

# EBU

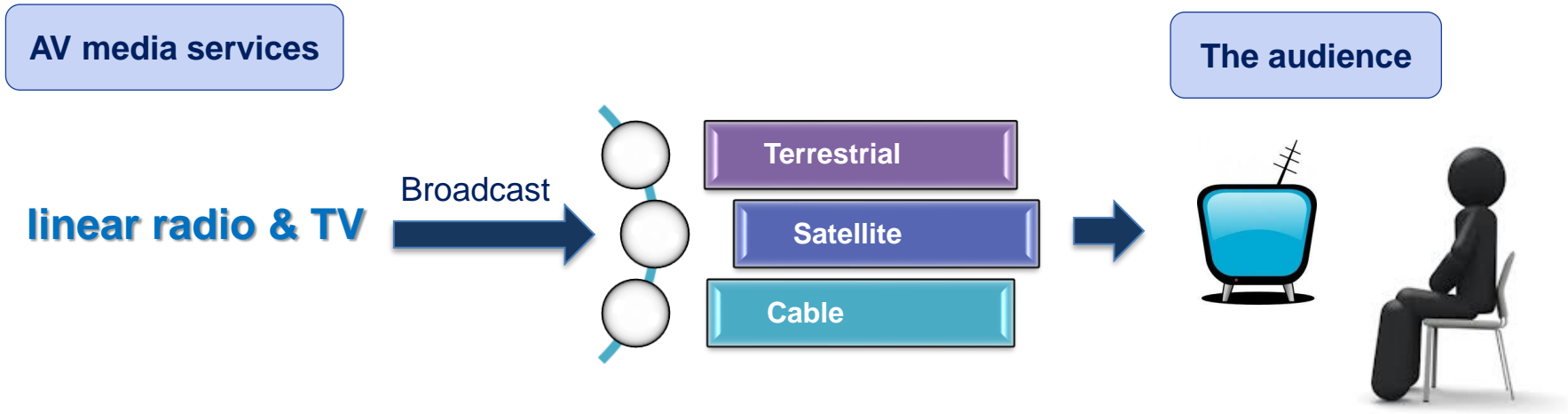
OPERATING EUROVISION AND EURORADIO

## Challenges of introducing new systems

PETER MACAVOCK (EBU)



# Distribution Models



- Service closely linked to access network
- Audience divided into demographics, but consumption on a single device in a single location

