

The DTT Roadmap

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Strong as ever, Building our future

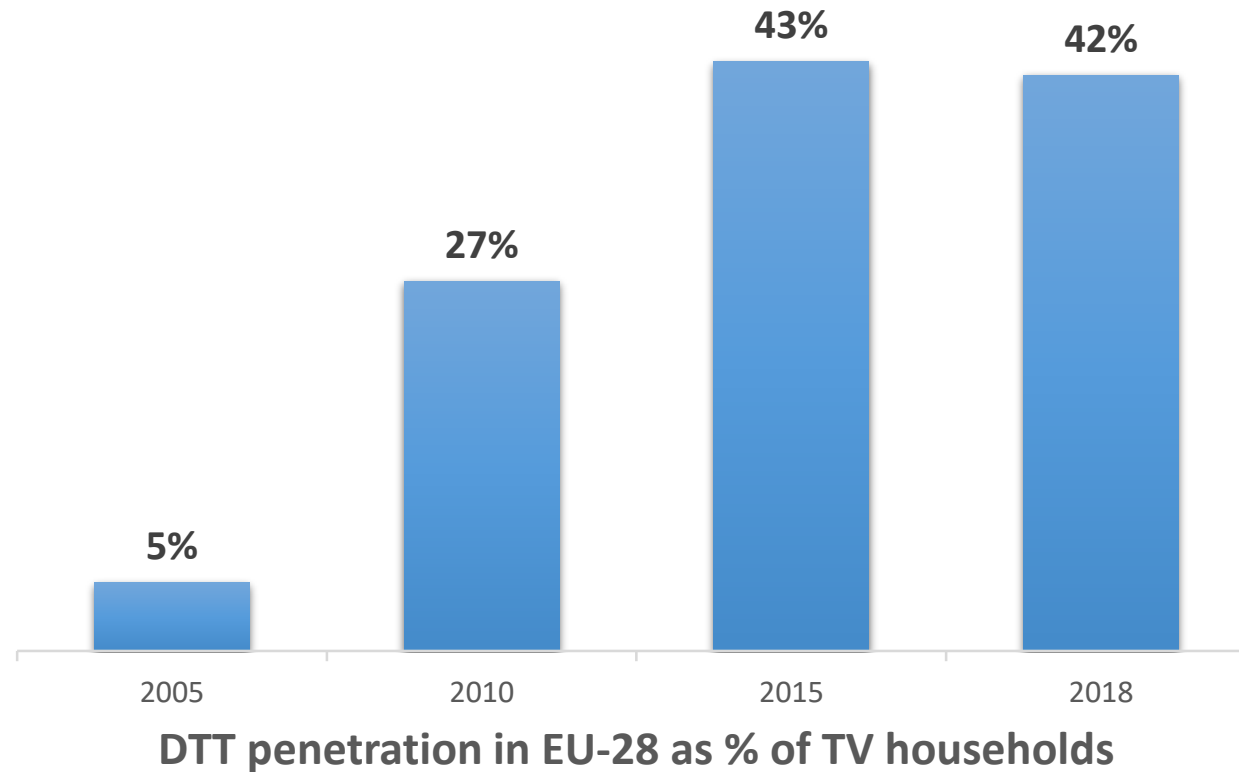


Europe's preference

250 Million viewers

2000 national or regional TV channels

Low cost, accessible, local, reliable, regulated, plural



Source : Eurobarometer

Backbone of the European Audio Visual model

80% of European content funded by broadcasters

Secures European values

Synergies with PMSE and radio



Supported by a long term European political choice

Decision (EU) 2017/899 of the European Parliament and of the Council

Securing the sub 700 MHz band (470-694 MHz) for terrestrial broadcasting services until at least 2030

