

THE FUTURE OF TERRESTRIAL TV

MARRAKECH, 12 APRIL 2018



REGIONAL WORKSHOP ON THE FUTURE UTILIZATION OF UHF BAND IN
THE ARAB REGION

Stan Baaijens

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Steering Board member, DVB

Chair, DVB Promotions & Communications Module (PCM)

Together clearly the best

DVB MISSION

"Strengthen broadcasting and specify the transition to seamless hybrid broadcast-broadband services and delivery."



MARKETECH

DVB STREAMS

DVB represents all streams worldwide:

- DVB-S **DVBS[®]**
- DVB-C **DVBC[®]**
- DVB-T **DVBT**
- DVB-IP **DVBIPTV[®]**

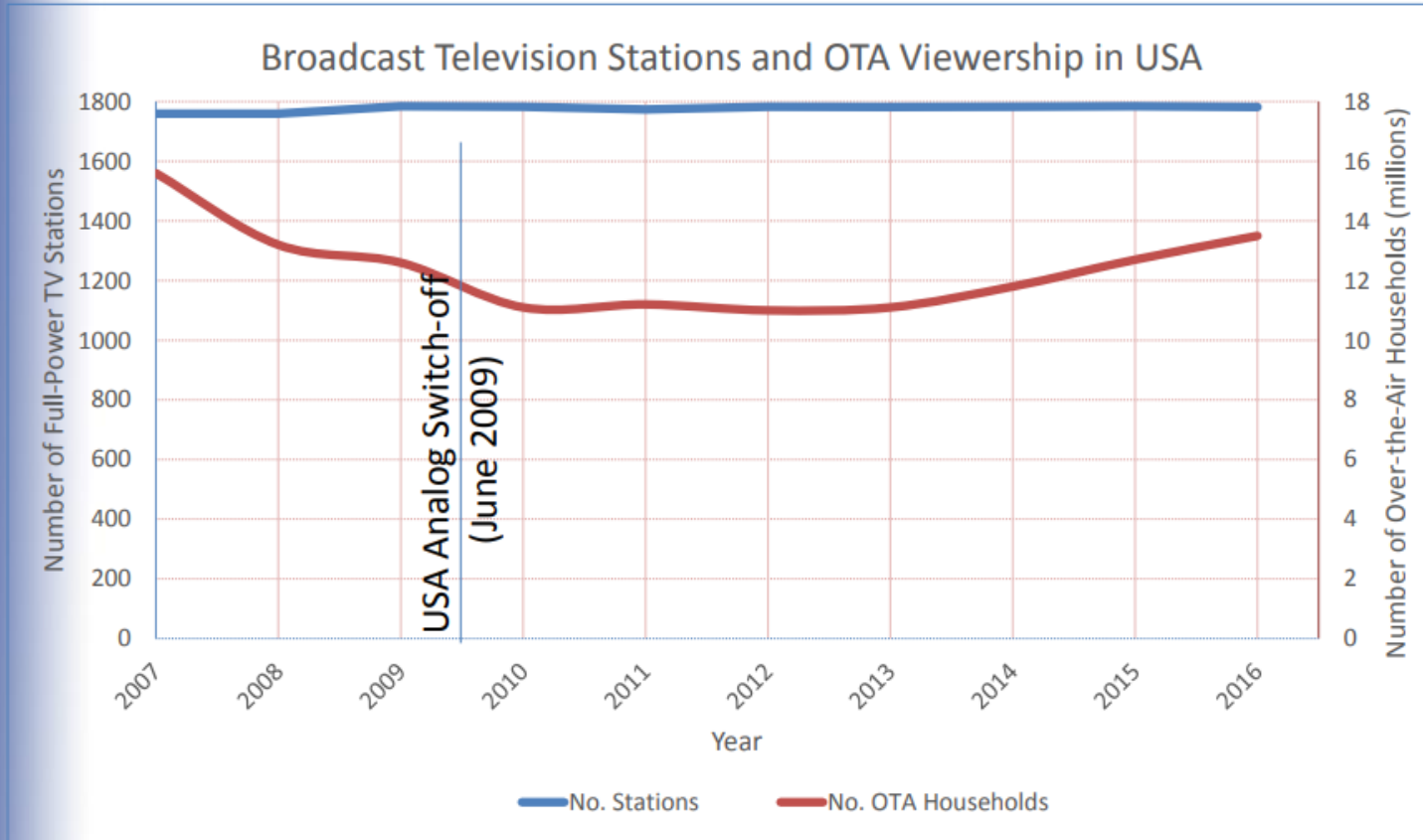
LET'S

TALK

ABOUT DTT



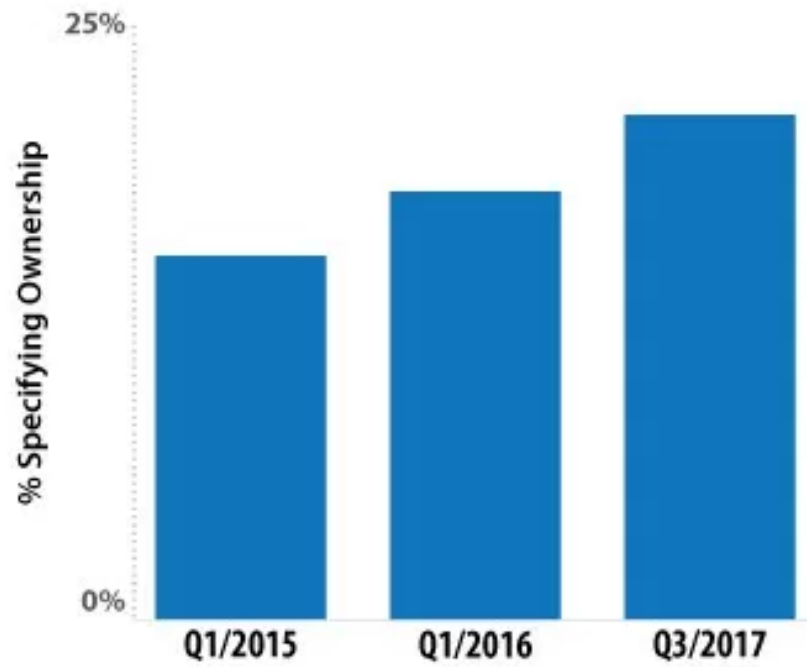
DTT is Successful (USA)



Sources: US FCC, Nielsen

20% OF US BROADBAND HOMES USE DTT

Digital Antenna Ownership U.S. Broadband Households



* Households that have never subscribed to Pay TV services

- The percentage of US broadband households that use digital antennas in their home has steadily increased to reach 20% near the end of 2017, up from 16% in early 2015
- Digital Antennas for DTT are experiencing a resurgence as customers consider over-the-air TV and OTT video services as alternatives to pay TV
- Antennas are an affordable source for local channels to **"never"** households*
- More than 50% of the households that have switch, shaved, or cut the cord cite the service is **"not worth the cost"**



DTT IS
MATURE,
EXPERIENCED &
TECHNICALLY
SOUND



TECHNICALLY SOUND

- RESILIENT

- DTT is resilient to natural disaster, hacking attempts and weather conditions or sudden capacity problems of other platforms during special events. For example satellite Ku Band signals are affected by heavy rainfalls, in Sub-Saharan Africa, compromising the quality of service.

- SPECTRUM STABILITY

- DTT UHF spectrum benefits from certainty offered by WRC15, but pressure is still high (600 MHz in North America) and the subject will be open for discussion in WRC23. A successful DTT platform is the best insurance against future attacks on spectrum.

DTT IS GOOD FOR YOUR COUNTRY



GOOD FOR THE COUNTRY

