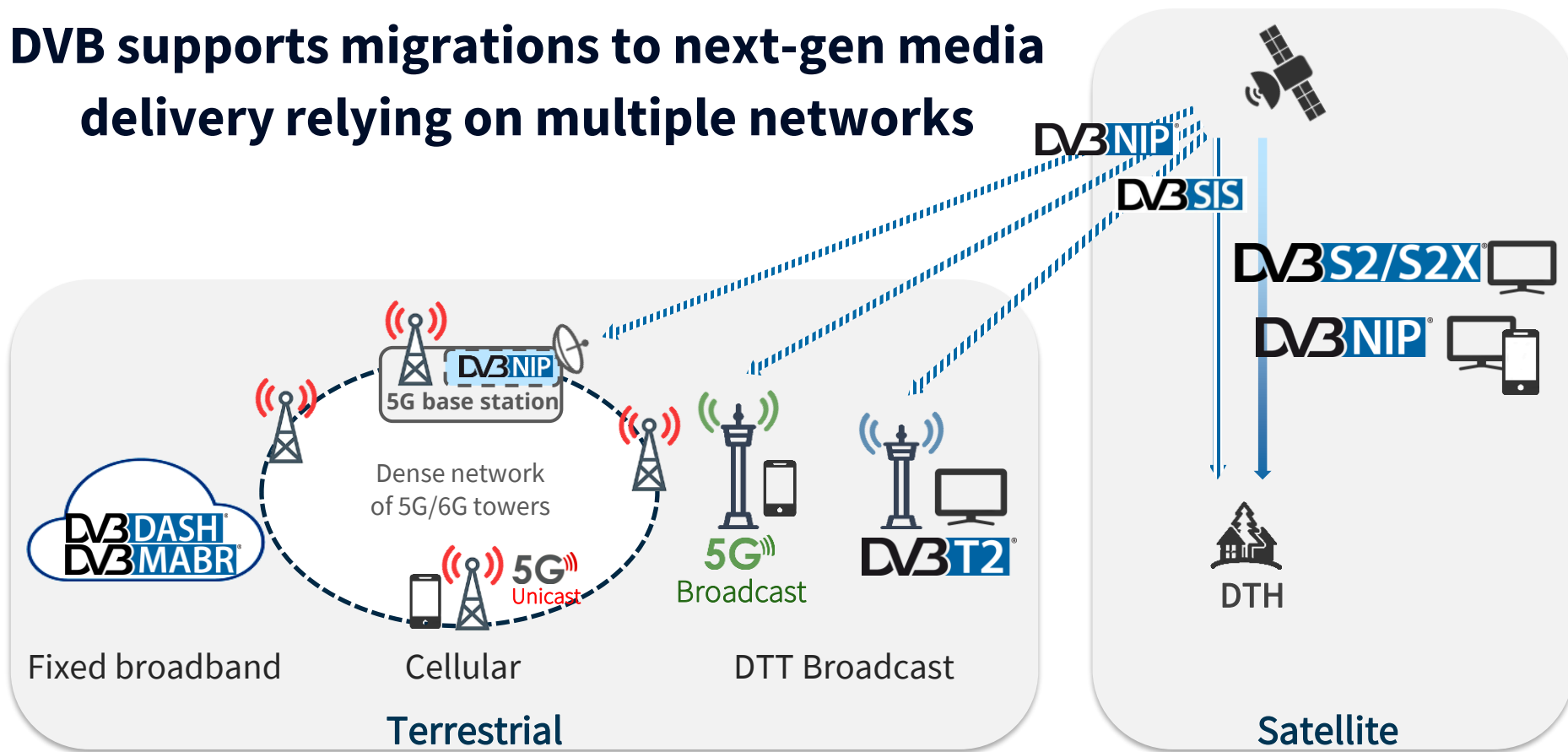
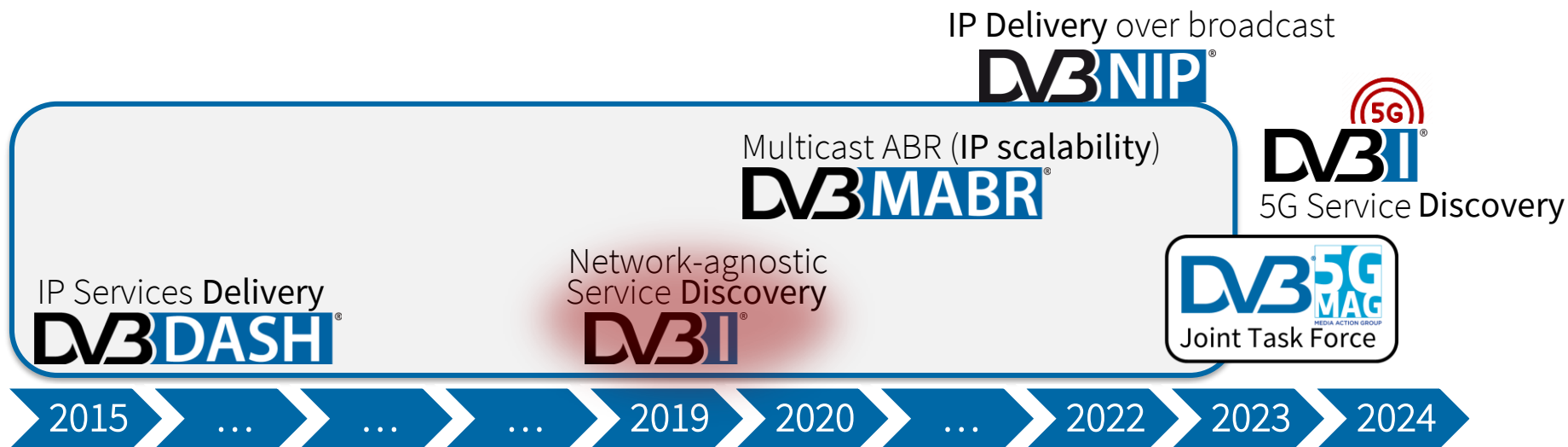


