

DVB-I & TARGETED ADVERTISING: FUTURE OF THE BROADCAST

MARCH 2025

ABU DBS, MALAYSIA



THE END OF BROADCAST?

...BUT WHEN? AND HOW?

WHAT HAPPENED?

WHAT KILLED THE BROADCAST?

- Pay-tv
 - Content available from Internet and on-demand sources
 - Piracy problems
- TV Advertisement
 - Advertisers went to Tiktok, Facebook and Youtube
 - Solution that offer targeting and real-time reporting
- Smart Devices and Internet are everywhere
 - Everything available “as application”
- If I just like to watch TV - do I really need an application?
 - And not only one application but many different applications
- Channel numbering is gone? What about TV1, TV2, TV3,?

Live TV – does it exists ?

- Only live sports content is interesting
- High cost of sport content rights cost kills the business case
- Does people want to watch live or on-demand?

SOLUTIONS?

ALTERNATIVE TO BROADCAST?

- TV Manufacturers
 - Launched their own FAST channels
 - IP channels mixing into broadcast channels
 - Samsung + LG + TitanOS, etc.
- Broadcasters launch their own OTT TV Apps
 - TV based viewing transforms App based viewing
- New gatekeepers are the “App stores”
 - Almost all tv content is available as an application
 - BUT how to make your own application easy to find?
 - Are there anymore free slots in TV home-screen?
 - Global streaming apps populate most of top 10 positions

