



The future of TV ?

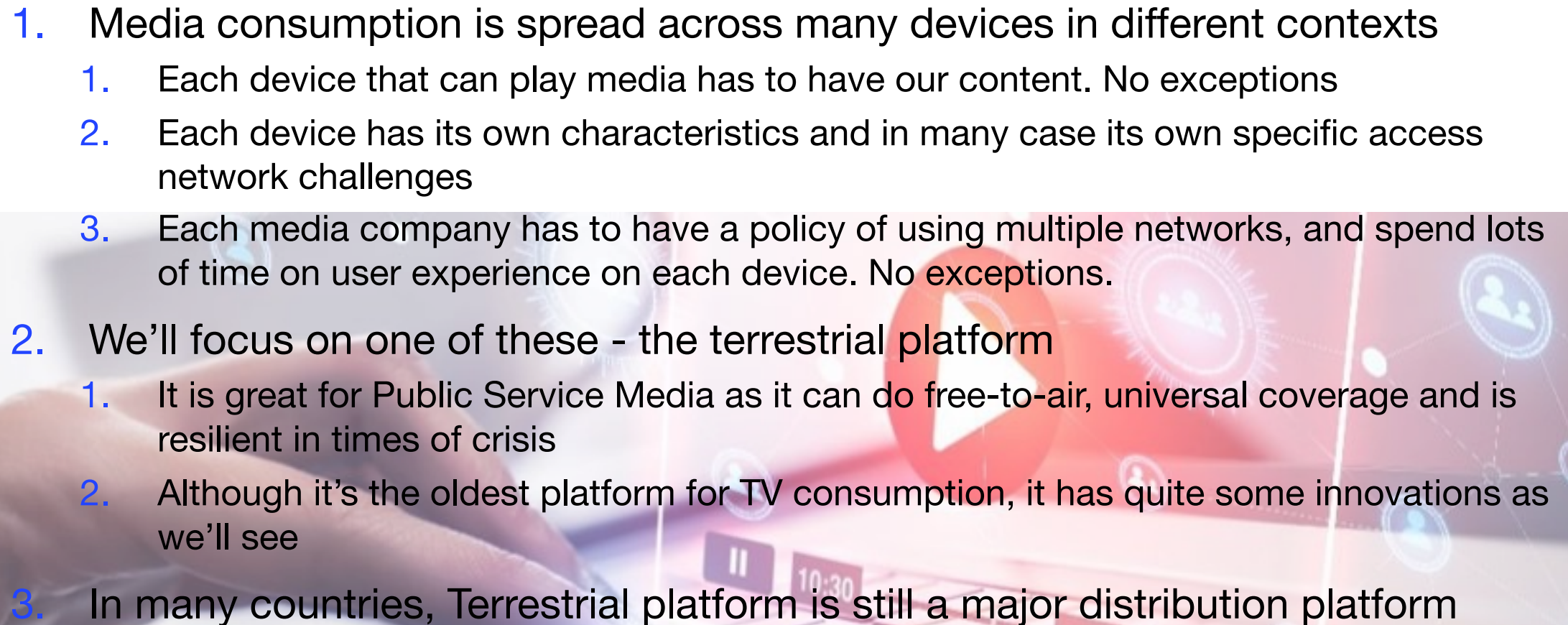
Peter MacAvock (EBU Technology & Innovation)