DVB supports migrations to next-gen media delivery relying on multiple networks



See slides from Session 2: *How DVB bridges broadcast & broadband for standards-based next-gen media delivery*

Building the right tools for broadcast-broadband convergence



DVB-I in sight worldwide



DVB-I trials in Germany and Italy (background information)



Mediaset Proof of Concept (PoC)

- Started in early 2020
- Aiming to implement the new DVB-I specifications
- PoC phase 2: runs in parallel of the market trial for testing new use cases and new participants

German Pilot

- Phase 1 with PoC; from IBC2022: 21 participants, 71 services
- Phase 2: consolidation of requirements for possible market launch

The Common Profile

- IBC 2022: shared understanding that most of the goals and issues were common.
- Decided to start a collaboration to create a “Common Profile” for the TV behavior.
- These requirements were implemented and tested in both German Pilot and Mediaset PoC

Open market trial in Italy: three main goals



- ❑ Test the end-to-end DVB-I chain in a real environment, where end **users can buy a TV with native DVB-I** integration off the shelf
- ❑ Provide other entities with an opportunity to join
- ❑ Demonstrate to AGCOM (the Italian regulator) that
 - ✓ DVB-I does not infringe the well-established broadcasting ecosystem
 - ✓ DVB-I allows end users to access to broadband content with the same UI/UX as for broadcast



The overall goal of AGCOM is to **create a sustainable ecosystem where different networks can coexist**



