Cable

Peter MacAvock (EBU)
Chairman, DVB
People are spending more and more time on media.

Evolution of media consumption time
Western Europe, time spent evolution 2010 - 2018

+ 10%

Newspapers / magazines
Internet
Radio
TV

Source: ZenithOptimedia, Media Consumption Forecasts 2016
The growth of internet time has limited impact on TV & radio consumption.

Evolution of time spent by media
Western Europe, forecasted evolution 2015 - 2018

- TV: -2%
- Radio: -2%
- Newspapers / magazines: -3%
- Internet: +15%

Source: ZenithOptimedia, Media Consumption Forecasts 2016
The shift to online TV & video is happening slowly...
Milestones – applications & technologies

- SD
- HD
- UHD

- MPEG-2 1993
- H.264 2003
- HEVC 2013

- UHD1-P1
- UHD1-P2
- 4k
- Colour
- HFR
- HDR
- Audio
- UHD IP
- Subtitles

- DVB-S
- DVB-C
- DVB-T
- DVB-S2
- DVB-C2
- DVB-T2


- '90 '93 '95 '98 '00 '03 '05 '08 '10 '13 '15 '18 '20 '23 '25
“Strengthen broadcasting and specify the transition to seamless hybrid broadcast-broadband services and delivery.”

By Peter MacAvock, chairman, DVB
Was ist DVB-C?
Until not too long ago, Cable TV network was synonymous with providing over-2 TS over DVB-C.
Reasons for transition to IP

1. Minority Services
   - Minority audience is dispersed, hence inclusion in linear offer
   - What if IP Unicast existed?

2. Content Format Zoo
   - Let me explain .......
This is the pain point!
Format Zoo Pain Point

• Cable operators are re-conditioning the same content multiple times

• A Common Format that could be used across all client devices would save operational costs

• Note that all the format conversation usually degrade the content quality and thus user experience
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IP Multicast
Cable Infrastructure

862 MHz

108 MHz

DOCSIS

1.0 1.1 2.0 3.0 3.1 3.1 FD

DVB-C®

DVB-C2®

DOCSIS

1.0 1.1 2.0 3.0 3.1 3.1 FD
Some advice

• If you’re a cable operator – deploy DVB-C2 now, selling it as an UHD upgrade

• If you’re a broadcaster – work to finalise the DVB’s IP Multicast solution