

planning for the future of television

ITU-R study group 6 - the broadcasting service

two Reports

- a framework for the future of broadcasting – now Report ITU-R BT.2522
- a framework for the future of broadcast production – under development
- why and who for?
 - changing landscape of media & changing audience expectations
 - merging of gaming, social media, traditional media
 - still a desire for communal viewing especially appointment to view content
 - rapid and accelerating media technology development
 - developing nations are still planning for a digital world
 - some territories will leap-frog the SDI era!
 - the need for standardization
 - competition!

exploring

tech user experience trends

seven trends

- collective; personalized; ubiquitous media consumption; digital assistant; accessible; immersive; merging physical & digital world

production challenges

eight trends

- software-based; virtualized; cloud-based; complex media; data-driven; immersive, accessible; sustainable

broadcast delivery

opportunities

- realize the user and production trends through a combination of traditional terrestrial broadcasting, 5G and internet

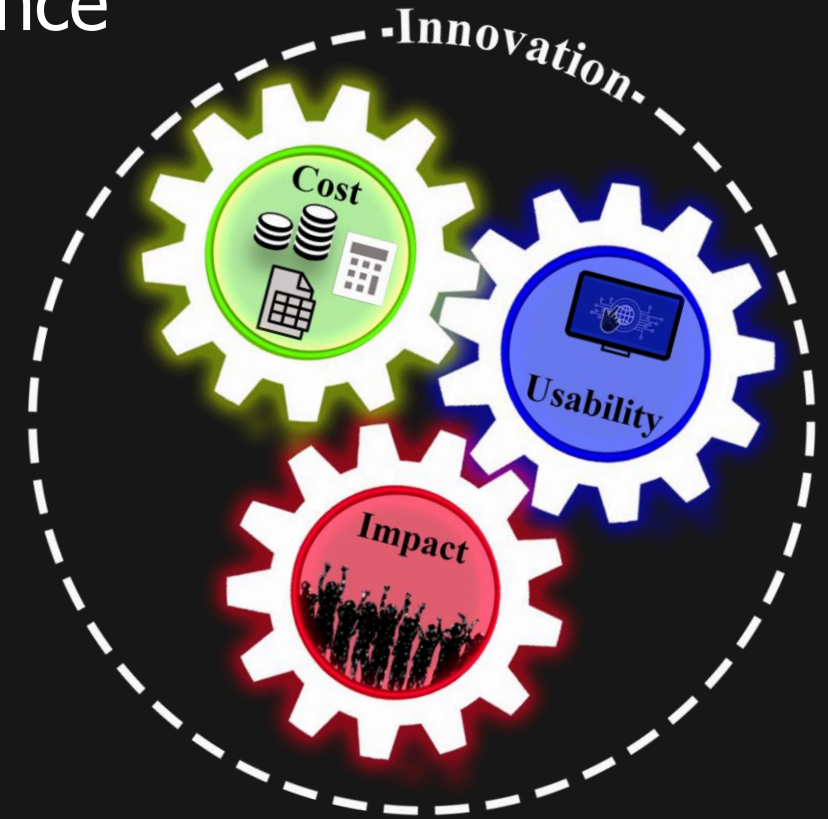


production

technology issues programme makers face

cost vs. ease of use vs. impact to audience

- cloud native workflows
- virtual & remote working
- accessible for all users
- personalized on any device anytime
- data driven from source to user
- immersive exploiting 3D spaces
- interactive at personal & group levels
- sustainable targeting zero emissions

