

DVB-I. More than broadcast. More than streaming.



German DVB-I Pilot

Live demonstration integrating satellite and broadband services in a single service list. Winner of the 2023 IBC Special Award for Innovation.

- Rich UI with forwards/backwards EPG, channel banner, logos, images and region-specific sorting
- Low-latency DVB-DASH streaming
- HEVC video and AC-4 audio
- Integrated linked HbbTV apps
- Accessibility features
- Digital rights management and subscription-based services
- Instance prioritization and fallback switching

Pilot partners: ARD, Bayerische Medien Technik, Dolby, DVB Project, EBU, Fraunhofer FOKUS, LG, Media Broadcast, MIT-xperts, OnScreen Publishing, ProSiebenSat.1 Media, rbb, RTL Deutschland, SES, Sofia Digital, Sony, TARA Systems, TP Vision, Vestel, WDR and ZDF.

Italian DVB-I Commercial Trial

Launch of an open multi-partner DVB-I trial integrating DTT and broadband services following the successful proof-of-concept led by Mediaset since 2020.

- Unified UI, EPG, channel banner, etc.
- Digital rights management
- Instance prioritization and fallback switching
- Low-latency services
- Integrated linked HbbTV apps
- Secure access to Central Service List Registry (CSR) for authorized broadcasters and service providers
- Publication by the CSR of a trusted Service List for the Italian DVB-I Commercial Trial
- Validation process for TV sets

Trial partners: Akamai, DVB Project, EBU, In Aria! Mediagroup, Kineton, Mediaset, MIT-xperts, Rainbow, RTL 102.5, TeleMilano and Vestel.

DVB-I everywhere

Emerging DVB-I features and other implementations.



Instance prioritization, regionalization, catch-up viewing, box sets, and bringing the TV experience to tablets and smartphones.



DVB-I extending the “Sat.tv” service to smart TVs for easy access to 1,000+ FTA satellite TV channels with enhanced EPG.



Services encoded with latest DVB codecs, plus native DVB-I integration in a set-top box.



Native integration of DVB-I in commercially available smart TVs.

DVB-I elsewhere at IBC2023

EBU (10.D21)

German DVB-I Pilot with dynamic service-list generation, server-side regionalization, playlists, box sets and pop-up channels

Eutelsat (1.D59)

Proof of concept using DVB-I to extend the Sat.tv service to smart TVs for an enhanced user interface and an enriched EPG

Fincons (5.F30)

Leveraging DVB-I and HbbTV for distribution of broadcast services via internet as part of the Italian DVB-I Commercial Trial

Inverto (1.A47)

Use of DVB-I clients for reception of DVB Native IP multiscreen services

Kineton (1.C37f)

Central Service List Registry and TV terminal validation for the Italian DVB-I Commercial Trial

Sofia Digital (1.D98)

Integration of DVB-I in premium operator application, enabling easier channel management and use of CI+ 2.0 USB

Viaccess-Orca (1.A51)

Use of DVB-I technology to enable an "eco-friendly" mode in VO's player, better matching the video resolution to the screen size

What is DVB-I?



In simple terms, DVB-I is an **internet-centric** mechanism to signal and discover television services, whether **delivered over broadband or broadcast**. Those services can be presented in a unified manner on any suitable receiver – from TV sets to personal consumer devices.

Information provided in XML format allows the receiver to display service lists and electronic programme guides (EPGs). Having a **standardized** data format that is compatible with all potential receiver types brings many **benefits to both consumers and service providers**.

DVB-I offers a standards-based solution for television – live, linear and on-demand – in the internet age.

What can it do for you?

- **Optimize** the usage of all available delivery networks, reducing cost and complexity, while streamlining the transition to fully hybrid distribution
- **Fast-track** the launch of enhanced and personalized services like immersive audio, higher resolutions, targeted advertising, accessibility features, and more
- **Reach** a wider range of connected devices while maintaining compatibility with legacy receivers and ensuring prominence for public services

Learn more at dvb-i.tv

