



Tackling the next big move

 VIRTUAL EVENTS
24-25 Nov 2020

ABU TECHNICAL COMMITTEE MEETING
#ABUTC2020

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Head of Technology, DVB

24 November 2020

The media delivery landscape... in 2030?*



Without an industry-led consortium focused on unifying and bridging technologies, a digital tower of Babel will grow faster than ever...

A slow death for broadcasting
Fragmentation at all levels
Proprietary solutions
End-user frustration

* Just imagine a world without DVB...

A mandate to build on our successes...

DVB is uniquely positioned
to tackle the next big move

2020

Fragmentation to unification

2010

SD to HD

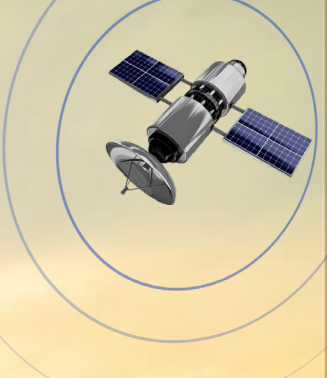


2000

Analogue to Digital



Seamless hybrid experience based on DVB-I

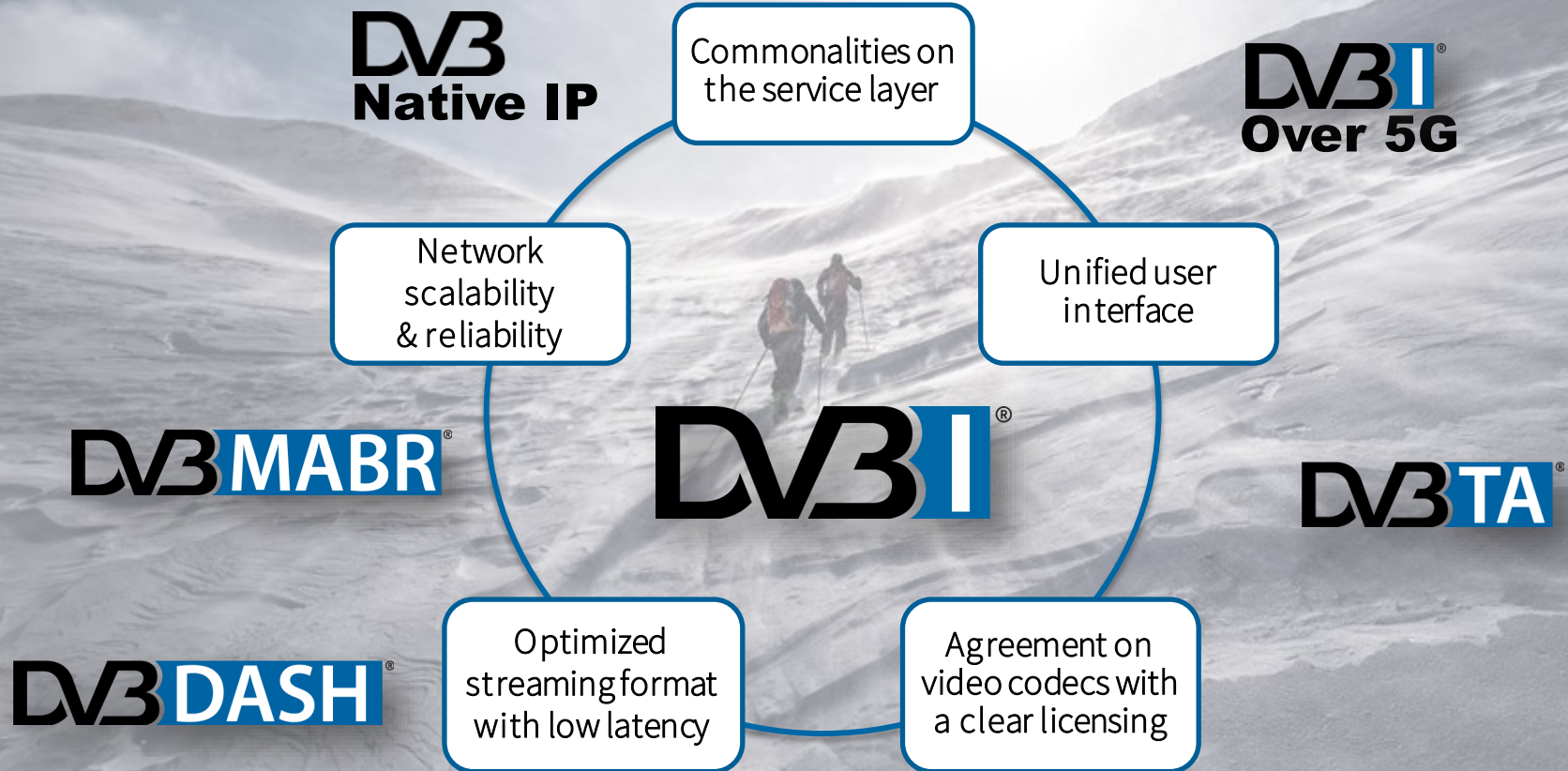


5G



DVB
Native IP
DVB DASH

DVB's rise towards a unified IP-centric future





DVB-I Service Discovery

Service Discovery and Programme Metadata for DVB-I

PUBLISHED STANDARD RELATED BLUEBOOK
[TS 103 770 V1.1.1](#) [DVB BlueBook A177r1](#)
09.11.2020 20.07.2020



Service layer specification for a **unified, broadcast-like user experience**

- ❑ Published by ETSI in November 2020
- ❑ A DVB-I reference implementation is available [here](#) to be freely reused under MIT license
- ❑ A Phase 2 will start to address new requirements
- ❑ «DVB-I over 5G»: for the usage of DVB-I as a service layer on top of 5G Rel-16 technologies