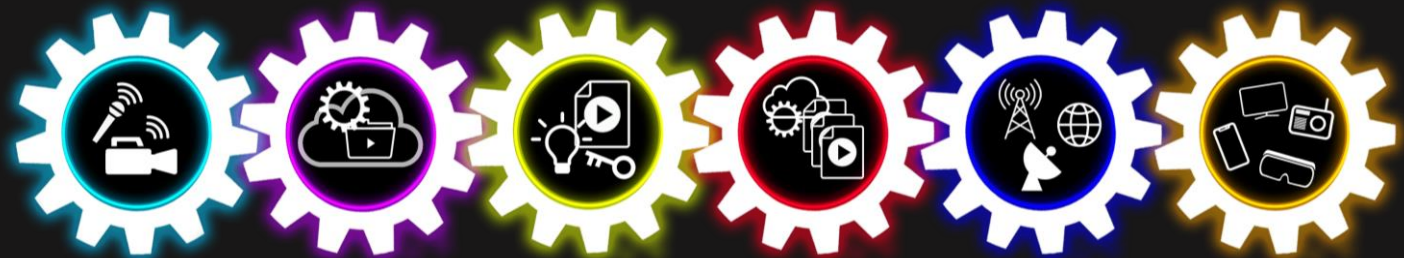


content

a framework for the future of broadcast production

the media supply chain

- saas oriented workflows significantly reducing complexity
- decoupling operational areas from performance areas
- on demand soft wear applications change capex to opex
- object media packaged as components is the next step
 - Programme makers know a single version is not commercially viable
 - objects packaged in a component based workflow is a new paradigm
 - multiple version created from a single package already happening
 - Cloud objects next!

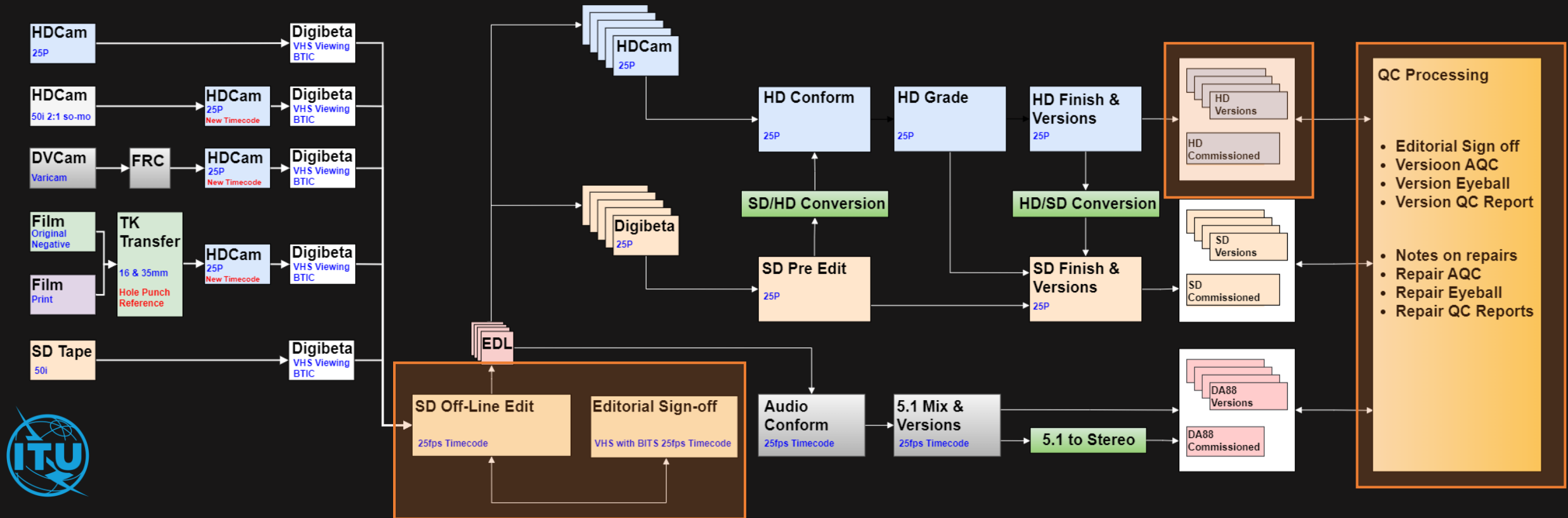


workflow

linear content exchange is not simple

linear workflows mostly format transfers and copying

- editorial possessing creates value – the rest is “cost”

