



Press Release
For Immediate Release

Contact:
Harold Bergin
WHD Public Relations
Tel: +44 20 7799 3100
E-mail: harold@whdpr.com

DVB SHOWCASES NEW DIRECTION AT IBC 2017

Three Key Technologies Being Demonstrated Underlying the New Scope of Work in DVB

15 - 19 September 2017, Amsterdam RAI, Stand 1.D81

Amsterdam – 15 September, 2017 – DVB is showcasing some of the important work that it is currently undertaking as part of its revised mission. There is a growing realization that the business models that drive broadcasting are changing and presenting new technical challenges. Addressing these broadcaster's needs and interests is where DVB is firmly rooted.

Supporting IP based delivery of DVB content in the home is in line with the strategy to facilitate the transition to delivering seamless hybrid broadcast-broadband services. This also applies to DVB's work on Targeted Advertising and Adaptive Bitrate (ABR) Multicast. Today, DVB is well on track in bringing together broadcast /broadband delivery.

Advanced UHD Features

DVB achieved a major milestone by finalizing TS 101 154, the specification for the advanced UHD features of High Dynamic Range (HDR), Higher Frame Rate (HFR) and Next Generation Audio (NGA). This feature-set combined with 4K resolution and the wider color space provides a quantum leap in audio and video quality. Whereas the combination of all these elements will bring the best quality of experience, very good results can also be achieved by combining the new advanced features with 1080p HD resolution. This is a very attractive combination for capacity limited networks such as digital terrestrial television (DTT) as shown on the stand where various video sequences have been prepared in progressive HD (1080p) resolution. The sequences allow an immediate comparison between HDR and SDR as well as HFR (100 Hz) and SFR (50 Hz) by just zapping between the services. The signals are DVB-T2 modulated and received over the air by a TV equipped with prototype HFR software.

Targeted Advertising

Besides broadcast, DVB is increasingly focusing on interactive and hybrid content delivery and services. Increasing advertisement revenues by providing targeted advertising is an important aspect for broadcasters and network operators. DVB is currently analyzing how existing targeted advertising solutions are suited for a broadcast environment and how they can be improved. This activity is done in close cooperation with HbbTV.

The Targeted Advertising demonstration is based on the current HbbTV 2.0.1 specification. Visitors to the stand will see two TVs receiving the same broadcast signal via their DTT tuners with one of the TVs connected via broadband to a server providing targeted advertising content. There will be two different targeted advertisements: the first targets a younger audience and the second appeals to an older generation. When the ad break occurs the specific content will be displayed on the screen. The switching from the broadcast to the targeted ad takes place seamlessly. At the end of the ad break the device will switch back seamlessly to the broadcast channel.

SAT>IP

Another important aspect is in-home distribution of broadcast content via IP home networks. DVB and the SAT>IP Alliance have entered into a liaison agreement where DVB will be responsible for the development of future versions of the SAT>IP specification. Promotion of the technology will be a combined effort of both organizations (*see separate release*).

On the stand multiple HDTV channels are transmitted over a single 8 MHz DVB-T2 multiplex. The signal is received directly by a TV with an integrated SAT>IP server, which informs the SAT>IP client devices about the available services and streams. Through compatible SAT>IP device applications, the user can select a service, which is then streamed over the WiFi connection to the handheld device for viewing.

DVB would like to thank DVB Member companies and others who have generously contributed equipment, content and lent their expertise for the demonstrations. They include: Ateme / 4EVER2 Project, ENENSYS (Teamcast), HbbTV, IRT, LG, Panasonic and SES.

On the DVB stand, you can meet DVB representatives and technology experts, available to answer queries and provide information on DVB's wide ranging family of open, interoperable, market driven technical specifications driving the delivery of video. This includes DVB's ongoing work to meet the challenges posed by IP delivery in the broadcast environment as well as the work being carried out with ABR Multicast, DVB MPEG-DASH, and DVB's cooperation with HbbTV.

In addition, you can catch up on the Study Mission taking place on WiB to evaluate a possible future for Wideband reuse-1. Also, the VR Commercial Module has held its first meeting and you can learn of the work that DVB is undertaking in this exciting technology.

Further details about DVB's current and future activities can be found in the publicly available DVB Workplan, which is maintained by the DVB Commercial Module. www.dvb.org/groups/CM

DVB Showcases New Direction At IBC 2017

About DVB

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 specifications for the global delivery of digital media and broadcast services.

DVB specifications 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 specifications. 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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