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# DVB-I for satellite operators Unlocking New Opportunities!







Ralph Edeine
Head of Engineering and Technical Solutions
Chairman of the DVB-HB CM

# Facing the evolution of video service consumption

### Satellite strenghts



- Wide Coverage
- Thousands of TV/Radios channels
- Large audience

### New usages



- OTT interface as reference
- Best experience to consume linear services and contents

### Our challenge



- Standardise solutions
- Improve service discoverability
- Enhance the user experience

# Why DVB-I for satellite broadcasting networks?

- Standardise the service discovery
- Simplify the installation (connected & disconnected)
  - Enrich the user experience
- Prepare hybrid and open ecosystem (FTA, Free To View, Pay TV)

#### Before DVB-I

- DVB-SI: NIT/BAT tables for service lists (bouquet operators)
- No generic functions for standardised LCN, regionalisation, priorisation
- Proprietary solution for managing service lists or providing enriched information based on private descriptors.
- Proprietary implementation on enduser devices (STB, IDTV)
- EIT tables to provide basic program metadata



#### With DVB-I

- CSR to expose service lists to DVB-I client via internet or over-the-air
- Generic functions to manage LCN, regionalisation, priorisation, hybridation
- Full XML files to generate services lists with extra features to enrich user experience
- Standard implementation on any device, any network
- TV anytime format to provide enriched metadata information

### SES and EUTELSAT active contributors to DVB-I



Active contributors to the DVB-I standard

→ "common service layer for various networks"



Satellite use cases part of the DVB-I standard

- → Direct tuning parameters in DVB-I service list no more tuner scan
- → Broadcast DVB-I service list entry point CSR in the sky



DVB-HB & DVB-NIP reuse DVB-I core (DVB-I Client, service list discovery, TV anytime...)

## DVB-I over satellite in action

#### Sat.tv Connect on IDTVs:

- Native DVB-I Client
- Multiple service list selection per satellite position
- Direct tuning parameters in DVB-I Service list
- Online CSR
- Enriched EPG via TV anytime
- HbbTV application for analytics and personalized EPG

**VIDEO** 

## DVB-I over satellite in action

#### SES implementation on STBs:

- Native DVB-I Client
- Multiple service list selection per satellite position
- Regionalisation
- Direct tuning parameters in DVB-I Service list
- No internet connection needed
- DVB-I entry point "over-the-air"

**VIDEO** 

## Satellite Operators Implementation Guidelines

- Joint SES and EUTELSAT specification for the distribution of DVB-I Service Lists over the air without internet connection
- Fully in-line with the latest version of the DVB-I specification

READY TO BE IMPLEMENTED AND ROLLED OUT!



## Complete implementation guidelines for the satellite receiver

- Signaling of DVB-I Service Lists available via satellite (NIT/BAT)
- DVB-I Service List Entry Point Document
- DSM-CC Carousel Declaration
- DSM-CC Broadcast of DVB-I Documents (XML file structure)
- DVB-I Related Material provided via DSM-CC
- Recommendations regarding the User Journey

**CONTACTS:** 

Tom.Christophory@ses.com

ralph.edeine@eutelsat.net



# DVB-I for satellite operators





Q&A Thank you!