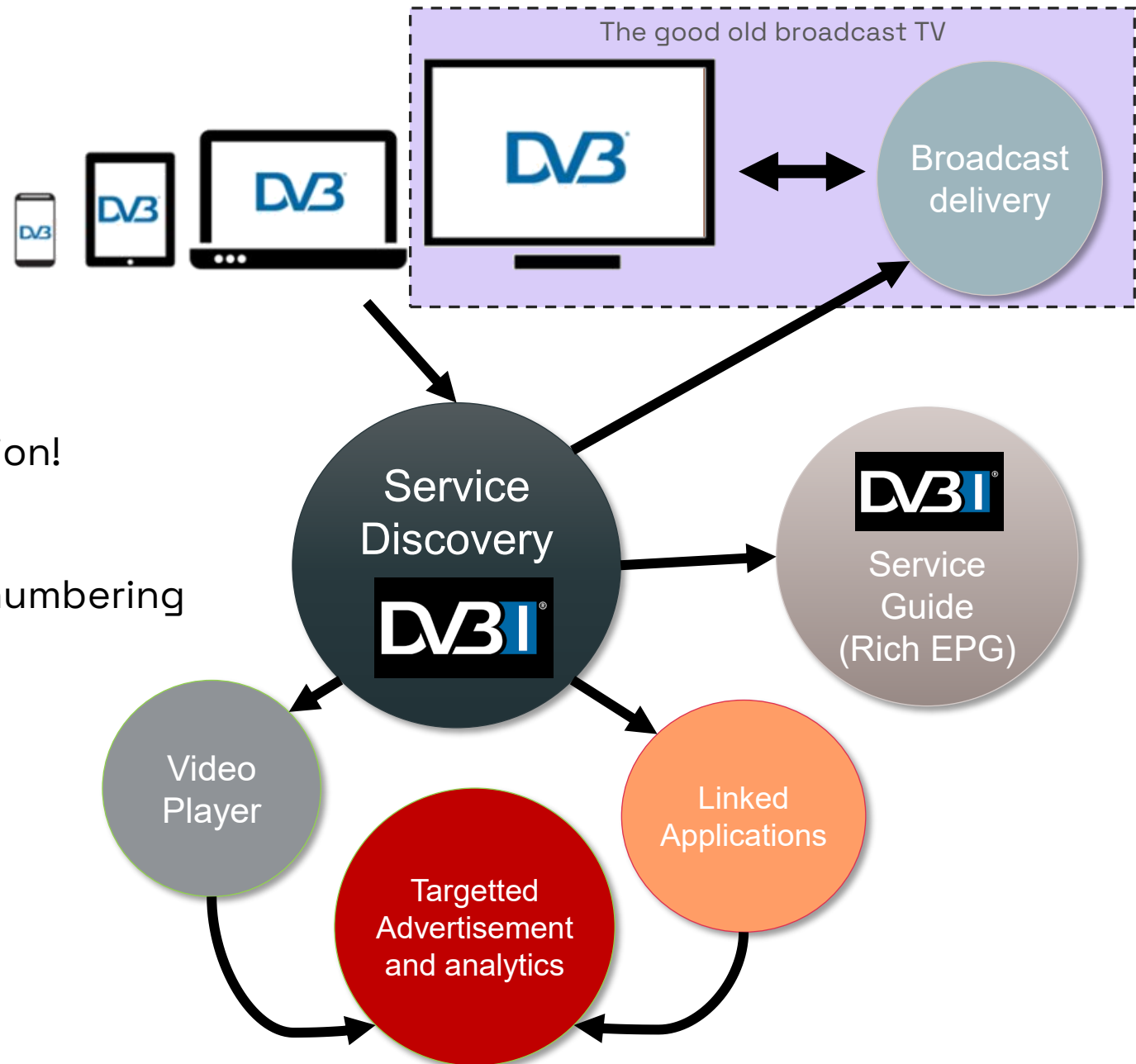


Is DVB-I solution, and offering all this?

- No “gatekeeping”
- Open standard
- Can be regulated locally

DVB-I STANDARD

- **Available in all Connected Devices**
 - TV, mobiles, PC, Tablets, etc.
 - Just need to have Internet connection!
- **List of TV services**
 - Service list discovery with channel numbering
 - National and regional channel lists
- **Programming information**
 - Service Guide (EPG)
 - LIVE and on-demand programs
- **Monetization with linked apps**
 - Advertising and analytics

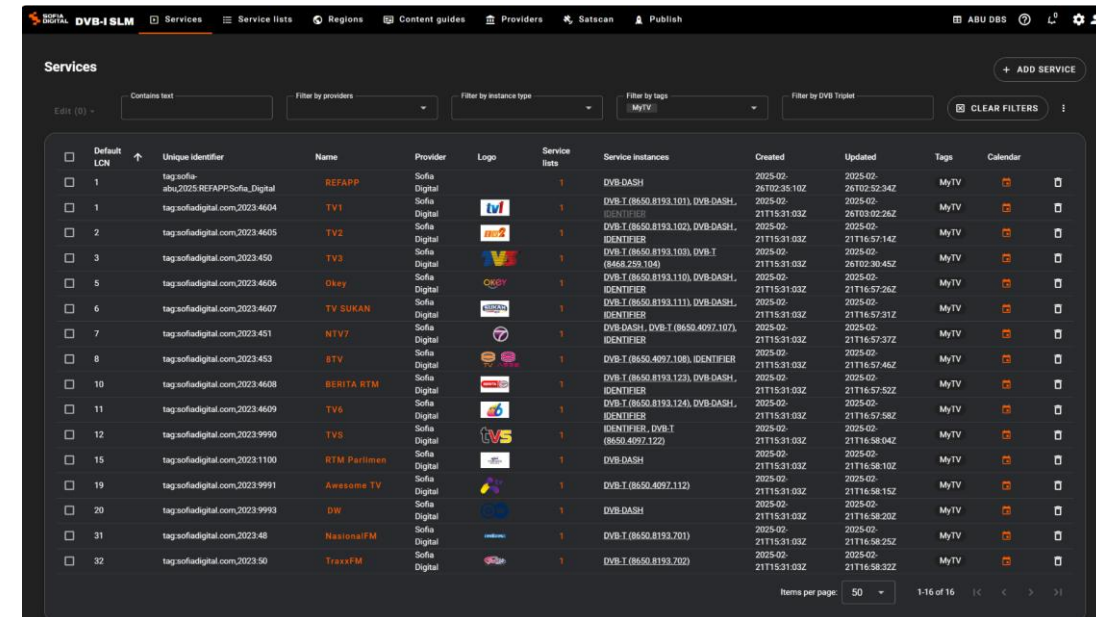


DVB-I CASE EXAMPLES

- DVB-I deployments
 - Public trials: Germany and Italy
 - Sat.tv connect regular service at EMEA region
 - New trials at Spain and Ireland
- DVB-I reception methods currently available
 - Multiple native implementations (in TV Sets)
 - Software Applications based clients
 - Hybrid DVB-RF + OTT reception

DVB-I DEMO AT ABU DBS – DVB WORKSHOP !

