

# Interactive Multimedia Services : Trend & Insights

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incheon, Korea

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Director of Technology & Innovation, ABU  
Asia-Pacific Broadcasting Union

**A Vice-Chair of World Broadcasting Union – Technical Committee (WBU-TC)**  
**Distinguished Lecturer of IEEE Broadcast Technology Society**

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# Classification

	Video service with managed QoS	Video service with unmanaged QoS
(Semi interactive) traditional broadcast networks	<p>Traditional 1</p>	
(Interactive) integrated networks	<p>Wired IBB 2</p>	OTT
	<p>Wireless IBB 3</p>	OTT - wireless
(Fully interactive) duplex networks	<p>4</p> <p>IPTV</p>	
	<p>7</p>	
	<p>5</p> <p>Internet TV</p>	OTT
	<p>6</p> <p>Wireless OTT</p>	

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# Actions by stakeholders

- Develop DSO policy and legal framework
- Establish plan for ASO
- Develop funding policy
- Establish principles for help service
  
- Decide on technology and the standard
- Implement licensing framework
- Manage radio spectrum and coordination matters
  
- Develop consumer proposition
- Establish DTT branding and conformance regime
- Develop communication plan
- Plan and develop DTT network
- Establish receiver specifications and costs



# Actions by stakeholders - Governments

- Develop DSO policy and legal framework
- Establish plan for ASO
- Develop funding policy
- Establish principles for help service



# Actions by stakeholders - Regulators

- Decide on technology and the standard
- Implement licensing framework
- Manage radio spectrum and coordination matters

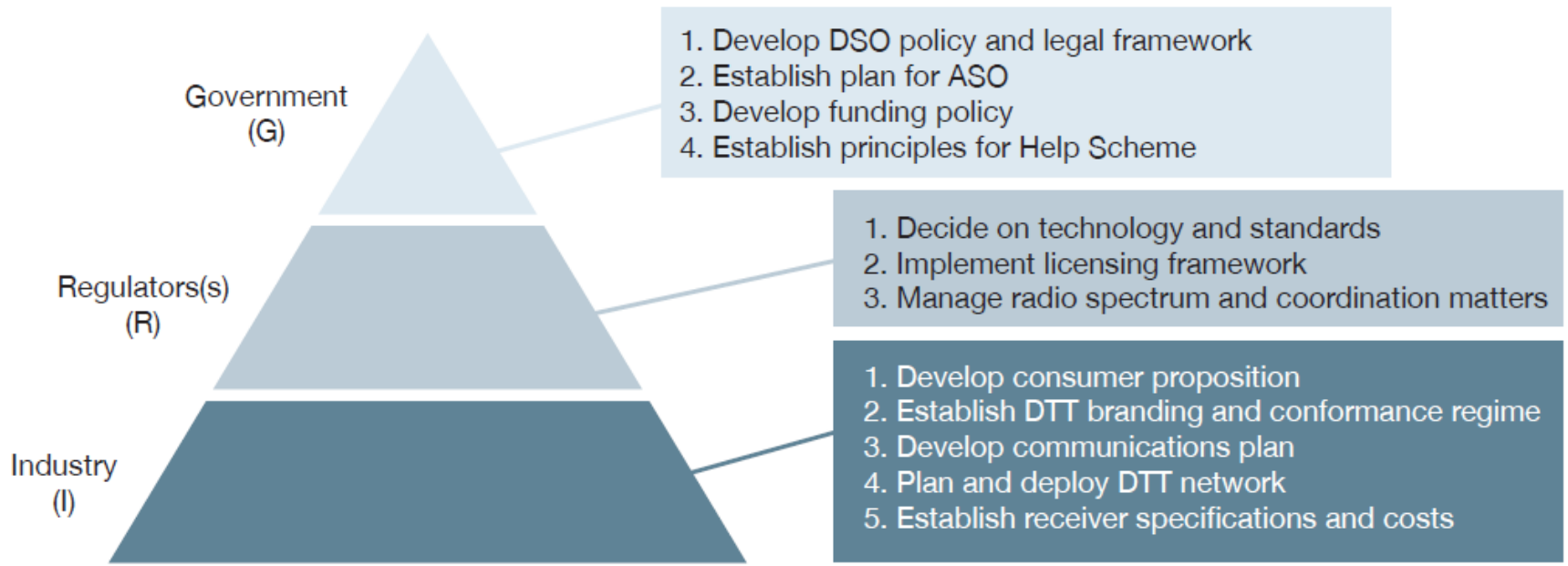


# Actions by stakeholders - Industry

- Develop consumer proposition
- Establish DTT branding and conformance regime
- Develop communication plan
- Plan and develop DTT network
- Establish receiver specifications and costs



# Digitalisation Actions



# Key factors for success

- All actors on board
- Strong leadership
- Effective communication strategy
- Sufficient financial resources



# Summary and Recommendations

- OTT – over unmanaged networks, are improving
- IPTV – less penetration
- IBB – middle ground
- HbbTV, Hybridcasting, HTML-5 Smart TV platform,..
- Technologies are evolving
- How we build infrastructure using such Technology will determine the services
- Regulation especially policies will play a key role in it
- Assurance to access to information - **No information divide (Dr AMAL Punchihewa)**
- Less harm to the society



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