VESTEL & DVB-I

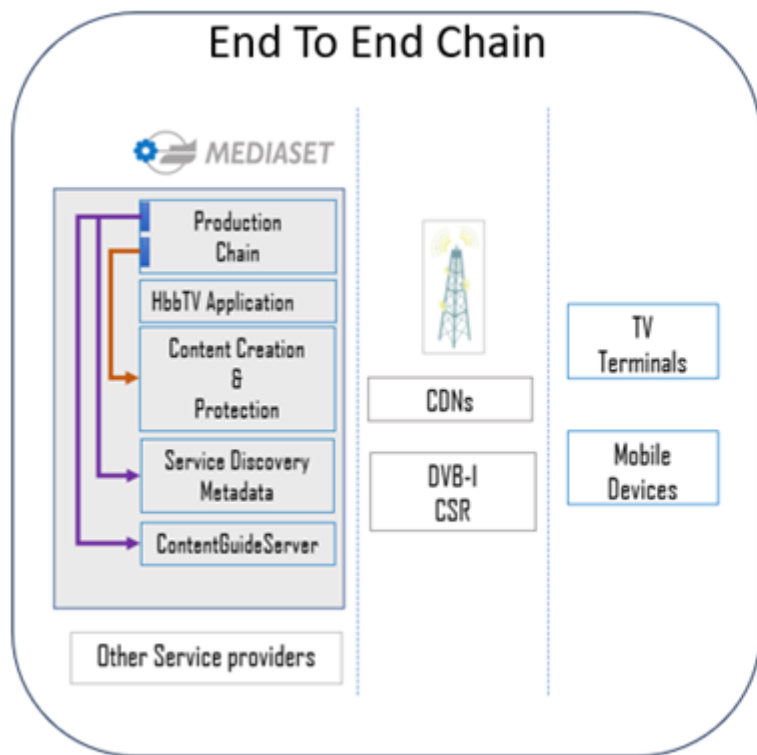
Vestel is proud to announce it will make available in Italy the first Smart TV compatible with the new pan European DVB-I standard allowing Italian broadcasters to test on the market their new Smart TV offering. The Italian Market Trial of this new transmi

<https://vestelinternational.com/en/media/news/vestel-dvb-i>

DVB-I trial setting the conditions for UHD Book 2.1



UHD Book 2.1 is available online at [Documenti – HD Forum Italia](#)



DVB-I pilot in Germany



- Phase 1 of the pilot was a cooperation from broadcasters, SW vendors and TV manufacturers to:
 - ✓ Develop a common understanding of DVB-I functionalities
 - ✓ Show technical cooperation between public & private broadcasters
 - ✓ Pave the way for a future launch of DVB-I Services in Germany, etc.
- Phase 2 started in September 2023 to consolidate outstanding points for a possible market launch



DVB-I Pilot Germany

Report Phase 1 (Sept. 2022)

Version: May 2023



Final report on Phase 1:
[English \(PDF\)](#)

Road to German market for DVB-I



Standardisation

German Pilot Phase 1

- Development of a common and standardised future scenario
- Demonstration of the potential of DVB-I
- Demonstration of a vision for a national market scenario



German Pilot Phase 2

- Development of a German infrastructure
- Development of a service list aggregator
- Basics for the work on a implementation profile
- Integration of network tuning parameters, regionalisation, models for sign-in/DRM, accessibility and IT security issues
- Content Guide features



DEUTSCHE
TV-PLATTFORM

TF DVB-I (Implementation Profile)

- Agreement on DVB-I spec. release / HbbTV version
- DVB-C/-T2 integration
- CI+/Sign-in
- Pop-up/Event channels
- Accessibility options
- Regionalisation by postcode
- Content Guide features
- etc.

die
medienanstalten



Round Table (Business & Regulatory Preparation)

- Agreement to prepare the regular operation
- Clarification about regulatory issues
- Approval of the engagement of a project office (pending financial clarification)

