

# Considerations on new broadcasting services and applications

## *Session 7 – Digital Broadcasting: New Services and Beyond*

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# Overall context

# Broadcasting new services and applications

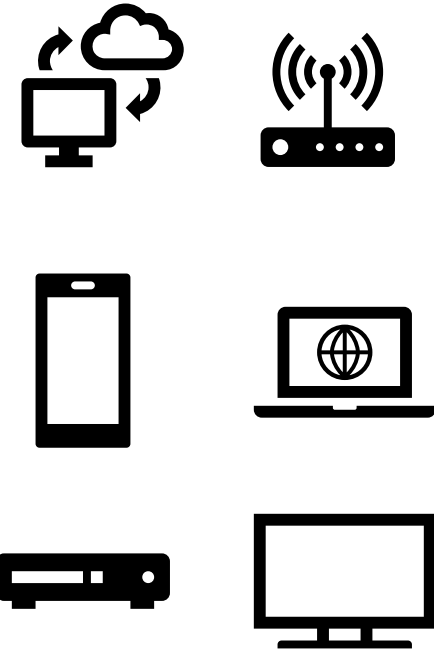
- Broadcasting services are evolving and undergoing transformation;
- Broadcasting offers to users are evolving:
  - New experiences in accessing audio-visual content;
  - Users no longer have only the traditional media services/applications;
  - Users are experiencing different ways of watching audio-visual content in their broadcasting services.

# Broadcasting new services and applications (cont.)

- Broadcasters are implementing a myriad of new services and applications, and these are becoming new trends in broadcasting;
  - Major trend with the potential of changing entirely the business models for content distribution;
  - These new trends do not restrict to the broadcasting environment, including broadband networks, and their interaction;
- More recently, the emergence of new broadcasting technologies and standards that could be considered by developing countries;
  - Question 2/1 is tackling these trends in broadcasting;
  - Potential contribution to achieving the SDGs.

# Major forces in today's television

- The broadcasting and TV industry alongside the Internet industry points out to three major forces:
  - Carriers,
  - Internet enterprises, and
  - Terminal vendors.



## Major forces in today's television (cont.)

- The development strategies and paths of these three forces are different, however, the final competition focuses on the network access entrance and the first contact of users.
- COVID-19 Pandemia impacts.
  - Some major impacts were also felt in the broadcasting industry, i.e., reduction in ad-revenues.
  - Potential turning point for television industry towards streaming services.

## Some considerations about the new scenario:

- Take advantage of radio and television networks, broadband networks and satellite coverage to construct a **multi-network converged, manageable, controllable, and reliable broadcast TV and broadband media network.**
- Broadcasters need to **optimize traditional broadcast and TV services**, gradually provide high-quality new video services, and coordinate wired and wireless satellite traditional broadcast and TV distribution channels to form a **seamless network with seamless coverage, providing richer and smoother service experience.**

## Some considerations about the new scenario:

- To implement new broadcasting technologies, services and applications, which seems to be heading to a **global media strategy** for service providers and not restricting the service offers to the traditional broadcasting market, it seems that **consolidation, co-investment and infrastructure sharing** are key trends to reduce costs and allow for massive investments in network deployment and content delivery.





Considerations about the cost structure of the digital transition, including new services and applications - **ITU-D Q.2/1 Annual Deliverable**

## **ITU-D Question 2/1 related Work**

# Motivations for proposing the Annual Deliverable

- The transition to digital broadcasting involves several costs and investment to all stakeholders:
  - Broadcasters,
  - Viewers,
  - Government,
  - Content providers, etc;

# Motivations for proposing the Annual Deliverable

- Additional Challenges:
  - The new study period is tackling the new trends in broadcasting;
    - These new trends do not restrict to the broadcasting environment, including broadband networks, etc.
  - It would be beneficial to touch upon some aspects of the costs structure involved in the provision of these new applications.

## The approach used in the annual deliverable

- Both aspects were considered: (i) digital transition and (ii) new trends in broadcasting;
- Question 2/1 Team examined the contributions received and new material to address the specific issues;
- Proposed Theme:
  - Considerations about the cost structure of the digital transition, including new services and applications.
  - Document available at: <https://www.itu.int/oth/D0723000001/en>.

**THANK YOU!**

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