- NATIONAL SOVEREIGNTY

- DTT relies on the terrestrial distribution network which is bound and operated in the country. This **characteristic allows the preservation of national sovereignty** compared to extra-nationally controlled satellite platforms.

- CONTENT PRODUCTION

- DTT enhances the creation of local content and local advertisement, it focuses on the national audience and it helps **securing culture preservation** and dissemination.

EMPLOYMENT



CONTENT



COMPLEMENTARY / CO-EXISTENCE

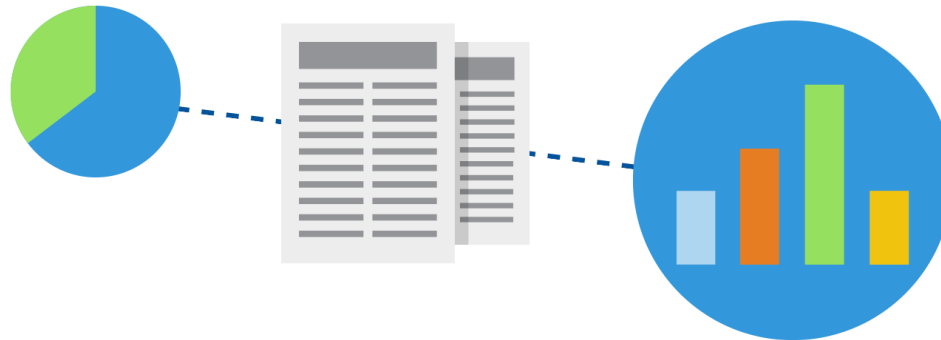
DTT will often be complementary between
cable and satellite e.g. Germany



MULTIPLE BUSINESS MODELS



CURRENT EXAMPLES OF DTT BUSINESS MODELS



BOXER FLEX SUBSCRIPTION



BOXER

SMART ANTENNA

- ✓ For you who live in apartment
- ✓ Perfect for windowsill

ABOUT THE ANTENNA

If you live in an apartment, you can receive Boxer with our new little smart antenna. In Copenhagen and the metropolitan area, we have strengthened the TV signal into apartments. Smart antenna is not bigger that it can stand on the windowsill, and it is easy to install.



GERMANY DVB-T2 HEVC 5,75 €/MONTH



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MARKTECH

NEW TREND: PAY PER VIEW

- To offer an affordable pay TV model in countries with lower incomes, pay per view is or will be introduced.



Watch the football
match for 25 eurocents!



- MultiChoice Nigeria launches a pay per view offer

Source: NextTV News, September 12, 2017

HBBTV

“AN ADDED VALUE ON DTT!”



IMPROVE YOUR DTT BUSINESS MODEL WITH HBBTV

CONCLUSION

DTT can be a **profitable business for broadcasters, network operators and relevant parties** and creates **jobs** in countries and **satisfies the consumers** with an easy **plug-and-play solution** to enjoy **local and international content at an affordable price.**

LET'S KEEP IN TOUCH!

Stan Baaijens

CEO Funke Digital TV

Steering Board DVB

Chair DVB Promotions & Communications Module (PCM)

Thank you

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for the coming years!

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