ETSI TS 103 770 v1.1.1 (2020-11)



Digital Video Broadcasting (DVB);
Service Discovery and Programme Metadata for DVB-I

EBU DVB





DVB-DASH (Dynamic Adaptive Streaming over HTTP)

DVB MPEG-DASH Profile for Transport of ISO BMFF Based DVB Services over IP Based Networks

PUBLISHED STANDARD RELATED BLUEBOOK

[TS 103 285 V1.3.1](#)

20.02.2020

[DVB BlueBook A168 \(Draft TS 103 285 V1.3.1\)](#)

09.10.2019

ETSI TS 103 285 v1.3.1 (2020-02)



Digital Video Broadcasting (DVB);
MPEG-DASH Profile for Transport of ISO BMFF
Based DVB Services over IP Based Networks

For **low latency DVB-I services streaming** and improved interoperability

- ❑ A new version was published by ETSI in February 2020
 - ✓ includes low latency
- ❑ An update is expected for mid-2021
 - ✓ Alignment with MPEG-DASH 3rd and 4th editions
 - ✓ Addresses Targeted Advertising for DVB-I services

EBU DVB



DVB MABR[®]

DVB-MABR (Multicast Adaptive Bit Rate)

Adaptive media streaming over IP multicast

PUBLISHED STANDARD RELATED BLUEBOOK
[TS 103 769 V1.1.1](#) [DVB BlueBook A176](#)
09.11.2020 16.03.2020



Brings **multicast scalability and reliability to unicast** traffic

- Published by ETSI in November 2020
- A Phase 2 is starting to address new requirements

ETSI TS 103 769 v1.1.1 (2020-11)



Digital Video Broadcasting (DVB);
Adaptive media streaming over IP multicast

EBU DVB[®]



DVB-TA (Targeted Advertising – signalling)

Dynamic substitution of content in linear broadcast: carriage and signalling of placement opportunity information in DVB Transport Streams

LATEST BLUEBOOK
[DVB BlueBook A178-2](#)
26.02.2020



Allows to dynamically **substitute advertising in a linear broadcast**

- ❑ DVB BlueBook published in February 2020
- ❑ ETSI publication ongoing:
 - DVB-TA Part 1: [TS 103 752-1](#)
 - DVB-TA Part 2: [TR 103 752-2](#) (Interfacing)
- ❑ An update will include the insertion of Targeted Ads:
 - Using the broadband connectivity of a TV connected to a legacy STB
 - And for DVB-I services



Dynamic substitution of content in linear broadcast

Part 2: Carriage and signalling of placement opportunity information in DVB Transport Streams

DVB Document A178-2

February 2020





DVB[®]

Join us live!

DEMOS

2020

See how DVB's new generation of internet-centric standards – DVB-I, DVB-DASH, DVB-MABR, DVB-TA – are enabling innovative products and services.

See: dvb.org/demos2020



onscreen publishing
apps. anywhere. easily.

OTT-B
OTT Broadcast




TPVISION



VERANCE



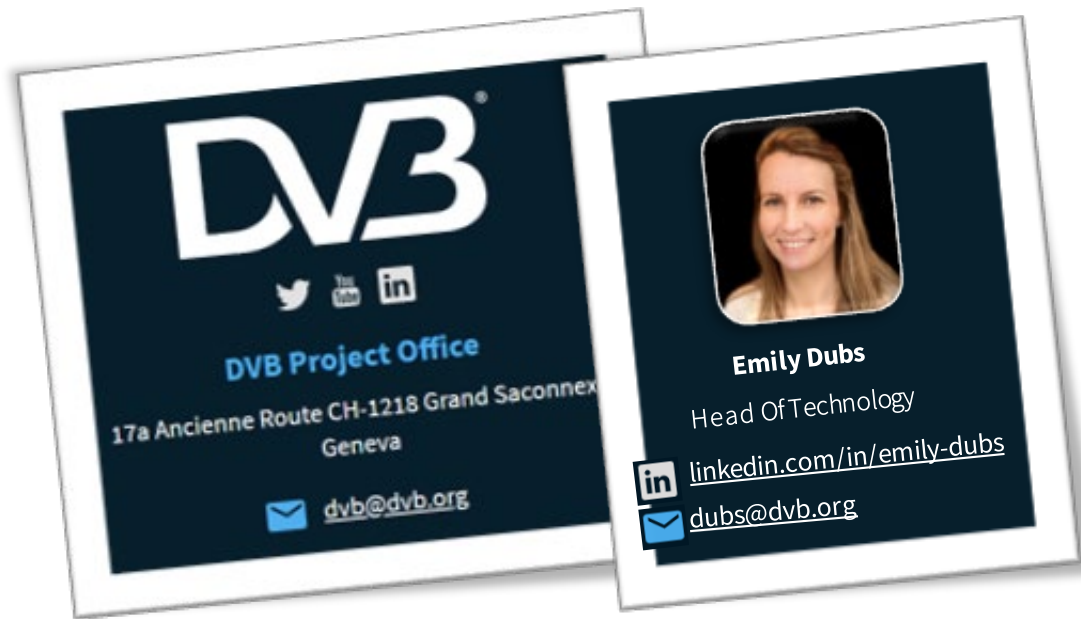
(●) En direct dans 2 jours
26 novembre, 10:00

 Définir un rappel

Thursday 26 November • 10:00 CET

17:00 KL

Thanks!



DVB is an industry-led consortium of the world's leading media & technology companies designing open technical specifications for digital media delivery.

