



ITU-R SG 6

Broadcasting – Planning for the future

future of broadcasting

ITU-R study group 6 - broadcasting service

why this work?

- changing landscape of media
- changing audience expectation
- merging of gaming, social media, traditional media...
- rapid and accelerating media technology development
- competition!

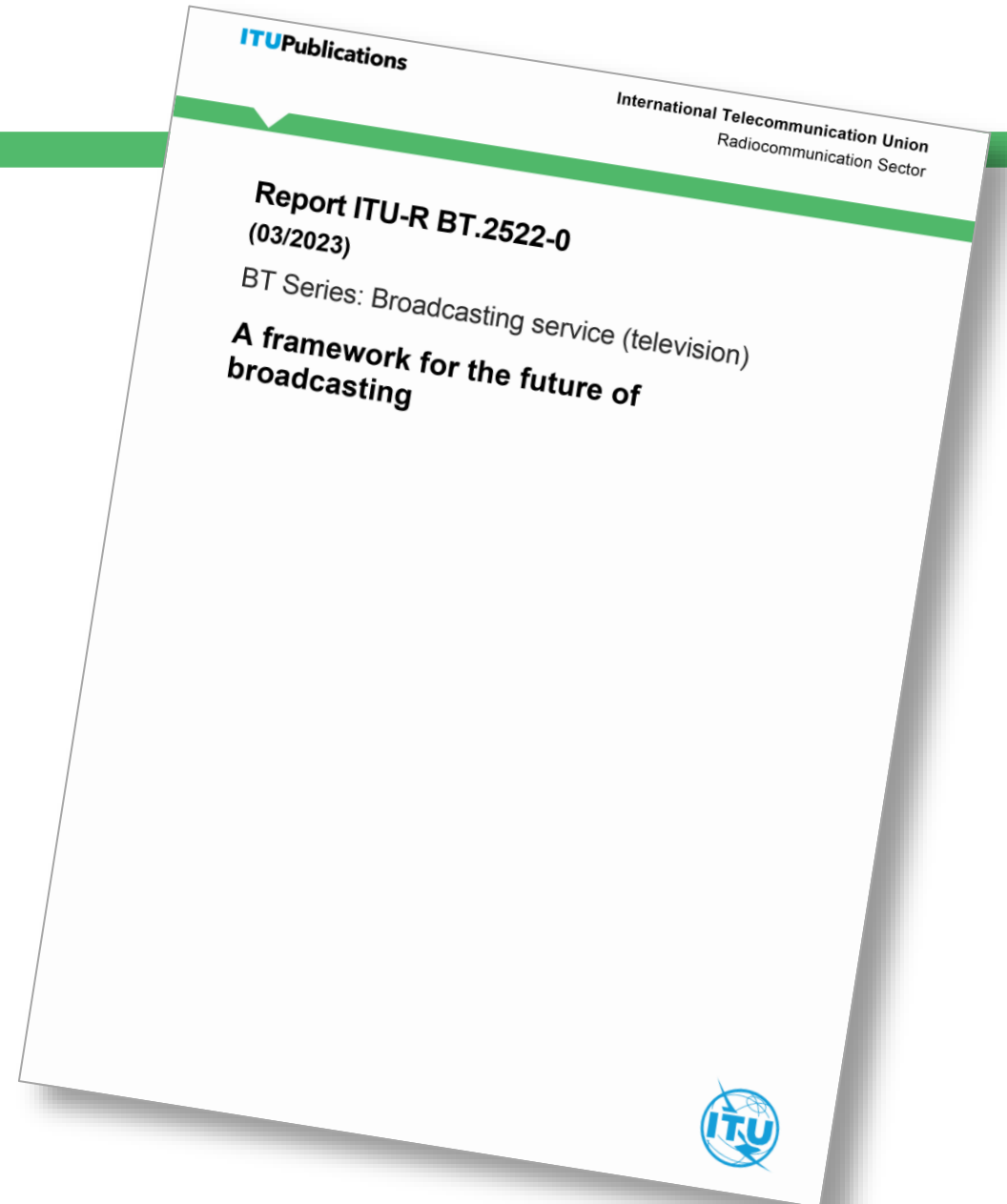


outcome

two reports

a framework for the

- future of broadcasting



user experience trends

- breaks down into seven key trends:
 - collective; personalized; ubiquitous media consumption; digital assistant; accessible; immersive; merging physical & digital worlds

production challenges

- breaks down into eight key trends:
 - software-based; virtualized; cloud-based; complex media; data-driven; automation through AI/ML; immersive & accessible; sustainable

broadcast delivery

- discusses the opportunities and challenges to realize the user and production trends through a combination of terrestrial broadcasting and internet delivery

concludes

user expectations are driving changes;