- Running on local retail TV model (Philips TV) and Mobile Phone
- Integrated local channel list
- with support for advertisement and audience measurement
- TV Receiver cost, February 2025: **800 RM** (below 200 USD)

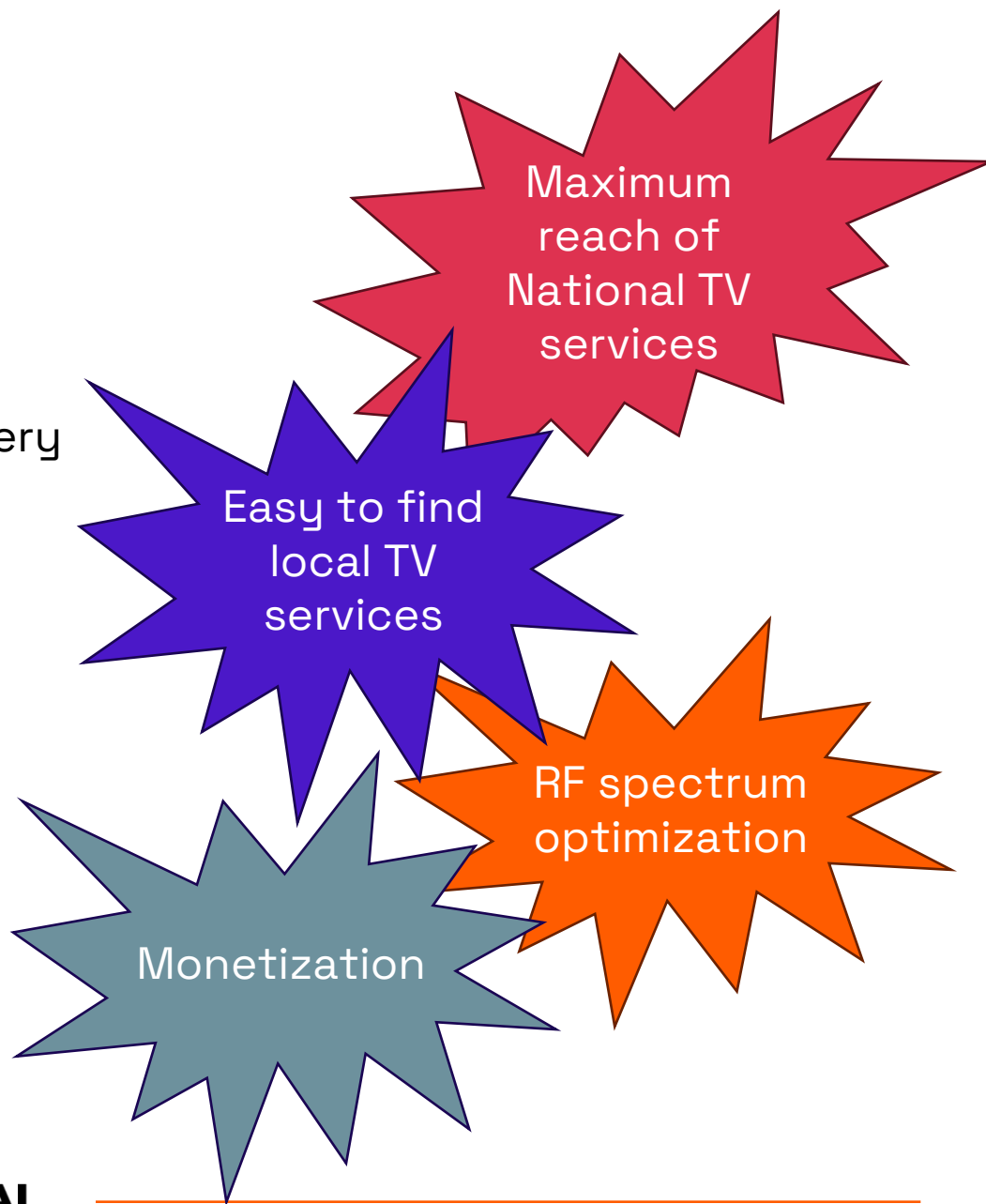


The screenshot displays the SOFIADIGITAL DVB-I SLM interface. The top navigation bar includes links for Services, Service lists, Regions, Content guides, Providers, Satscan, and Publish. The main section is titled 'Services' and features a table with columns: Default LCN, Unique identifier, Name, Provider, Logo, Service lists, Service instances, Created, Updated, Tags, and Calendar. The table lists various services such as REFAPP, TV1, TV2, TV3, Okey, TV SUKAN, NTV7, RTV, BERITA RTM, TV6, TV8, RTM Parlimen, Awesome TV, DW, Nasional FM, and Traxx FM. Each service entry includes a checkbox, a unique identifier, a name, a provider (Sofia), a logo, a service list, service instances, and creation/updated dates. The interface also includes search filters and a 'CLEAR FILTERS' button.

