

ITU Workshop on the Future of Television for Europe

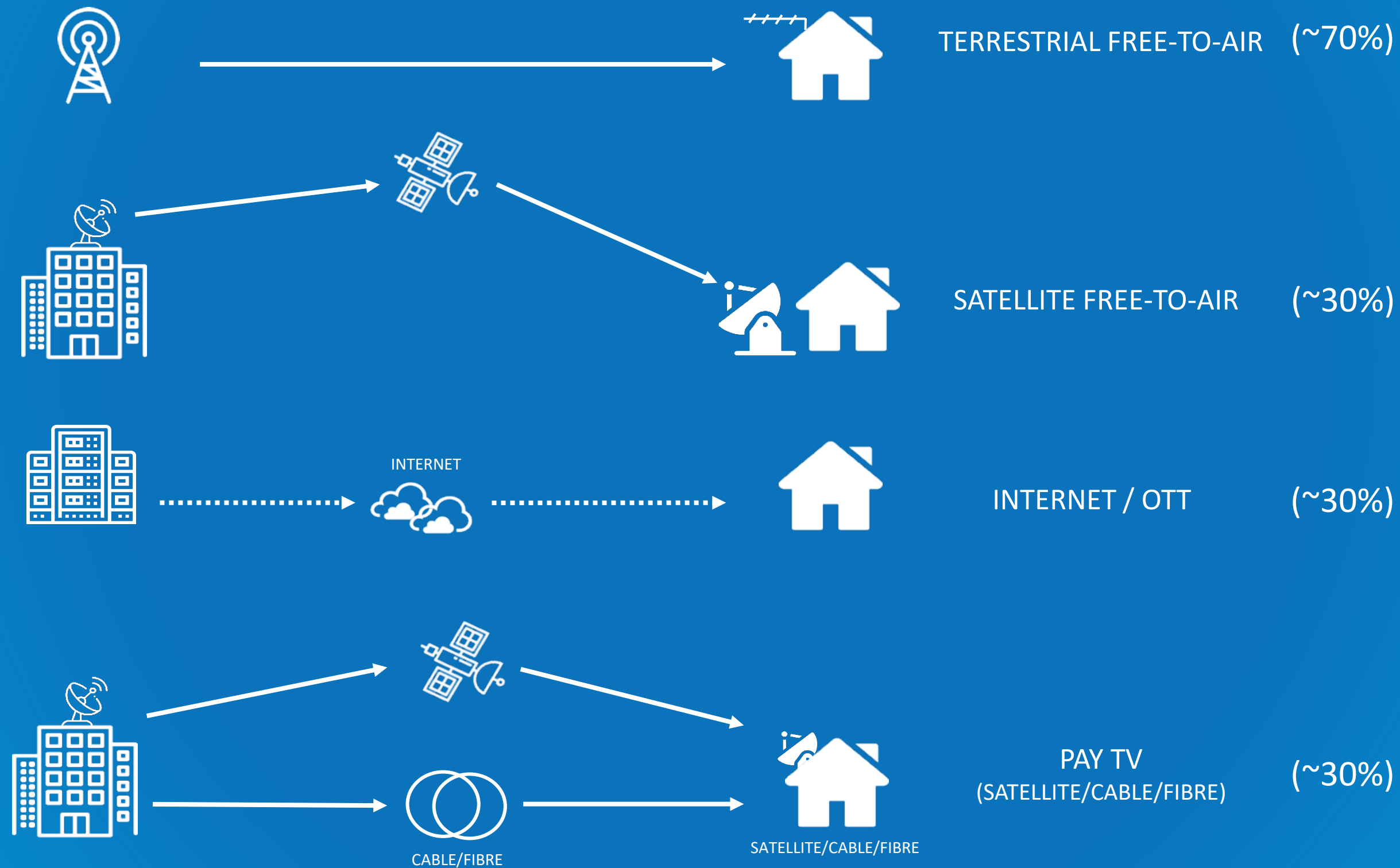
Session 2: The future user experience for television

The future user experience
requirements for television -
Project TV3.0, a case study in Brazil

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TV Distribution Platforms in Brazil