- in how media is created, delivered and consumed
- services & personalized options accessible on any device, any location, any time
- desire for communal and shared media consumption
- increasingly immersive content presented according to personal preferences

broadcasters must meet future user demands & compete;

- using technologies that assist and automate creation and exchange
- accelerating the shift to cloud-based virtual production

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

- flexible production technologies and common standards are vital
- terrestrial broadcasting remains essential and must keep evolving, distributing new media production formats and enabling new user experiences
- terrestrial broadcasting combined with internet delivery offer effective & efficient solutions

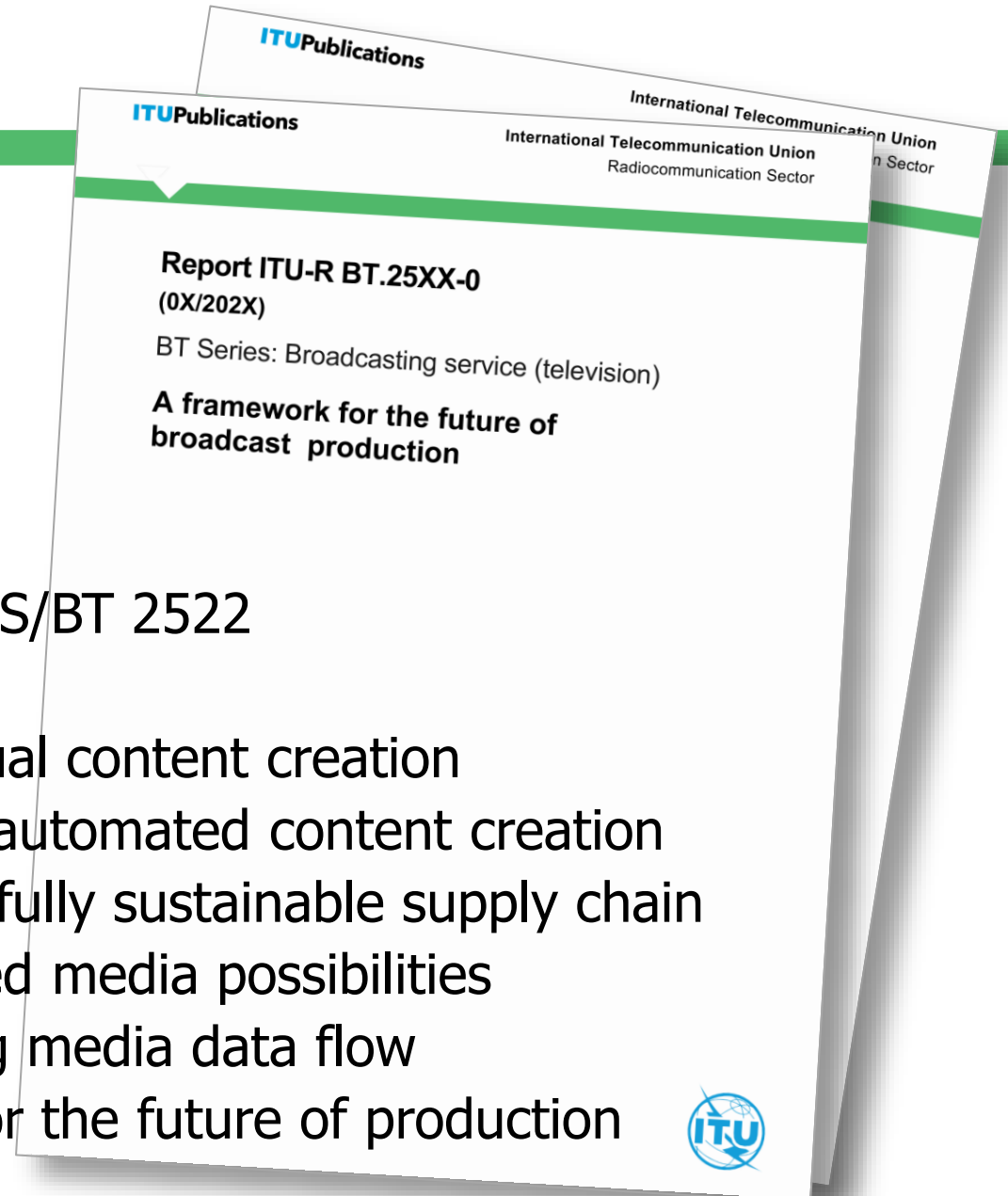


to follow

two reports

a framework for the

- future of broadcasting
- future of broadcast production
 - expands the production section of BS/BT 2522
 - explains the media supply chain
 - explores the potential of totally virtual content creation
 - provides examples of the use of AI-automated content creation
 - proposes ideas and processes for a fully sustainable supply chain
 - presents an overview of object-based media possibilities
 - drives the idea and benefits of using media data flow
 - delivers ideas, advice & examples for the future of production





thank you

luiz fausto

andy quested

david hemingway