

DVB-I @ IBC2024



DVB-I in Italy

A market trial of DVB-I has been running since late 2023. It builds on a proof-of-concept led by Mediaset.

- Around 60 channels from 10+ broadcasters.
- Validation process for TV sets, with several models commercially available in shops.
- Secure access to Central Service List Registry (CSR) for authorized broadcasters and service providers.

Enhanced FTA Satellite TV

Europe's two leading satellite operators have each launched services leveraging DVB-I.

- SES is showing DVB-I service list distribution via satellite: instant channel set-up; discovery of new channels; removal of inactive ones.
- Eutelsat shows Sat.tv Connect, with advanced service list management, enriched metadata and an intuitive EPG, powered by DVB-I and HbbTV.

DVB-I in Ireland

Saorview, the national free-to-air platform, is running a DVB-I PoC ahead of a larger public trial. The target is a next-gen hybrid platform.

- Testing deep linking for catch-up, box sets and RTÉ Player availability directly from the EPG.
- Accessibility services are signalled within the service list.
- Service prominence is demonstrated.

DVB-I in Germany

The German DVB-I Pilot moved into Phase 2 following IBC2023, and stakeholders are working towards a commercial trial.

- The regulators have convened a Round Table to consider business and regulatory preparations towards regular operation of DVB-I in Germany.
- The Deutsche TV-Plattform's DVB-I Task Force is working on an implementation profile.

New DVB-I features

Emerging DVB-I features and other implementations.

DVB-I over 5G

In the framework of the 5G-MAG Reference Tools project, several partners have developed a prototype implementation of DVB-I over 5G, with the reception of a 5G Broadcast service demonstrated on two 5G smartphones. This builds on the work of the Joint Task Force between DVB and 5G-MAG.

Advanced DVB-I features

DTG Testing is showcasing a hybrid channel list with implementation of the latest DVB-I spec additions including accessibility signalling and service prominence.

DVB-I with AVS3 codecs

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

The TV sets with native DVB-I support used on the DVB booth were made by Vestel and are commercially available.

DVB-I elsewhere at IBC2024

EBU (10.D21)

In the context of the German DVB-I Pilot, WDR and bmt present prominence for regional programmes; ZDF presents an intuitive user journey between live and on-demand content.

RTÉ presents the new DVB-I PoC for Ireland's Saorview FTA platform.

Spanish broadcaster 3Cat shows how DVB-I and HbbTV combine for more accessible and engaging services.

Eutelsat (1.C41)

Showcasing Sat.tv Connect, extending the reach of the existing free-to-air Sat.tv service to new generations of connected TV sets with integrated satellite tuners. DVB-I is used to enable unified, seamless content discovery, delivering enriched EPGs that enhance the customer experience. Also showing DVB-I in combination with DVB-NIP for next-gen DTH: a multiscreen, multi-room experience.

Inverto (1.A47)

A demonstration of its Q-Stream home gateway for DVB Native IP services, including discovery of DVB-I service lists as well as decoding and displaying DVB-I content guides.

Kineton (1.C37f)

Showing the central service list registry (CSR) used for the Italian DVB-I Commercial Trial along with the test environment used to validate the devices participating in the trial.

Barrowa (1.B10)

Solutions for EPG, PSI/SI, DVB-I Service Guide and HbbTV with real-time, seamless integration into linear broadcast and OTT platforms.

DTVKit(1.D29)

USB-based Secure Service Key system incorporating DVB-CI-Plus, HbbTV and DVB-I, launched in collaboration with Twise and the Service List Registry.

Fincons (5.C10)

Latest developments in the Italian DVB-I Commercial Trial and proof of concept, including DVB Targeted Advertising and subtitle signalling.

Sofia Digital (1.D98)

DVB-I based clients for Android; next-gen audio over DVB-I with Dolby; 5G Broadcast reception with DVB-I client; Android TV hybrid app; DVB-I service manager; latest version of the DVB-I reference client and tools.

What is DVB-I?



In simple terms, it is an **internet-centric** mechanism to signal and discover television services, whether **delivered over broadband or broadcast**. As a result, those services are presented in a unified manner on any connected device – from TV sets to personal consumer devices.

For broadcasters, in particular, DVB-I enables the creation of a next-generation free-to-air experience, including a network-agnostic programme guide that can help transition linear-centric viewers into streaming (whether in IP-only homes or during broadcast switch-offs). Streaming can be used for channel-level innovation like UHD, next-gen audio, pop-up and thematic channels, etc.

Broadcasters can thus adopt a flexible and hybrid use of the most appropriate delivery network based, for example, on the popularity of services or the population density of the targeted areas.

Learn more at dvb-i.tv

DVB-I live at IBC2024



Scan the QR code or visit dvb-i.tv/ibc2024 to access a web-based DVB-I player, from OnScreen Publishing, with channels provided by DVB Members.