Default LCN	Unique identifier	Name	Provider	Logo	Service lists	Service instances	Created	Updated	Tags	Calendar
1	tag.sofia-abu2025-REFAPP1Sofia_Digital	REFAPP	Sofia		1	DVB-DASH	2025-02-26T02:35:10Z	2025-02-26T02:35:10Z	MyTV	
1	tag.sofiadigital.com,2023-4604	TV1	Digital		1	DVB-T (0650.8193.101), DVB-DASH, IDENTIFIER	2025-02-21T15:31:03Z	2025-02-26T03:02:26Z	MyTV	
2	tag.sofiadigital.com,2023-4605	TV2	Digital		1	DVB-T (0650.8193.102), DVB-DASH, IDENTIFIER	2025-02-21T15:31:03Z	2025-02-21T16:57:14Z	MyTV	
3	tag.sofiadigital.com,2023-450	TV3	Digital		1	DVB-T (0650.8193.103), DVB-T (0650.225.104)	2025-02-21T15:31:03Z	2025-02-26T02:30:45Z	MyTV	
5	tag.sofiadigital.com,2023-4606	Okey	Sofia		1	DVB-T (0650.8193.110), DVB-DASH, IDENTIFIER	2025-02-21T15:31:03Z	2025-02-21T16:57:26Z	MyTV	
6	tag.sofiadigital.com,2023-4607	TV SUKAN	Sofia		1	DVB-T (0650.8193.111), DVB-DASH, IDENTIFIER	2025-02-21T15:31:03Z	2025-02-21T16:57:31Z	MyTV	
7	tag.sofiadigital.com,2023-451	NTV7	Digital		1	DVB-DASH, DVB-T (0650.4027.107), IDENTIFIER	2025-02-21T15:31:03Z	2025-02-21T16:57:37Z	MyTV	
8	tag.sofiadigital.com,2023-453	RTV	Digital		1	DVB-T (0650.4027.108), IDENTIFIER	2025-02-21T15:31:03Z	2025-02-21T16:57:46Z	MyTV	
10	tag.sofiadigital.com,2023-4608	BERITA RTM	Digital		1	DVB-T (0650.8193.120), DVB-DASH, IDENTIFIER	2025-02-21T15:31:03Z	2025-02-21T16:57:52Z	MyTV	
11	tag.sofiadigital.com,2023-4609	TV6	Digital		1	DVB-T (0650.8193.124), DVB-DASH, IDENTIFIER	2025-02-21T15:31:03Z	2025-02-21T16:57:58Z	MyTV	
12	tag.sofiadigital.com,2023-9990	TV8	Sofia		1	IDENTIFIER, DVB-T (0650.4027.122)	2025-02-21T15:31:03Z	2025-02-21T16:58:04Z	MyTV	
15	tag.sofiadigital.com,2023-1100	RTM Parlimen	Digital		1	DVB-DASH	2025-02-21T15:31:03Z	2025-02-21T16:58:10Z	MyTV	
19	tag.sofiadigital.com,2023-9991	Awsome TV	Sofia		1	DVB-T (0650.4027.112)	2025-02-21T15:31:03Z	2025-02-21T16:58:15Z	MyTV	
20	tag.sofiadigital.com,2023-9993	DW	Digital		1	DVB-DASH	2025-02-21T15:31:03Z	2025-02-21T16:58:20Z	MyTV	
31	tag.sofiadigital.com,2023-48	Nasional FM	Sofia		1	DVB-T (0650.8193.701)	2025-02-21T15:31:03Z	2025-02-21T16:58:25Z	MyTV	
32	tag.sofiadigital.com,2023-50	Traxx FM	Sofia		1	DVB-T (0650.8193.702)	2025-02-21T15:31:03Z	2025-02-21T16:58:32Z	MyTV	

CASE SCENARIO: WHY DVB-I ?

- **Maintain the National Channel list**
 - Publicly valuable local media services
 - Media service prominence status and easy discovery
 - Qualified Service List Operator
- **Expansion of TV Reception reach**
 - Use millions of existing TV sets as “DVB-I receiver”
- **Extension of application based viewing**
 - DVB-I can be also part of TV set native feature
- **Technical Codes and Receiver Certification**
 - i.e. MTSFB and SIRIM
 - To make use compatible receivers will be available



Maximum reach of National TV services

Easy to find local TV services

RF spectrum optimization

Monetization

DVB-I AND 5G BROADCAST

■ User experience and UI is important (DVB-I + 5G app)

- Same channel lineup in DVB-S/T, DVB-NIP, OTT and 5G
- Unified Channel lists and EPG data
- Seamless network switching and network optimization
- Customized User Interfaces and Apps