While harmonizing the 700 MHz band for mobile



© European Union 2018

Clearing the 700 MHz band is a significant project

National roadmaps to achieve the required 30% reduction in spectrum

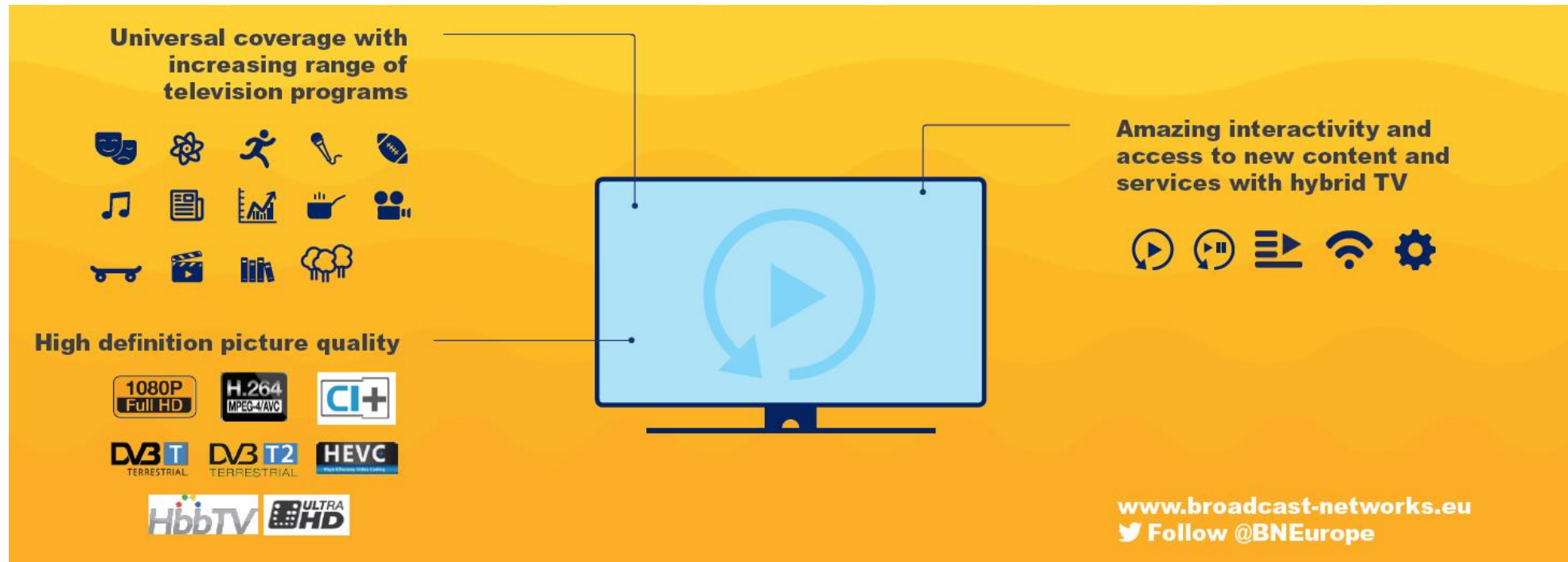
Before mid 2020 (2022 in some countries)

Minimizing the impact on viewers



Photo credit TDF

While improving the user experience



Universal coverage with increasing range of television programs

Icons representing various content types: theater masks, atom, person running, microphone, football, musical notes, document, bar chart, hand holding a pen, video camera, skateboard, clapperboard, bar chart, and trees.

