

HD Audio - HD Video

Sharing the loot



Brief History

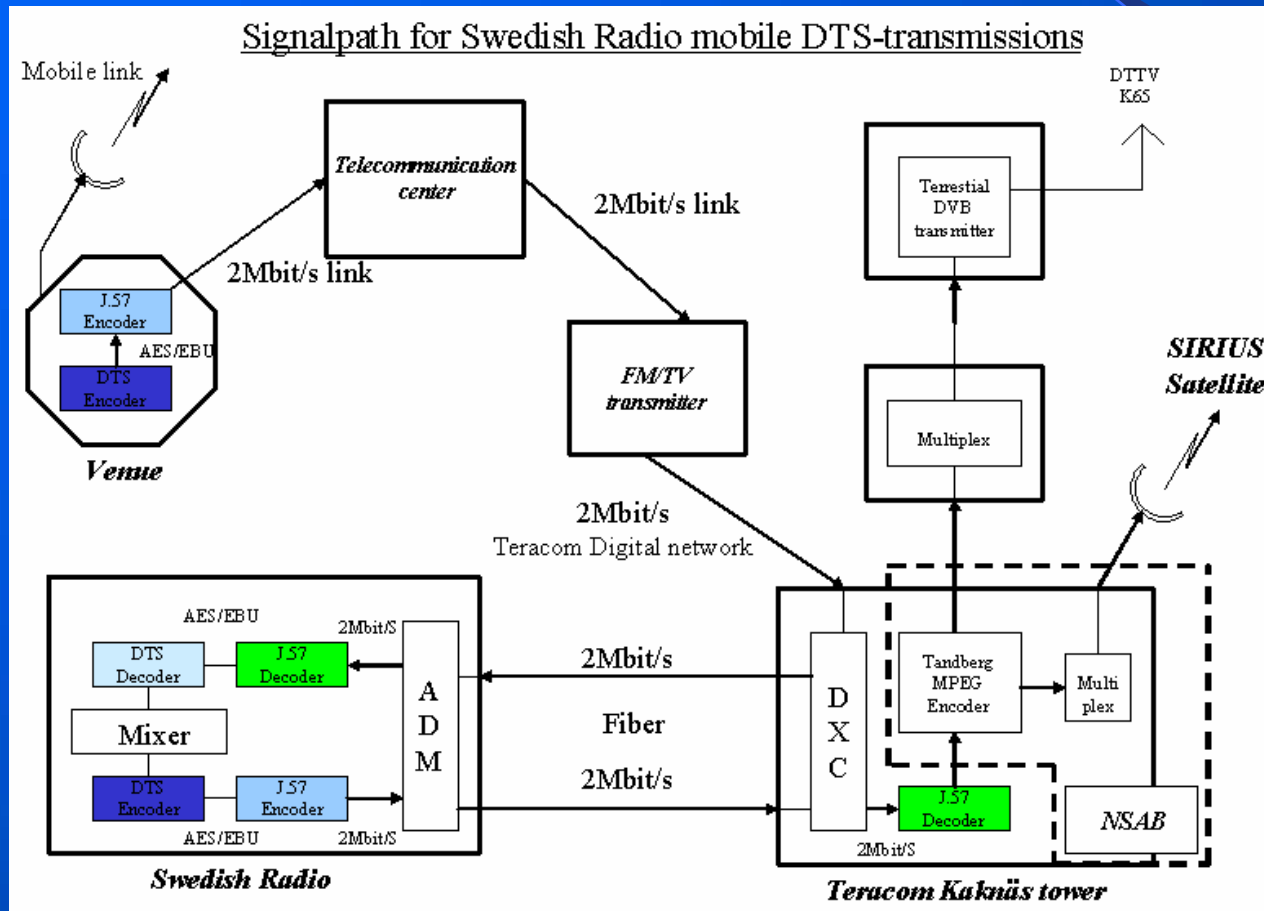
Since 2001 Swedish Radio offers downloadable files of 5.1



A screenshot of a web browser window showing the SR 5.1 website. The browser title is "SlimBrowser" and the address bar shows "http://www.sr.se/multikanal/english/e_index.stm". The website header includes the SR logo and navigation links like "WEBBRADIO", "OM SR", and "NYHETER". A large red "13 million" watermark is overlaid on the page content. The main content area features a headline "Radio as you have never experienced it before!" and several audio clips for download, such as "The Run" and "Lucia Concert". A sidebar on the left contains links for "About multichannel sound", "What do I need?", "How does it work?", "Sound archive", and "Contact us".

