



DVB WORLD 2025

What happened next?

DVB Webinar • 12 November 2024, 14:00 CET



Eoghan O'Sullivan



The background of the entire image is a collage of various photographs from a conference. It shows people in different settings: some are seated in rows, others are in small group discussions, and some are standing. The photos are in grayscale and have a dark, semi-transparent overlay. The text and logo are placed on bright yellow rectangular blocks that stand out against this background.

DVB[®] WORLD 2026

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(10% discount to companies signing up before 15 December 2025)



	WIEN	VERSAILLES	DANZIG	HELSINKI	DUBROVNIK	SANTORINI
			UPSTAIRS	UPSTAIRS	UPSTAIRS	UPSTAIRS
10:15-11:15	Breaking Silos, Resolving Incompatible Blocks (with greater SDO collaboration) Enikő	DRM - REVIEW THE USE CASES RAS	DVB-I - the opportunity for (smaller?) platform/operators Christian C. Ralph	Making DVB (More) Developer friendly (inc DVB-I) MATTHEW HUNTINGTON	Efficiency Enikő	
11:15-11:30	EXHIBITION • COFFEE • NETWORKING					
11:30-12:30	PRIVACY AND GDPR for DVB-I DANIEL BIENN	How DVB CAN HELP MANUFACTURE (CHINA) TO PRODUCE DVB-I Devices NING LIANG	Content Protection for Professional/B2B Distribution Patrick Lottio	Time To Let Go of Broadcast - Needs for a new on-line world for TV Infrastructure, Partnership	Volumetric Media and Haptics Ralf S.	DVB IP delivery architecture and blocks mapping to DVB specs Rafael
12:30-13:30	EXHIBITION • LUNCH • NETWORKING					
13:30-14:30	CAN YOU HELP? DVB-I TRIALS IN CHINA ELFENHÄUTLE	What... IF... Thomas	What are the challenges to get to DVB-I? distribution? Vincent G.	DVB IS STILL THE BETTER SATELLITE BROADBAND STANDARD AND NOW WE NEED TO SHOUT ABOUT IT - DAVID PELOU	DVB-I IT'S ALL ABOUT THE DATA Gordon M.	Improving DVB OPEN SOURCE, TEST STREAMS, ... SON PIEZING
14:30-14:45	EXHIBITION • COFFEE • NETWORKING					
14:45-15:45	New DVB work items for the satellite industry? - Roadlinks for LEO - Implementation guide for VEESE	DVB-I for ON-DEMAND - LESSONS LEARNED FROM DVB-I TRIALS + PILOTS Jim Higgins	Future of DVB-DASH 6th Ed, DASH- HLS, SMAI SON PIEZING	DVB-I NEW USE CASES Elfed.	MASTERCLASS PUBLIC SPEAKING ANDY WALTEMSPER	
15:45-16:00	EXHIBITION • COFFEE • NETWORKING					
16:00	CLOSING CIRCLE • DVB FELLOWSHIP PRESENTATION • FAREWELL APERITIF					

HIGHLIGHTS



Creation of the DVB-I Implementers Task Force

Development of a technical architecture for DVB streaming

Community support for DVB-I trial in China

Completion of a proof-of-concept for a DRM encrypted stream in DVB-I

Communication activities around DVB's NGSO specifications

Valuable input for DVB's ongoing strategy development

Breaking silos, building (interoperable) blocks with greater SDO collaboration

Session goals:

- *Identify SDOs and topics that would benefit from enhanced collaboration*
- *Generate actionable steps to move toward a scalable ecosystem based on interoperable components*
- *Explore whether and how DVB can facilitate stronger connections with other SDOs*

Proposed by:

Emily Dubs (DVB)

What happened next?

- *Follow-up call to create an architecture based on commercial deployments (identifying which vendors cover which aspects)*
- *Work has started to agree on a common terminology and reference distribution architecture that includes all existing blocks/functions and interfaces to facilitate interoperability*
- *Technical architecture developed by TM-STREAM (see next slide)*
- *Still need to discuss which and how other SDOs will be approached*



DVB IP delivery: architecture and blocks mapping to DVB specs

Session goals:

- *Define and document DVB IP streaming architecture including links to useful DVB specifications*

Proposed by:

Rufael Mekuria (Huawei)

What happened next?