High definition picture quality

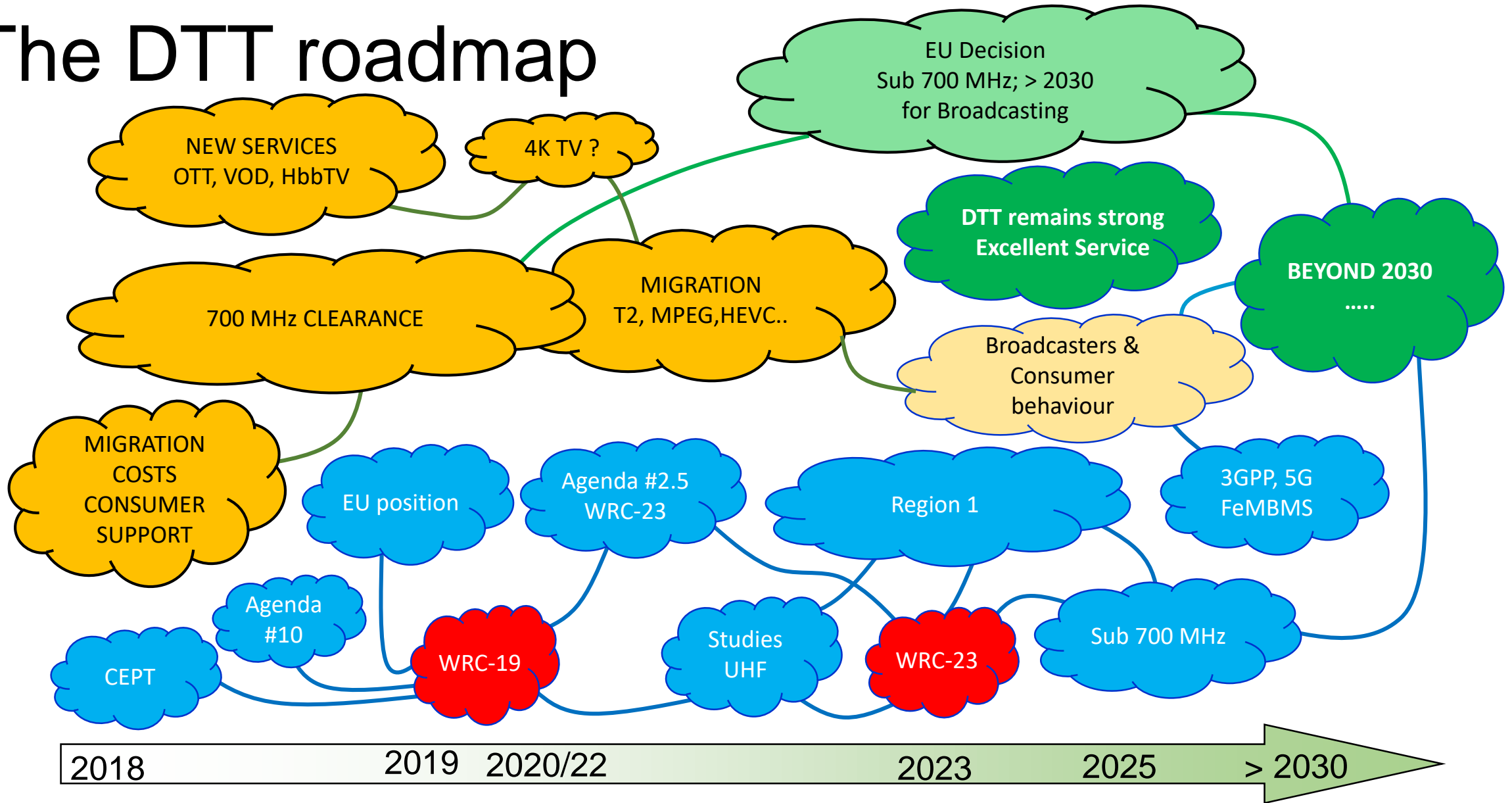
1080P Full HD, H.264 MPEG-4 AVC, CI+, DVBT TERRESTRIAL, DVBT2 TERRESTRIAL, HEVC, HbbTV, ULTRA HD

Amazing interactivity and access to new content and services with hybrid TV

Icons representing interactivity: play button, pause button, list menu, Wi-Fi signal, and gear settings.

www.broadcast-networks.eu
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The DTT roadmap