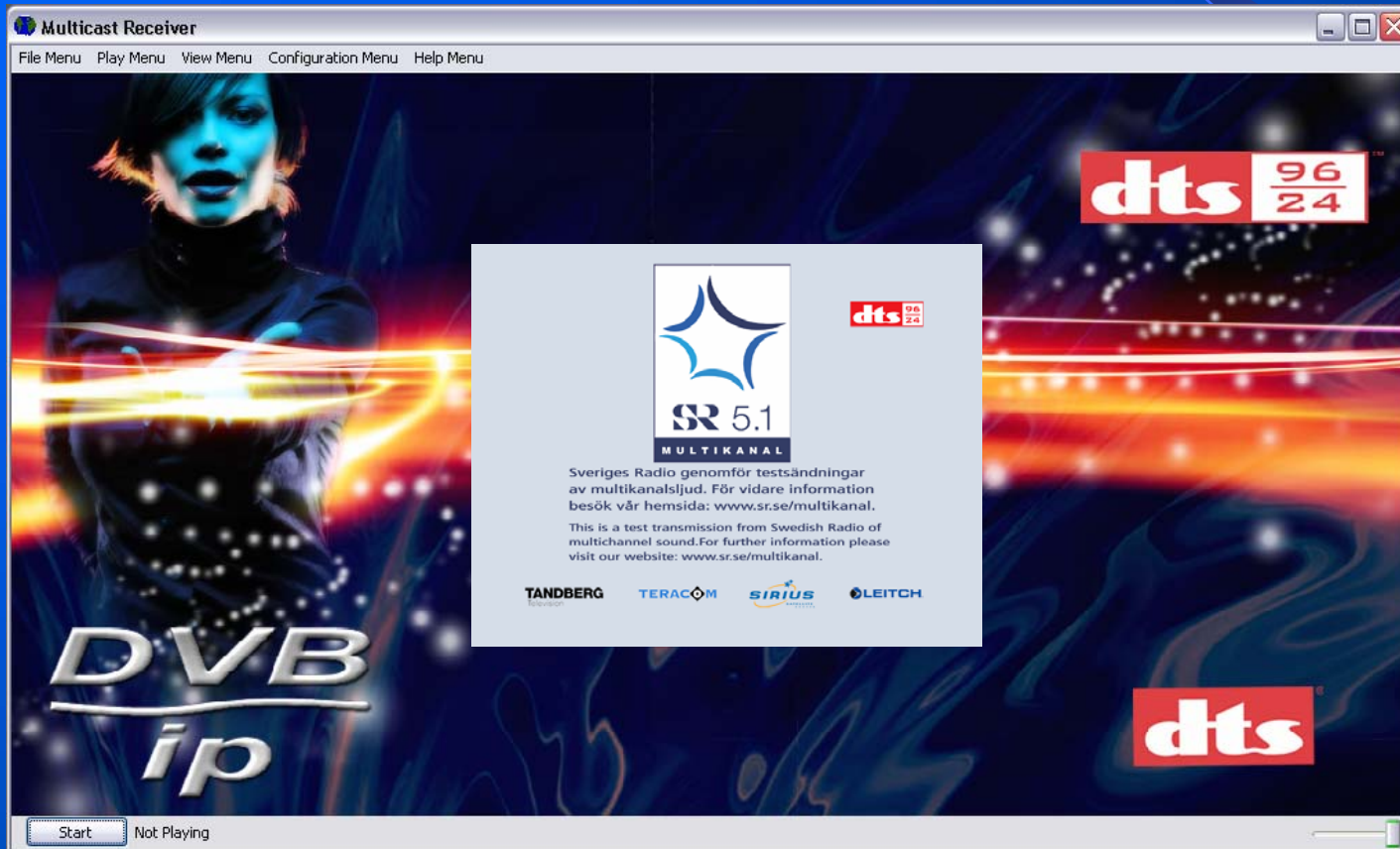
Typical audio setup

The bit stream can be “hidden” in ordinary stereo infrastructures.



IP solution

Introducing DVB over IP Multicast services



Trends and observations in HD

New competition

High program quality

Broadcasters going file based

A/V sync issues

New producing techniques

Strike some luck



So what do we have ?



Mandatory multichannel audio

Increasing bandwidth

Interest for allowing audio production time and space

Proven technologies and platforms

Over 60 years of know how

An “existing” infrastructure

So what do we need ?

High audio and video quality

High program quality

Make use of the format

Be on every platform

Excite the program makers

Strike some luck





Swedish Radio Website:

http://www.sr.se/multikanal/english/e_index.stm

E-mail: multikanal@sr.se