Terrestrial TV Evolution in Brazil



1950

TV 1.0

ANALOGUE
Black & White



1970

TV 1.5

ANALOGUE
w/ colour



2007

DIGITAL HD
+ MOBILITY
+ INTERACTIVITY

TV 2.0



2021

TV 2.5

HDR
immersive audio
IBB (DTV Play)



TV 3.0



TV 3.0

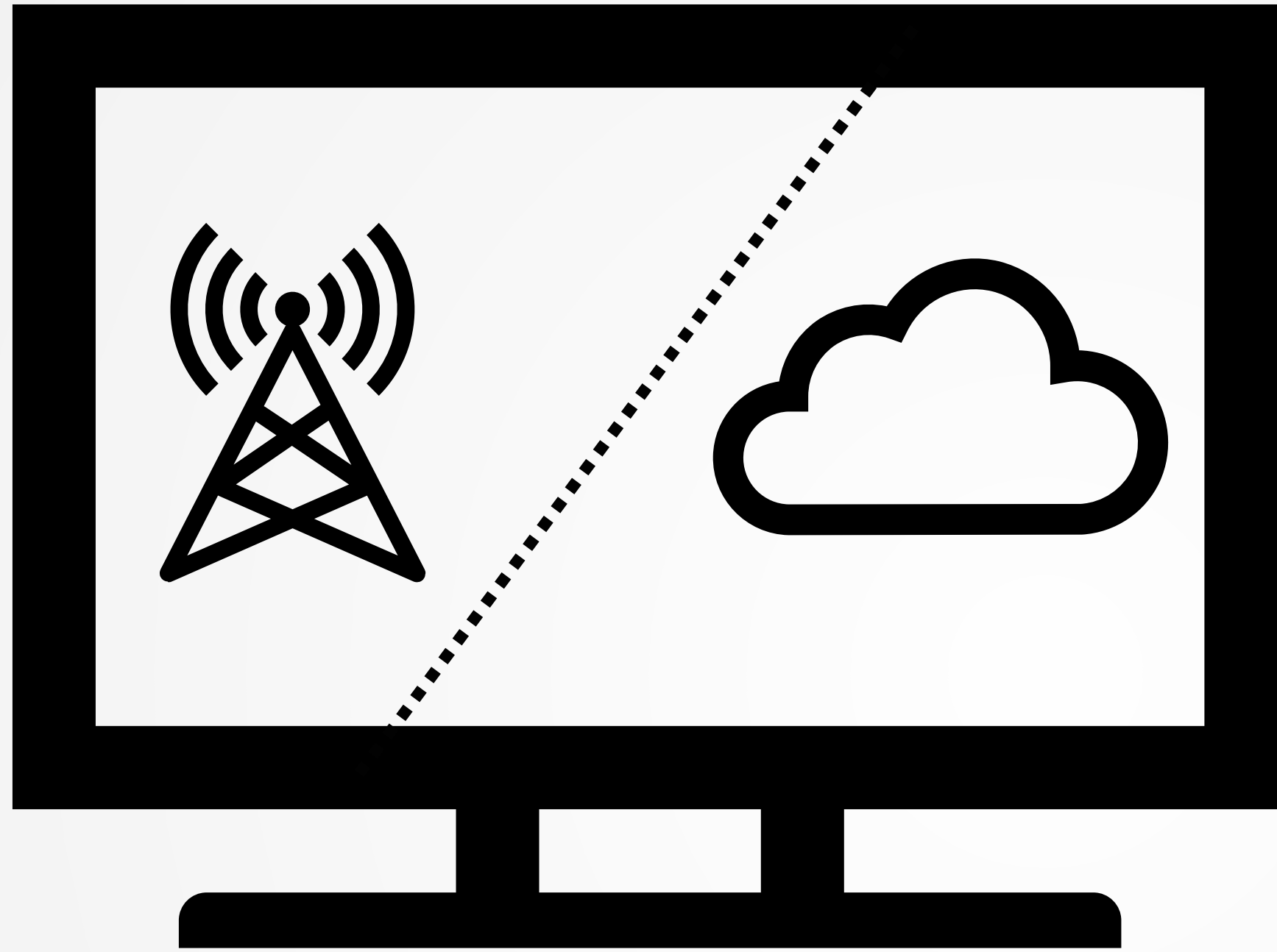
Main User Experience Requirements



App-Based TV

