories of IPTV in Europe)



Broadband seen from the HDTV set

- Choice of contents
 - and entertainment forms
- Quality of experience requirement
 - for end-to-end delivery of service
 - Option 1
 - + MANAGED networks
 - ►► IPTV
 - Option 2
 - + OPEN Internet, multiple operator domains, over the top service
 - ►► QoE issue
 - *NB both will happen*

The interactive home entertainment, at last

- Interactive DTV
 - not new concept, many intents already
 - BUT now is the time
- IP based
 - even broadcast going full IP, anyway
- Need for open standards
 - media driven services on TV, using IP broadband infrastructure
- Home Network
 - IEC TC100 standard, based on DLNA
- The issue of video on the interactive IP networks
 - congestion?
 - You-tube, BBC i-player: complaints by some Internet Service Providers
 - Traffic shaping?
 - Impopular with consumers, tempting for operators
 - Broadcasting to the edge when relevant
 - Classical broadcasting advantage (large audiences)
 - However integration in new integrated service package may provide simplicity of retrieval

