



## **DVB to Showcase the Future of Media Delivery in Action at DVB DEMOS Event**

***Fifteen Vendors Will Demo Products Supporting Internet-Centric Specifications, Including DVB-I, DVB-DASH, DVB-MABR and DVB-TA***

**GENEVA — Nov. 13, 2020** — [DVB](#), an industry consortium that develops open, interoperable technical specifications for the delivery of digital media and broadcast services, today announced that it will host DVB DEMOS 2020, an all-day online event on Thursday, 26 November, bringing the industry together to witness the future of media delivery. Fifteen different exhibitors will participate in the event, showcasing products and services based on the latest generation of internet-centric specifications from DVB, comprising DVB-I (including DVB-DASH), DVB-MABR and DVB-TA.

“In recent years, DVB’s focus has shifted to addressing the challenge of fragmentation in IP-based media delivery technologies,” said Emily Dubs, head of technology at DVB. “DVB DEMOS is the first time we’ll bring together such a broad cross-section of vendors, all using our next-gen specifications. The aim is to showcase how hybrid and broadband delivery can benefit from the reliability and robustness that defined the success of digital television while opening up new possibilities for innovative services.”

### **Live Stream of Technology Demos, Followed by One-on-One Meetings With Vendors**

DVB DEMOS will kick off with a live stream featuring a series of short technology demonstrations, viewable on the [DVB DEMOS 2020 web page](#) and on DVB’s [YouTube channel](#). Attendees also have the opportunity to book appointments for more in-depth demos and discussions in private online meeting rooms. Exhibitors will include ATEME, Broadpeak, Dolby, DTVKit, ENENSYS Technologies, Google, Harmonic, Kineton, OnScreen Publishing, OTT Broadcast, Sofia Digital, TPV Technology, Unified Streaming, Verance and Viaccess-Orca.

DVB DEMOS will show how DVB-I serves as a common media layer across a variety of delivery channels, providing end users with a seamless experience. Another key highlight will be how DVB-DASH and DVB-MABR enable scalable low-latency streaming on par with broadcast services. The first solutions based on DVB-TA will also be exhibited, showing how targeted advertising opens the door to new revenue streams for broadcasters. Additionally,

attendees will get a firsthand look at how broadcast services can be easily integrated within IP-based platforms.

Many of the demos will bring into play collaboration between the exhibitors, illustrating the interoperability that is a cornerstone of DVB's approach. Different combinations of streams, service lists, clients and players will be highlighted to show how a standards-based ecosystem increases the possibilities for innovation.

DVB DEMOS 2020 is free to attend. Registration is required to join the afternoon session and to book appointments with exhibitors.

DVB DEMOS will start at 10:00 CET on 26 November. To see the full DVB DEMOS schedule, visit <https://dvb.org/demos2020>. For more information about DVB, visit [www.dvb.org](http://www.dvb.org).

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**About DVB ([www.dvb.org](http://www.dvb.org))**

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](http://www.dvb.org), [www.dvbservices.com](http://www.dvbservices.com) and [www.dvbworld.org](http://www.dvbworld.org).

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**DVB Contact:**

Emily Dubs  
DVB Head of Technology  
Tel: +41 22 717 2717  
Email: [dubs@dvb.org](mailto:dubs@dvb.org)

**Agency Contact:**

Neil Howman  
202 Communications  
Tel: +44 7941 717 436  
Email: [neil@202comms.com](mailto:neil@202comms.com)