- *TM-STREAM developed a technical architecture and reference to the relevant specifications*
- *Also discussed in DASH-IF (SVTA) with positive feedback*
- *TM-STREAM0272 has been shared with other working groups and is likely to be published as a DVB BlueBook in early 2026*



Privacy and GDPR for DVB-I

Session goals:

- *Discuss how to achieve GDPR compliance when using a common content guide for DVB-I*

What happened next?

- *Discussions with receiver manufacturers showed that, for devices introduced in 2026, only support A177r6 could be achieved.*
- *Thus, the minimum requirement in the German implementation profile is A177r6 for the 2026 generation of devices and most probably A177r7 will be used for the upcoming generation.*
- *A177r6 can only be used to show general information to the user at activation of DVB-I. To provide acceptable data privacy, access to content guide servers will be realized through proxy servers.*



Can you help? DVB-I trials in China

Proposed by:

Elfed Howells

Session goals:

- *Help China to launch a DVB-I Trial*

What happened next?

- *A series of monthly calls was established, with strong participation from members with DVB-I experience*
- *The group has been stepping through a 16-step checklist to cover the elements needed to work towards a DVB-I trial*



New use cases for DVB-I

Session goals:

- *Can DVB-I be used for non-OTT use cases?*
 - *High-Quality Content Delivery for professional use for backhaus (Olympics, Eurovision).*
 - *DVB-I as an “operatorless” YouTube*
 - *DVB-I as a socially driven playlist generator*
 - *Dynamic content offer dependent on available bandwidth to e.g. a ship*
 - *Hotel channel lists using DVB-I*

What happened next?

- *Proposals brought to CM-I; on backlog for now*



How can DVB help manufacturers (in China and elsewhere) to produce DVB-I devices?

Session goals:

- *DVB-I is an ecosystem, and the whole chain needs to work together to make market deployment a success*

Proposed by:

Alan Liang (Huawei)

What happened next?

- *Need for a better definition of a hardware abstraction layer in DVB-I to facilitate a global market has been fed back to CM-I*



New DVB work items for the satellite industry

Session goals:

- *Identify new potential work items for CM-S (and actions for DVB)*

Proposed by:

Thomas Wrede (SES)

What happened next?

- *Following the discussions at DVB World, CM-S held a special session that discussed several potential new work areas*
- *None with sufficient commercial interest were identified for now*



DVB is still the better satellite broadband standard - and now we need to shout about it

Session goals:

- *Communicate the updates to DVB S2X and RCS2 and show why it is a better standard than others in the market, but show that DVB needs to promote this more widely.*

Proposed by:

David Peilow (ESA)

What happened next?

- DVB [published a white paper](#) highlighting the performance of DVB's NGSO specifications (based on simulations by Magister Technologies)
- Presentations and papers at several relevant industry events have followed, with more planned
- A further round of simulations, to fill some gaps, is ongoing



DRM - review the use cases

Proposed by:

Raj Patel (Yotta Media)

Session goals:

- *Are there gaps in the use cases of DVB-I-provided services when DRM is involved?*

What happened next?

- *A proof-of-concept for an encrypted IP stream in a DVB-I environment has been completed*
- *CM-I has the requirement and it has been pushed to TM-I*



What if... (DVB ceased to exist)

Session goals:

- *Help me: I need to create an executive summary on DVB, strategic values and reasons to stay involved*
 - *WHAT would be the downside IF we are not member*
 - *WHAT would be the impact IF we would do the work elsewhere*
 - *WHAT would be the downside IF DVB would actually close*

What happened next?

- *The questions were fed back into the on-going DVB Strategy Study Mission*



Making DVB more developer friendly

Proposed by:

Matthew Huntington

Session goals:

- *DVB-I's success requires being accessible to the developer community. With a focus on DVB-I, what practical measures could DVB put in place to make the implementation of specifications easier for software developers.*

What happened next?