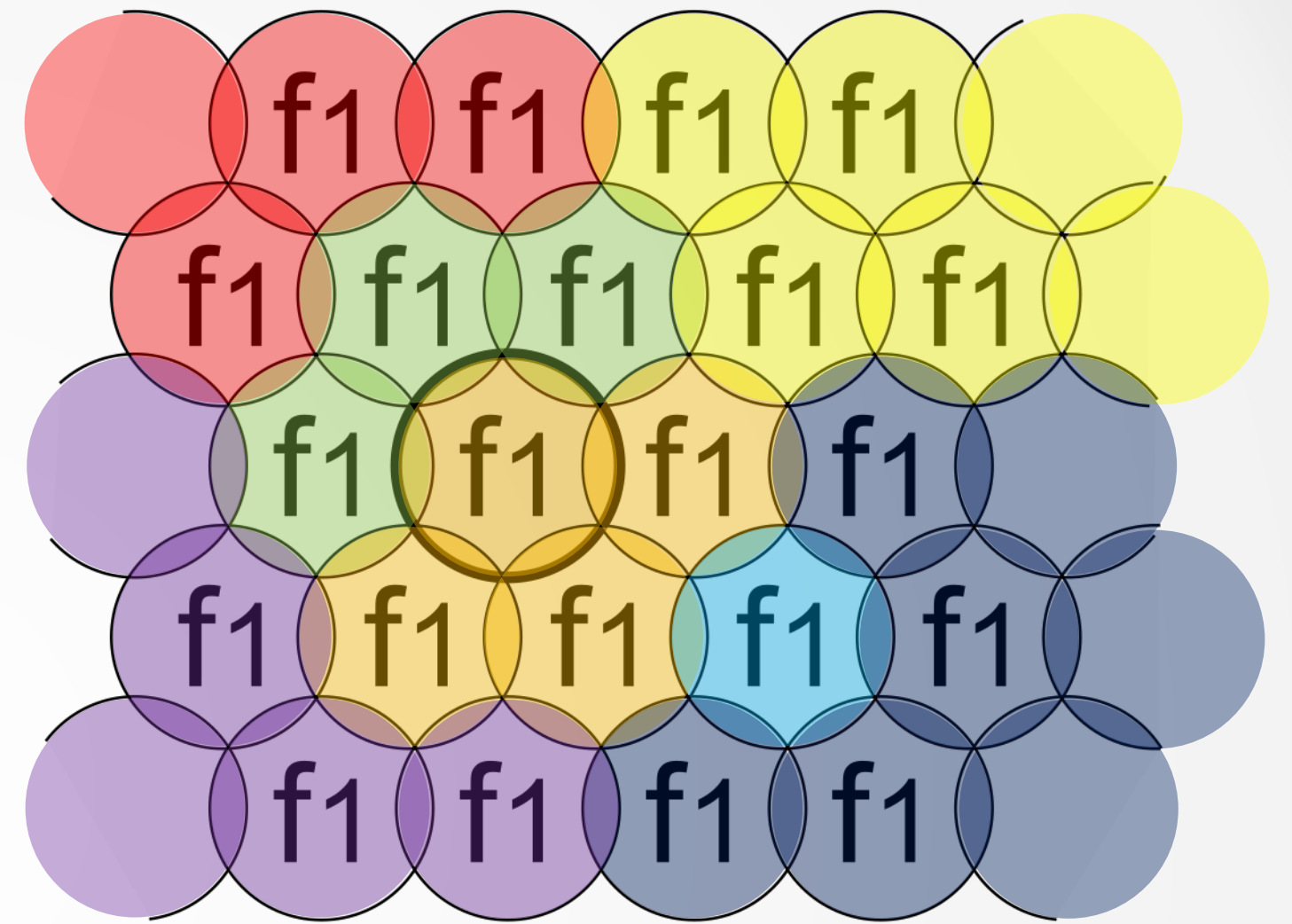
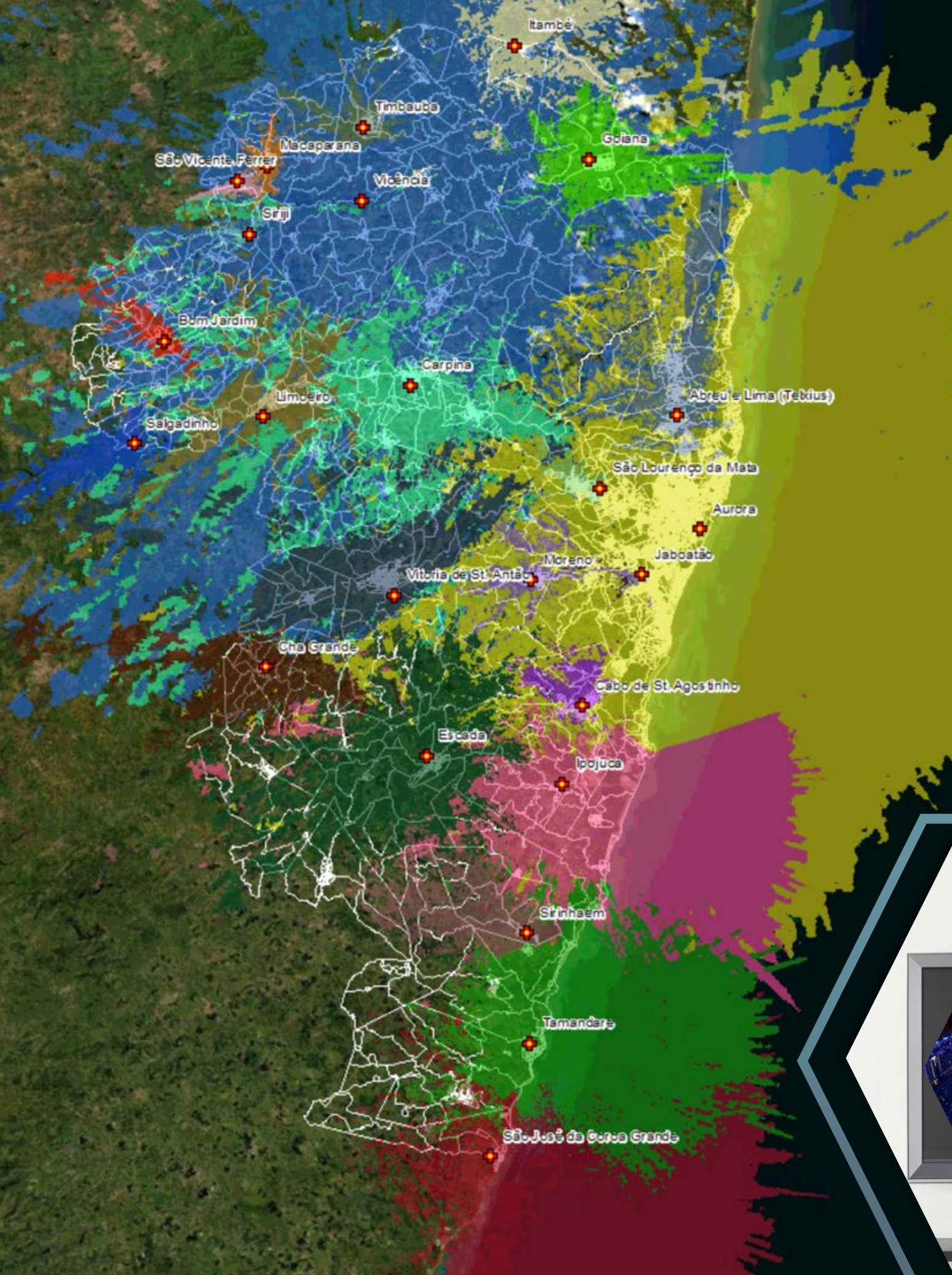
Immersive and Customizable audio-visual content for consumption on any device, at any time





Seamless and transparent integration between linear (e.g. popular live events) and non-linear (e.g. personalized) content

Popular live event transmissions should not be limited by network congestion (i.e., should not use unicast distribution)



Linear content should be as much geographically segmented as possible

Indoor antenna reception should be possible

Thank you for your attention!

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https://forumsbtvd.org.br/tv3_0/



BRAZILIAN DIGITAL
TERRESTRIAL TV
FORUM