**ITU workshop
The Future of Television
for South Asia, Arab
and Africa Regions**

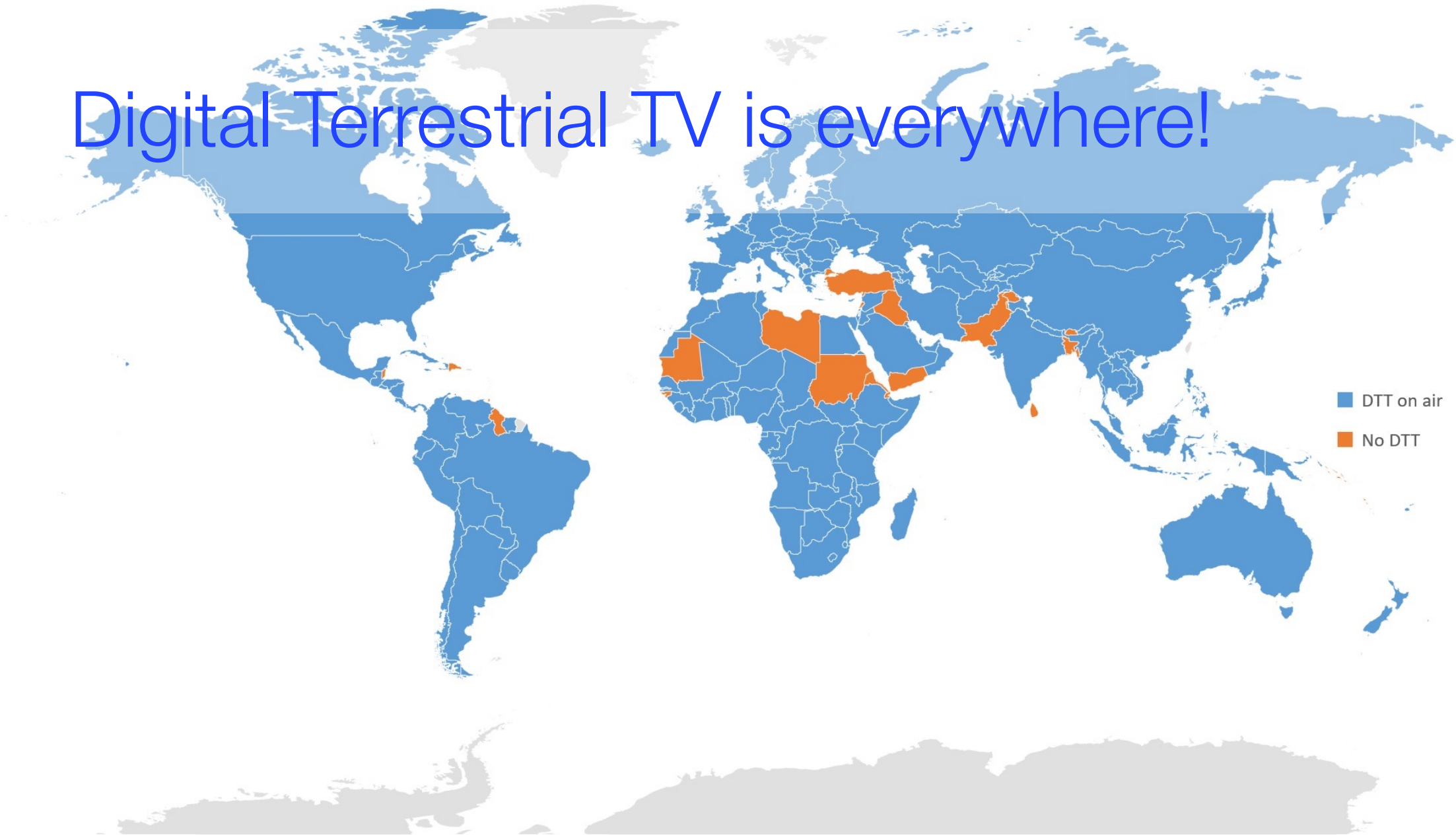
11 May 2023
Bangalore, India



A modern media companies challenge

1. Media consumption is spread across many devices in different contexts
 1. Each device that can play media has to have our content. No exceptions
 2. Each device has its own characteristics and in many case its own specific access network challenges
 3. Each media company has to have a policy of using multiple networks, and spend lots of time on user experience on each device. No exceptions.
 2. We'll focus on one of these - the terrestrial platform
 1. It is great for Public Service Media as it can do free-to-air, universal coverage and is resilient in times of crisis
 2. Although it's the oldest platform for TV consumption, it has quite some innovations as we'll see
 3. In many countries, Terrestrial platform is still a major distribution platform
- 

Digital Terrestrial TV is everywhere!



■ DTT on air
■ No DTT

What is PMSE?

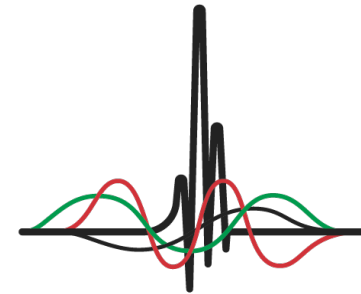
- PMSE – wireless microphones use UHF and will continue to
 - DTT & PMSE have a symbiotic UHF relationship
- Don't underestimate the importance of this:
 - French spectrum regulator* advises production companies preparing for Paris Olympics '24 to “only use wireless microphones and feedback monitors where it's impossible to use a wired alternative”
 - In 2024!!!
- 5G can't match the performance of current PMSE systems
 - The cultural impact of abandoning wireless microphone technology would be severe!



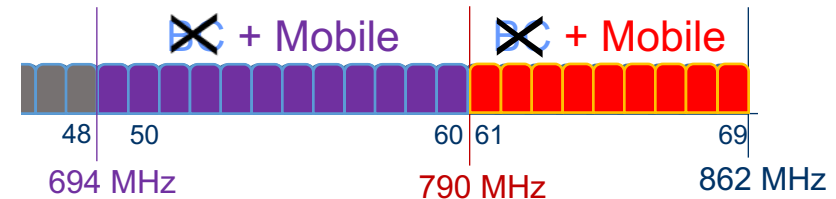
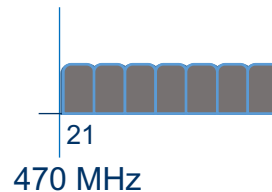
Future proofing DTT

- Like many others, EBU believes that the Internet is key in distributing content
- Broadband networks will not be reliable or cost effective enough to carry all media content
 - Ever more sophisticated application
 - UHD/HDR and high quality video formats consume excessive bandwidth
- A hybrid approach is key: combining broadcast and broadband techniques, access networks
- EBU is to the fore with
 - DVB-I – Member DVB-I services from Germany, Spain, Italy, Ireland and more
 - HbbTV – Open connected TV platform for apps
 - 5G-Broadcast – see following presentation
 - Innovations such as 5G-EMERGE

EBU's position for WRC-23 (Nov.-Dec. '23)



ITUWRC
DUBAI 2023



Agenda Item 1.5

Conclusions

1. Terrestrial platform and PMSE have got a future
2. The UHF band is the only remaining band for terrestrial television and the world needs DTT now and in the future
3. The need for further mobile spectrum in this band is not demonstrated; quite the opposite
4. The development of new technologies on the terrestrial platform requires stability and certainty in the frequency allocation to broadcasting