- *Ideas brought into DVB Strategy Study Mission*
- *DVB-UI Competition has resulted in outreach and engagement with a wider developer community*



DVB-I lessons learned and scope extension to on-demand content

Session goals:

- *To share implementation challenges of DVB-I*
- *Also to discuss whether extending the scope to include VoD in DVB-I is a good idea*

Proposed by:

Bram Tullemans (EBU) / Jim Higgins (RTÉ)

What happened next?

- *CM-I-ITF was created as a DVB-I Implementers Task Force*
- *Weekly calls, very well attended, several outputs fed into CM-I and TM-I*
- *VOD requirements still to be discussed*



DVB-I: the opportunity for smaller platform providers and operators

Session goals:

- *Learn what has to be done and communicated to get all stakeholders on board*

Proposed by:

Christian Klöckner (WDR) / Rainer Kirchknopf (ZDF)

What happened next?

- *DVB PCM continues to focus on targeted and relevant communication around DVB-I as each market moves towards adoption*
- *Many activities at events and workshops in 2025 – reported within DVB*



Content protection for professional/B2B distribution

Session goals:

- *Find potential technologies to allow re-distribution (and re-encryption) of protected content accepted by content owners*

Proposed by:

Patrik Lantto (WISI)

What happened next?

- *The topic has been discussed in the Commercial Module and relevant sub-groups*
- *Insufficient support from among DVB Members for the work to proceed... for now. (Watch this space.)*



What are challenges to scale DVB-I distribution?

Session goals:

- *Goal 1 = identify potential challenges*
 - *What can prevent the ideal, horizontal, un-constrained delivery of Broadcaster services in a DVB-I mode?*
- *Goal 2 = discuss potential mitigation strategies for these challenges*
 - *Maybe some players with DVB-I plans and actions have already thought and or implemented mitigation strategies?*
 - *Maybe players with an interest in DVB-I can engage joint action to mitigate those challenges*

What happened next?

- ...



The future of DVB -DASH

Proposed by:

Jon Piesing (TP Vision)

Session goals:

- *Discuss options for the future of the DVB-DASH specification and ecosystem*

What happened next?

- *Summary of DASH 6th edition features prepared but review not started due to delays in MPEG on DASH 6th edition*
- *DVB members invited to some SVTA/DASH-IF meetings*



Improving DVB V&V, Open-Source, test streams, etc.

Session goals:

- *Identify opportunities to improve how DVB handles V&V and open source*
 - *Potential DVB involvement in existing Plugfests run by DTG, HbbTV and DTVP*
 - *Do more open-source components with possible CI/CD pipeline from end to end*

Proposed by:

Jon Piesing (TP Vision)

What happened next?

- *DVB-I was prominent at the Berlin plugfest organized by DTG, DTVP and HbbTV, however there was no role for DVB in organizing or funding the event*
- *No action for now on more open-source components*



EE: Energy efficiency

Proposed by:

Erik Reinhard (InterDigital)

Session goals:

- *Discuss the issue of energy efficiency and sustainability in terms of energy reduction technologies, measurement and reporting in the context of DVB and interoperability in general.*

What happened next?

- *A new outreach effort to DVB Members, including those who attended the session in Munich, has begun recently.*



Volumetric Video and Haptics

Proposed by:

Ralf Schaefer (InterDigital)

Session goals:

- *Take the temperature on how to continue with Volumetric Video*

What happened next?

- *In MPEG and 3GPP the topic has a lot of traction, notably a new concept called Gaussian Splatting. 3GPP is ongoing this week*
- *Follow-up within DVB community to happen in coming months*



DVB-I: it's all about the data

Proposed by:

Gordon Maynard (OnScreen Publishing)

Session goals:

- *Exchange information about the challenges when integrating data: technical, contractual, organisational*

What happened next?

- *Engagement with one major provider has already taken place*



Time to get rid of the broadcast paradigm of curated content streams?

Session goals:

- *Explore the possible need for new standards for interactive, immersive and dynamic content. Use cases for unicast over internet.*

Proposed by:

Johan Bolin

What happened next?

- ...



A masterclass in public speaking

Session goals:

- *Help DVB World attendees to improve their public speaking skills*

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