And beyond

EU Decision
Sub 700 MHz; > 2030
for Broadcasting

Broadcasters &
Consumer
behaviour

DTT remains strong
Excellent Service

Cable,
Fiber and
IP

Satellite

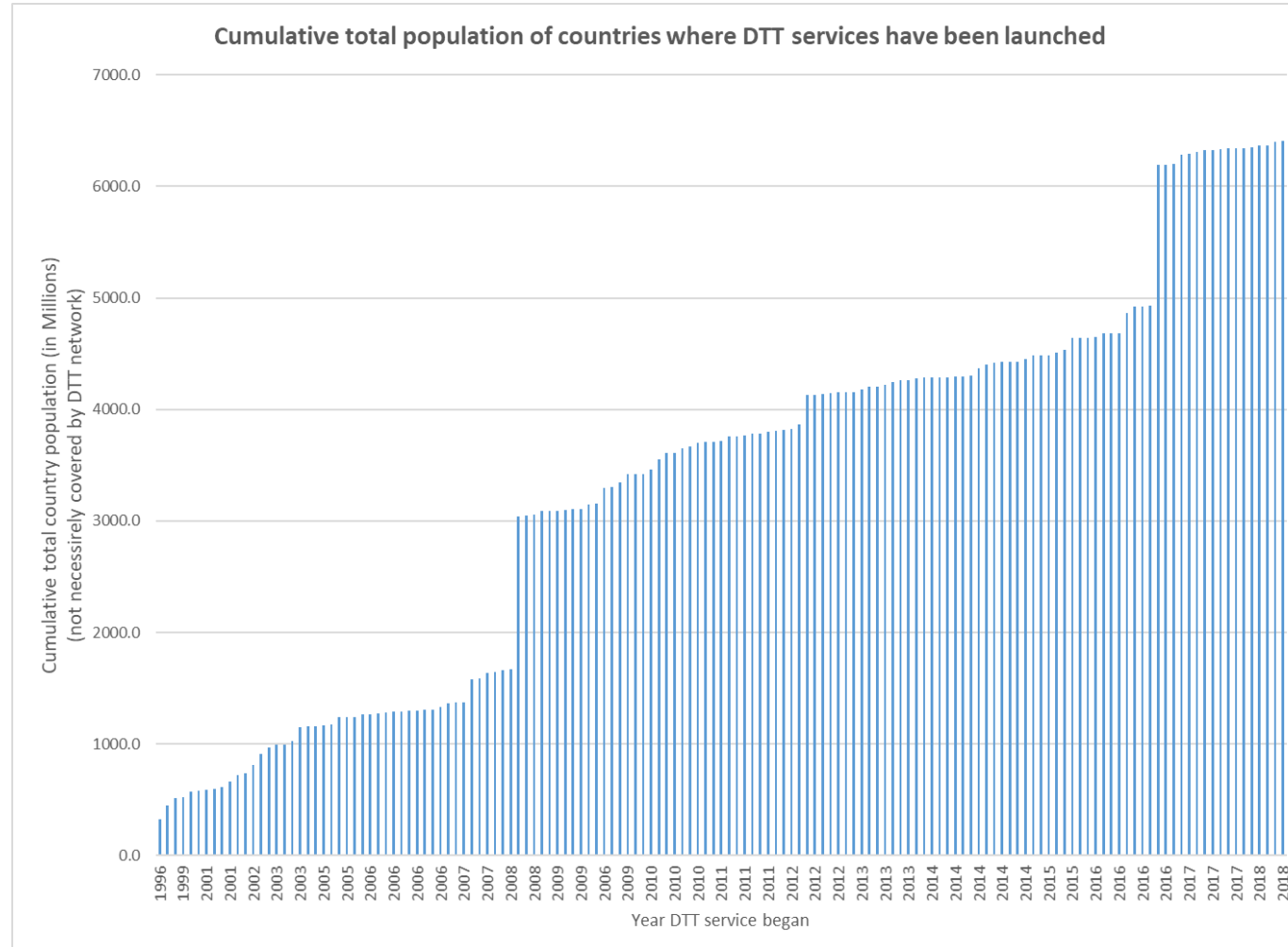
5G
Broadcast ?

Our view

- DTT will remain popular in most countries for the foreseeable future
- High penetration of user equipment
- Universal coverage – close to 100%
- High and predictable Quality of Service
- No gate keeping, SIM free
- Guaranteed signal integrity
- Sustainable cost
- Viable business models (including Free-to-Air)



The story goes on, worldwide



Source EBU-DVB-BNE worldwide data base, May 2019

In conclusion – a European success story

Clear spectrum and regulatory scenario until at least 2030

Innovation to constantly improve the user experience

Regulatory stability for 470-694 MHz band is key to continue this virtuous circle



Photo credit Teracom

BNE represents terrestrial broadcast network operators

Trade association in Europe, 16 members



Expanding contacts beyond Europe



DTT Promotion and Monitoring group (DPM)

DPM is an initiative by EBU, DVB and BNE and leading industry participants, supported by ITU, to promote DTT and monitor its progress worldwide, especially in Region 1.