■ Regulation aspects

- Regulatory landscape of DVB-I is ahead of 5G broadcast
- “National channel lists” in all TV services: OTT, DVB and also 5G
- Regulation to encourage the monetization in all TV networks

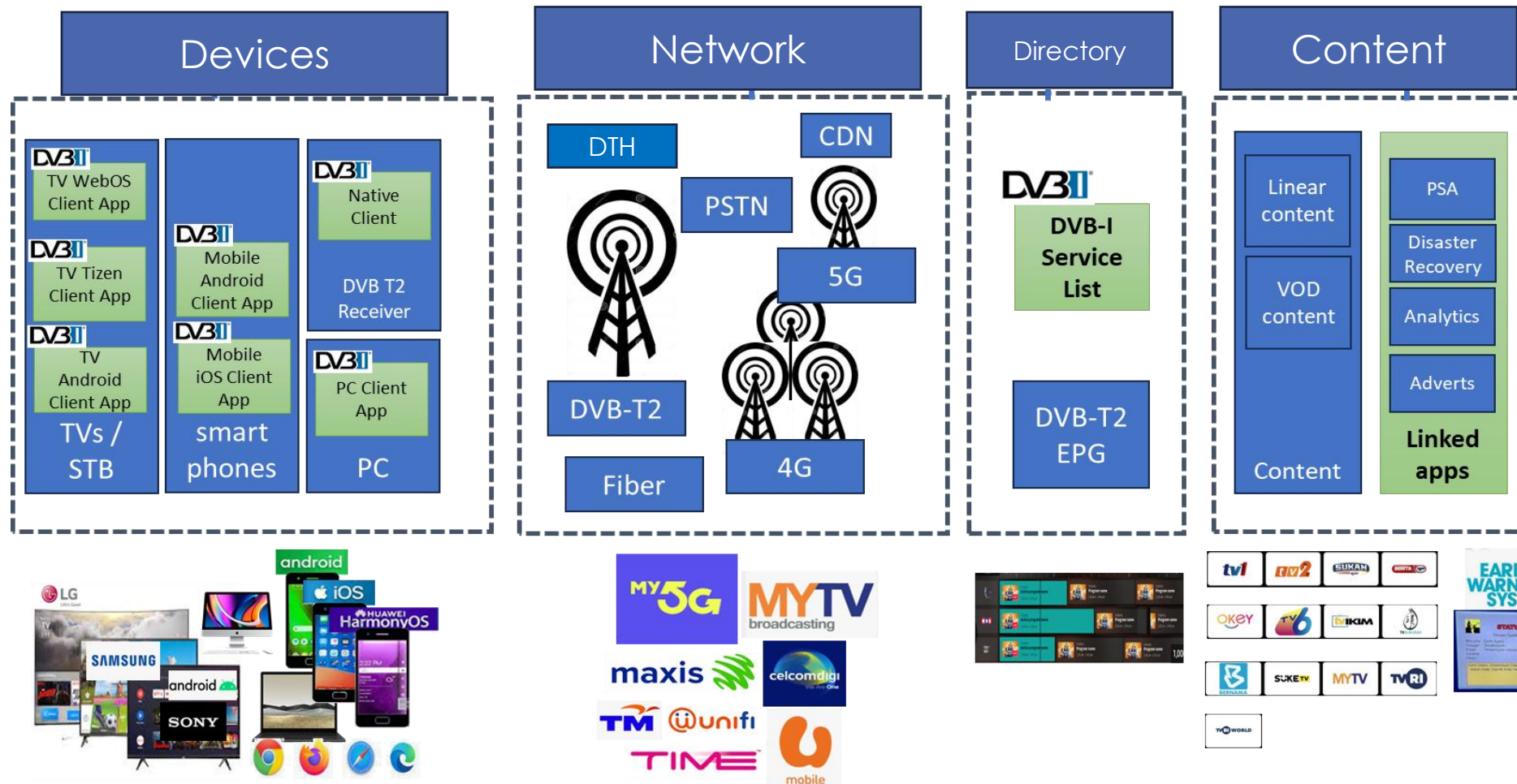
■ DVB-I offers added value services

- Full TV-Guide with “catch-up” of TV programs
- Service prominence status management
- Regional services and channel numbering
- Linked services, applications, accessibility
 - Service substitution, black-out management, e-commerce



MTSFB IPTV & OTT Sub-Working Group (1/2023 meeting) : Components of DVB-I

What are the physical components to deploy DVB-I. Where does it fit?



CONTACT US



MIKA KANERVA

- COO, Executive Vice President
- mika.kanerva@sofiadigital.com

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