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STEERING BOARD APPROVES COMMERCIAL REQUIREMENTS FOR ABR MULTICAST

Technical Module Now Set To Proceed On Work To Deliver Adaptive Bit Rate Streaming For Live Applications In A Scalable Way Using Multicast Techniques Over Any IP Network.

Geneva – 22 November, 2016 – After consideration of the Commercial Requirements for ABR (Adaptive Bit Rate) Multicast presented to the 84th meeting of the DVB Steering Board (SB) last week, the decision was made to commit the Technical Module to produce a specification. The scope of the work will pave the way to providing a harmonized solution to the problem of transmitting linear video at scale across IP-based networks.

The purpose of the work is to help meet the growing consumer demand for superior quality OTT multiscreen services. In today's environment operators and content providers are under increasing demand to deliver video content anytime, anywhere, over any network to any device.

The technical specification resulting from these Commercial Requirements will be applicable to both managed and unmanaged networks. The aim is to leverage existing media workflows and transmission infrastructure while retaining support for security and stream manipulation features.

Commenting on the new work item, DVB Chairman, Peter MacAvock said "The broadcast industry faces the challenges of serving multiple devices across broadcast and broadband networks. It's essential to have a good set of tools to help, and DVB's work in adaptive bitrate streaming continues to be a cornerstone of industry efforts in this area."

Thierry Fautier of the Ad Hoc Sub-Group of CM-AVC, which is tasked with defining the Commercial Requirements for ABR Multicast, said "Adaptive bitrate streaming delivered over the top on managed networks is based on unicast technology, making it difficult to scale for live applications. To resolve this issue, the DVB has decided to develop a specification that will enable ABR multicast distribution via any bidirectional IP network, including telco, cable, and mobile."

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About DVB

Digital Video Broadcasting (DVB) is an industry-led consortium of broadcasters, manufacturers, network operators, software developers, regulators and others from around the world committed to designing open interoperable technical standards for the global delivery of digital media and broadcast services.

DVB standards cover all aspects of digital television from transmission through interfacing, conditional access and interactivity for digital video, audio and data.

DVB dominates the digital broadcasting environment with thousands of broadcast services around the world using DVB's standards. There are hundreds of manufacturers offering DVB compliant equipment. To date there are over a billion DVB receivers shipped worldwide.

Further information about DVB can be found at: www.dvb.org, www.dvbservices.com and www.dvbworld.org.

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