Market
Launch
&
Operation

Operational
Entity

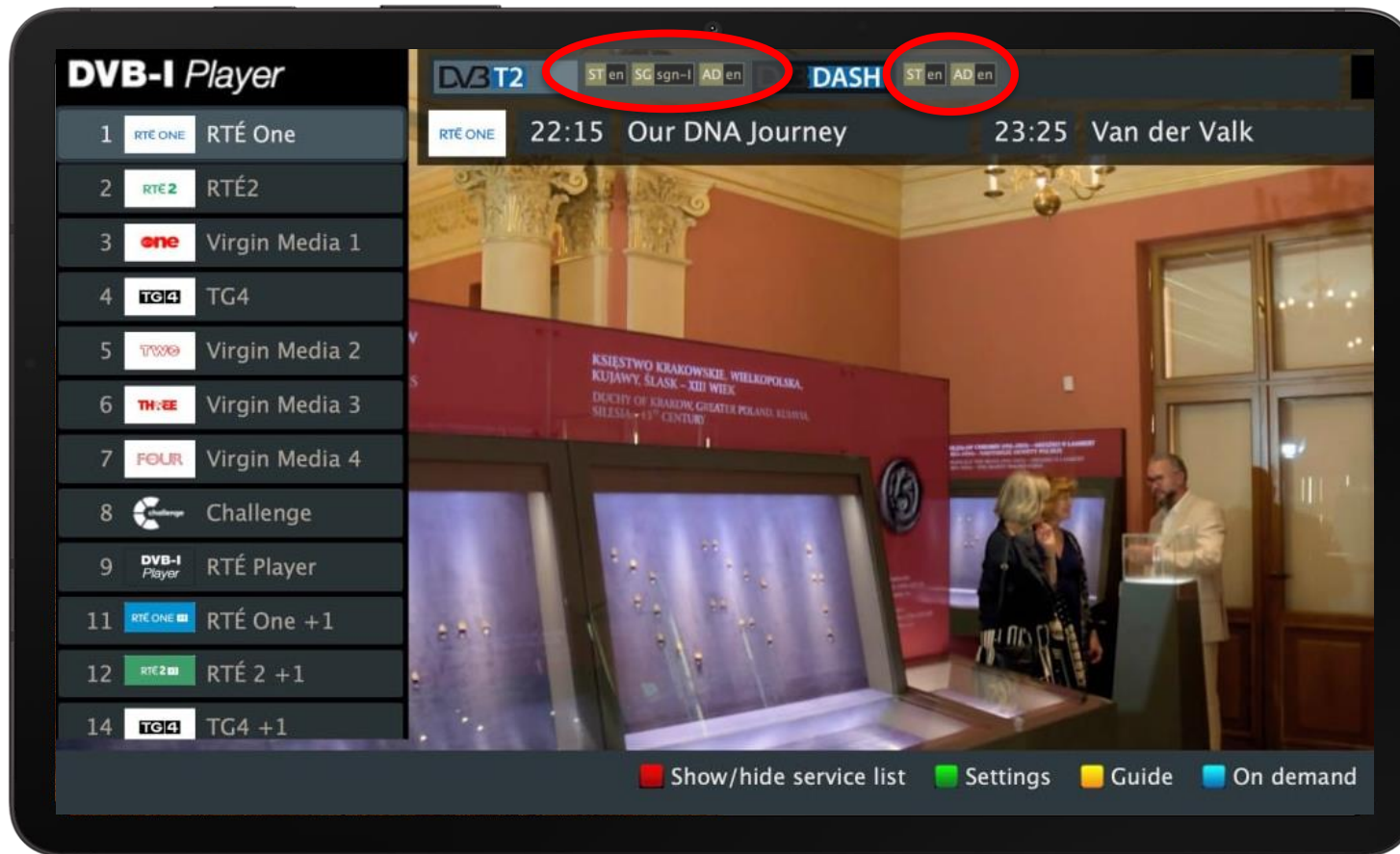
DVB-I Proof of Concept in Ireland



- Saorview is the national DTT platform in Ireland, owned and managed by the public broadcaster RTÉ
- RTÉ is investigating the creation of a **next-generation hybrid platform**