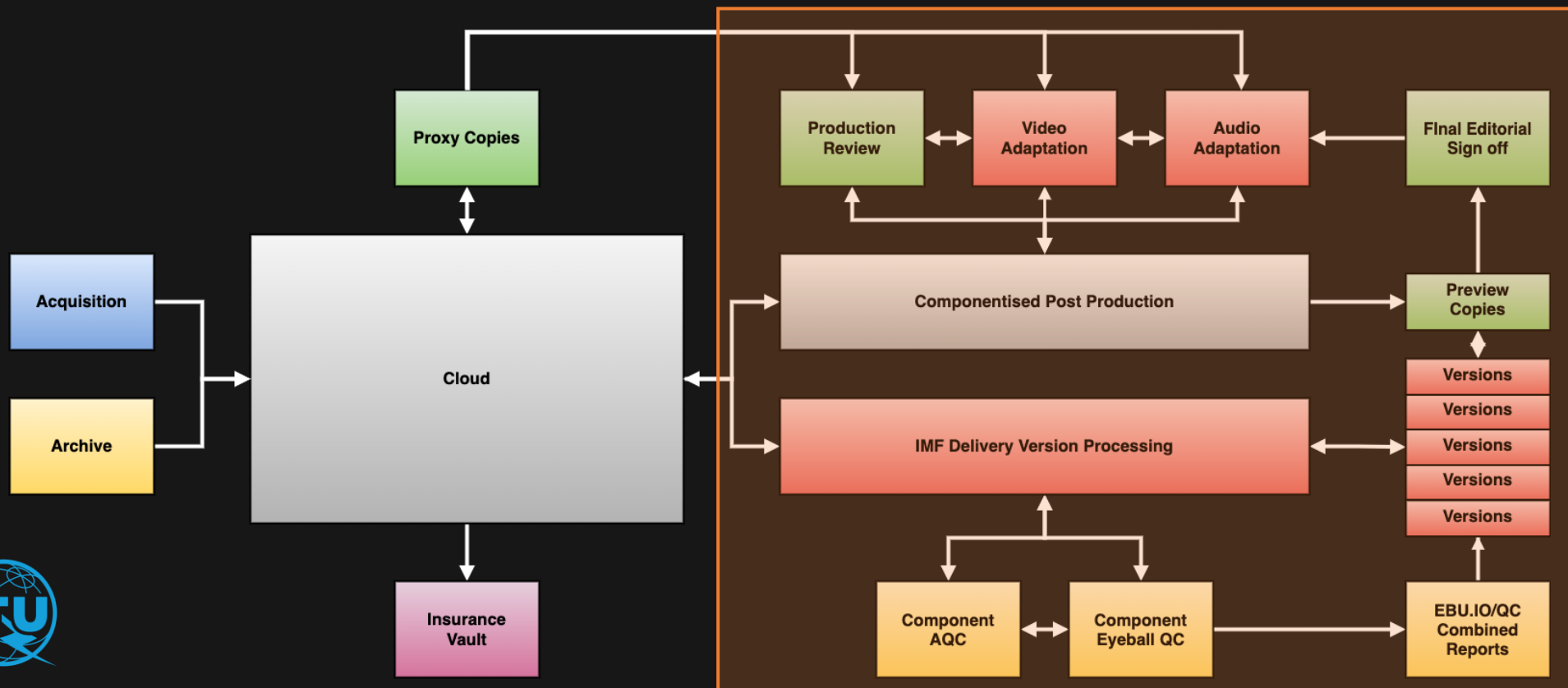


virtualization

virtual content exchange could eliminate cost & complexity

cloud based virtual workflows minimize non-value processes

- additional value from sustainable, personalized, accessible content



conclusions

user expectations drive change

in how media is created, delivered and consumed

- fully accessible personal and immersive on any device in any location at any time
- desire for communal and shared media consumption

broadcaster must meet future user demands & compete;

- using technologies that assist and automate creation and exchange
- accelerating the shift to cloud-based virtual production
- using business models for the media supply chain to reduce cost & complexity

media delivery as a combination of platforms & end-user devices;

- flexible production technologies and common standards are vital
- terrestrial broadcasting remains essential for new media production formats
- terrestrial combined with internet delivery offers effective & efficient solutions



thank you

andy quested