# Distribution Models

AV media services

linear radio & TV

on-demand

time shifted

hybrid

interactive

second screen

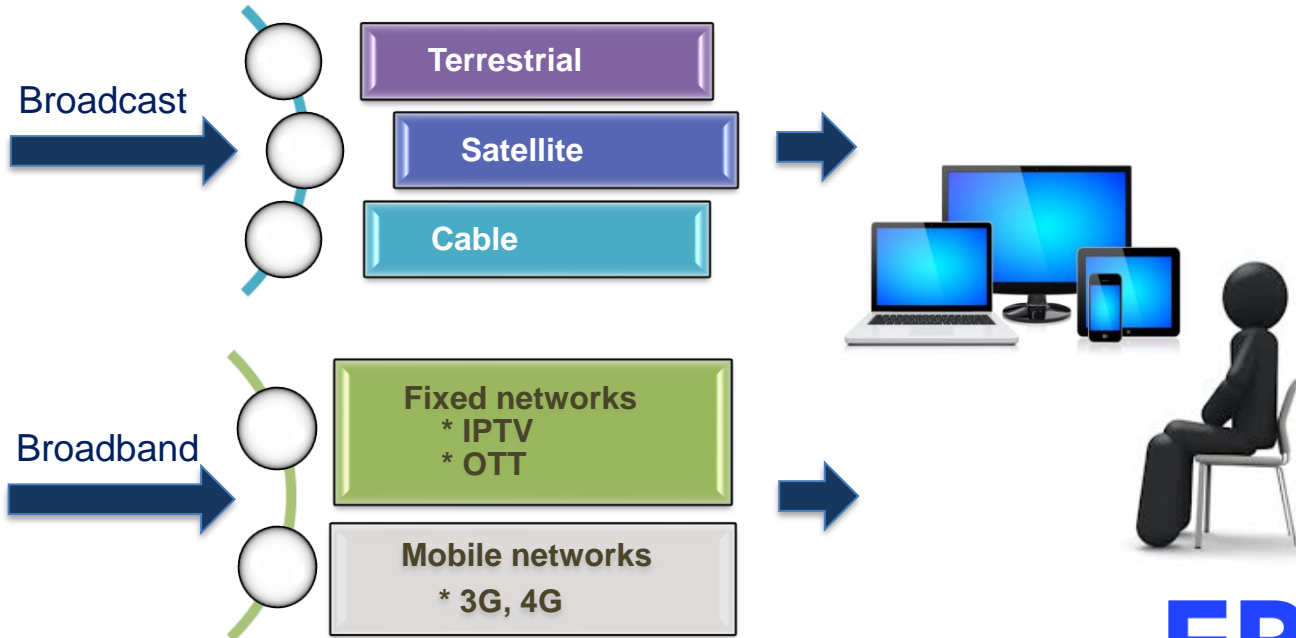
data

personalised

social media

cross-platform

multi-view



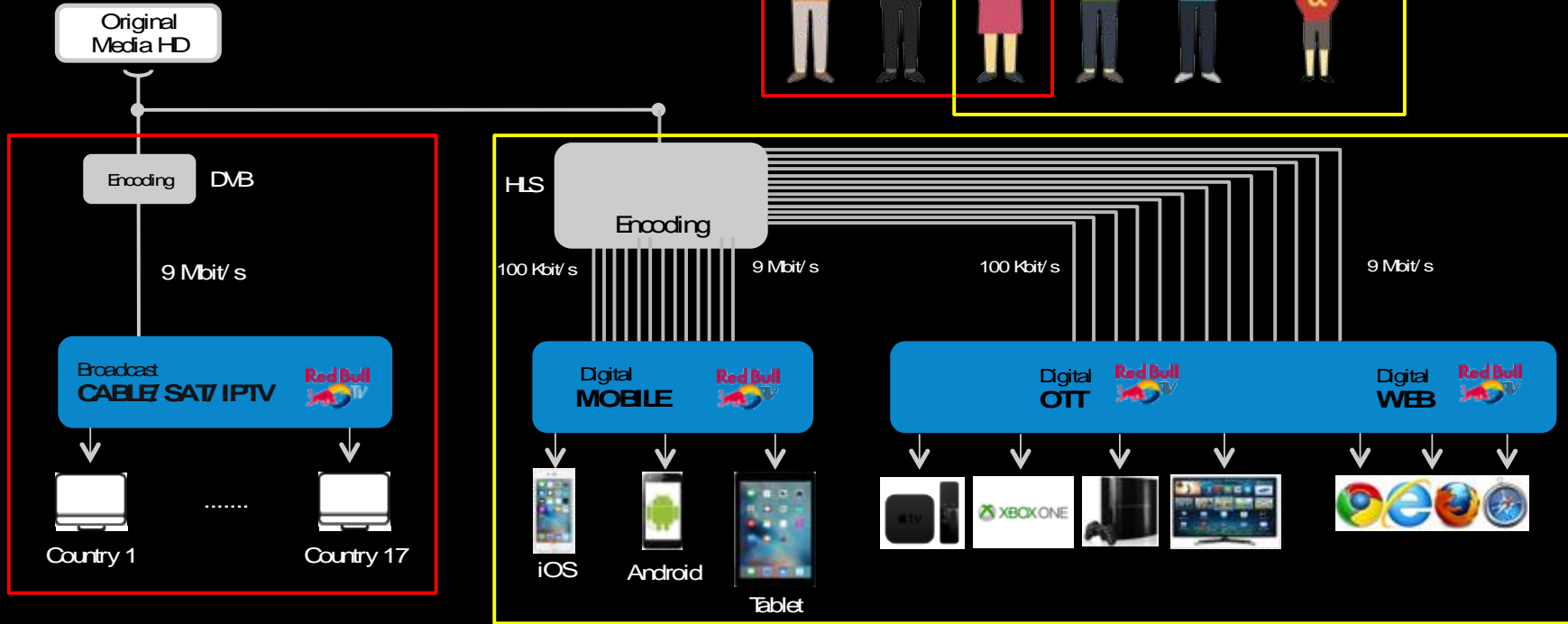
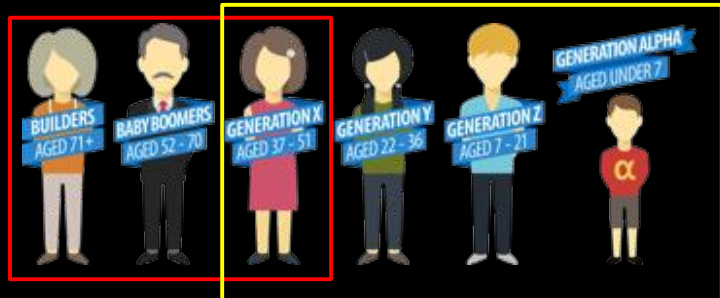
The audience

EBU

# Some thoughts on Distribution

1. Consumption patterns linked to devices and users constantly moving
2. COVID-19 has reinforced the importance of broadcasting and hybrid systems
3. Media is often held up as the major driver for increase access network speeds and reliability
4. But only some mobile networks can have the speed and some can have the coverage but none have the resilience of broadcasting
5. It is though intelligent cooperative hybrid broadcast/broadband networks that we can achieve the nirvana of highly resilient, high throughput networks with optimum coverage.
6. App-based consumption creates significant problems for media companies supporting multiple platforms
7. All the investment money is going into broadband/OTT systems, all the money is still being made by broadcast systems

# IT GETTING COMPLEX



Source: Andreas Gall (CTO, RedBull Media at DVB World 2017)

# Some thoughts on Back-end Systems

1. Support of different systems only viable for the larger entities
2. Challenge set down to DVB to “sort this spaghetti out” at DVB World 2017
3. DVB-I is DVB’s simplified streaming architecture supporting best-in-breed technologies in an interoperable framework address media’s needs
4. Based on open technologies and with a focus on interoperability
5. HbbTV also provides a valuable open-app-based environment for TVs and set-top-boxes that facilitates the jump from broadcast through hybrid to broadband systems.



## DVB releases free reference client for DVB-I services

22.04.2020

An open source reference client for DVB-I is now available, with the source code is provided via [DVB's GitHub account](#).

Developed in collaboration with Sofia Digital, the reference client and related materials are released under the open source MIT license and will help to accelerate deployments of the DVB-I specification. Anyone

interested in DVB-I can look at the source code and potentially reuse parts of it in their own experiments, trials, and developments.

“This is part of a shift by DVB to deliver more value to its members and to the industry, looking beyond the specifications themselves,” said Peter MacAvock, chairman of DVB. “By providing this reference client, DVB hopes to encourage the adoption of DVB-I specifications in industry solutions for delivering linear television over the internet.”

*In a recent webinar, Sofia Digital's Juha Joki explains the approaches and design used in the DVB-I reference client, along with the different application models and how services are managed within the client. [View it here](#).*