New DVB-I features tested in Ireland

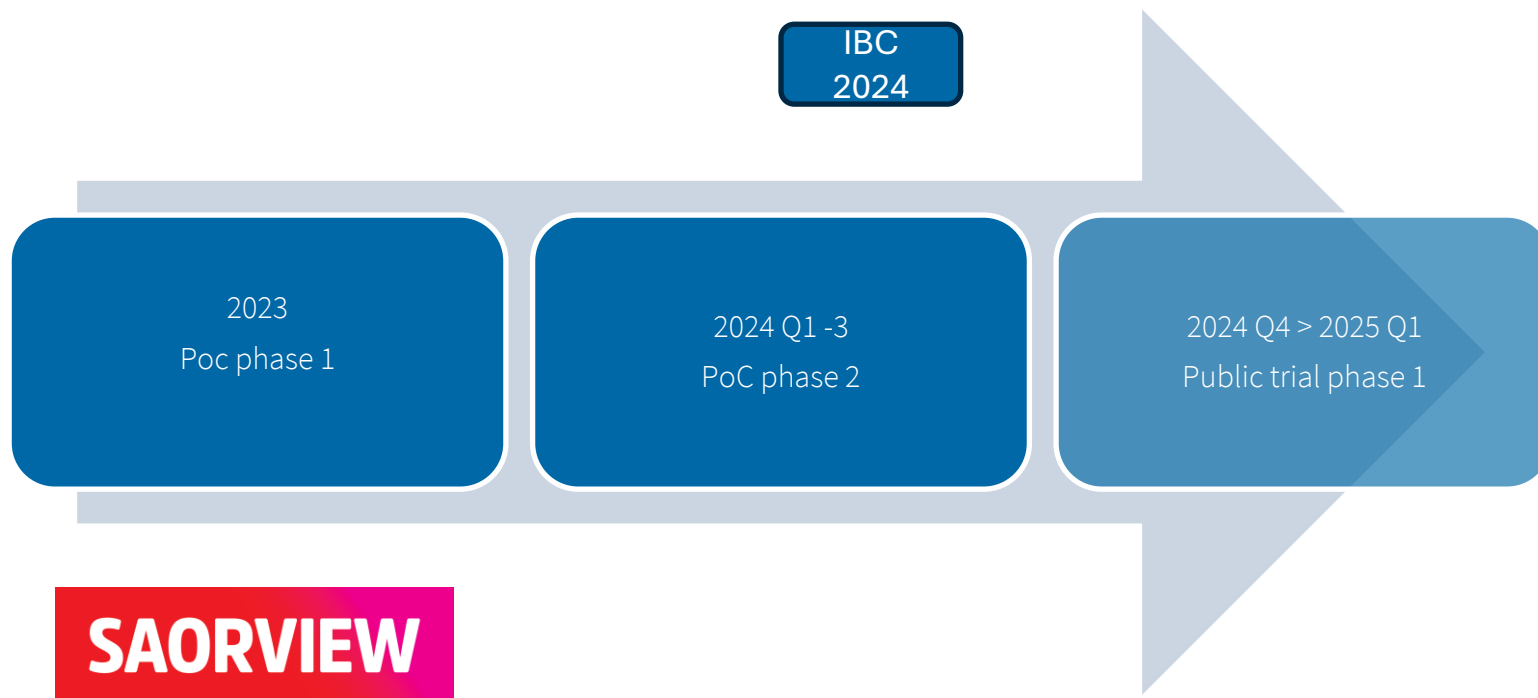


- Accessibility services signalled within the service list

- Deep-linking from the EPG for catch-up, box sets

- Service prominence

Next steps for DVB-I in Ireland

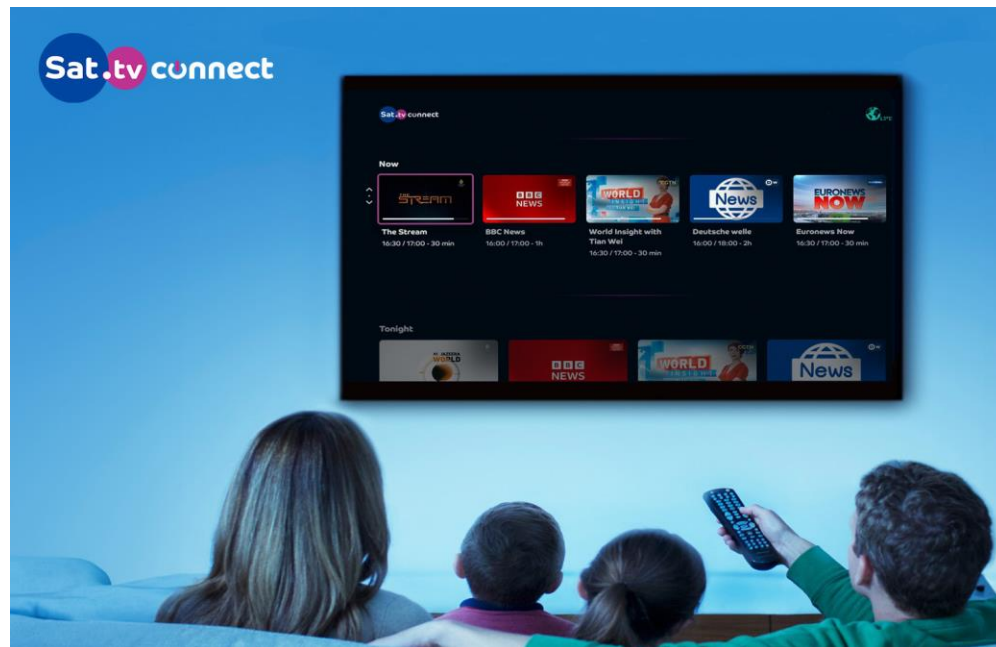


New EUTELSAT service launched at IBC, based on DVB-I



- ❑ *Sat.tv Connect* is the new Eutelsat's free-to-air DTH satellite service, **extending the reach** to new generations of connected TV sets with satellite tuners.

- ❑ It uses DVB-I to enable unified, **seamless content discovery**, and for delivering **enriched EPGs** that enhance the customer experience.

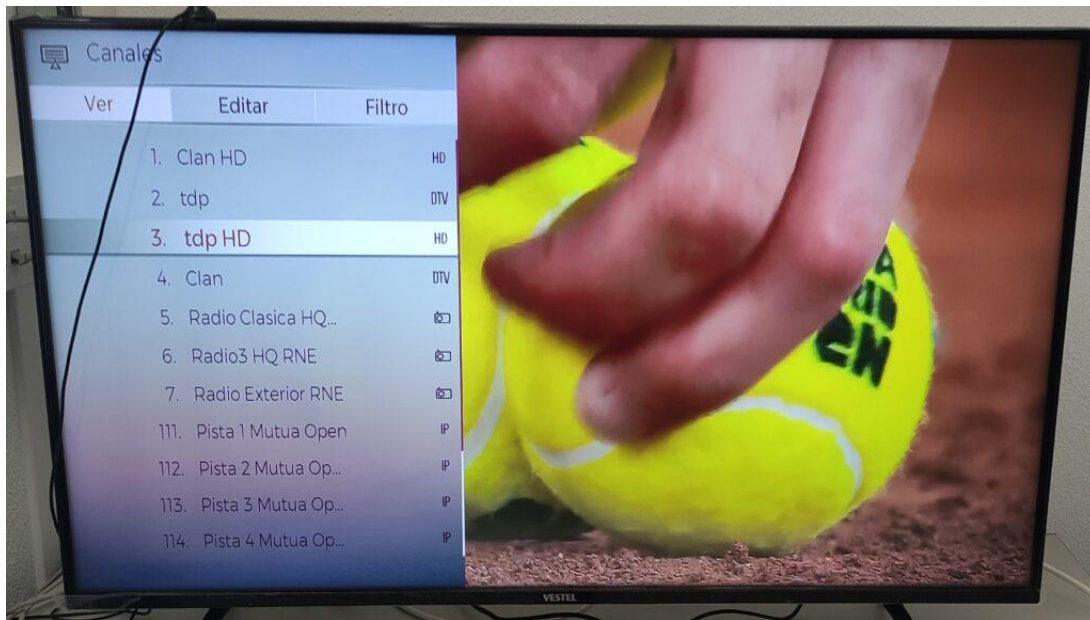


- ❑ It aggregates services lists containing the technical parameters of thousands of free-to-air services available on Eutelsat's satellite positions, enabling **direct zapping**.

Spanish DVB-I pilot just launched by RTVE



- ❑ The pilot aims at conducting a series of tests to assess DVB-I suitability as a **strategic tool** to strengthen the positioning of the Spanish public and licensed media service providers.
- ❑ The hope is that DVB-I will help to **improve the prominence** of their services.
- ❑ A fundamental aspect is to preserve the current Digital DTT model that ensures universal access to free TV content from public and licensed services.



- ❑ The pilot will also explore new consumption models and **complementary offerings** that are essential today for competing with global media and platforms.

Questions?

Come and talk to us!



DVB is an industry-led consortium of the world's leading media & technology companies designing open technical specifications for digital media delivery.

