

DVB[®]

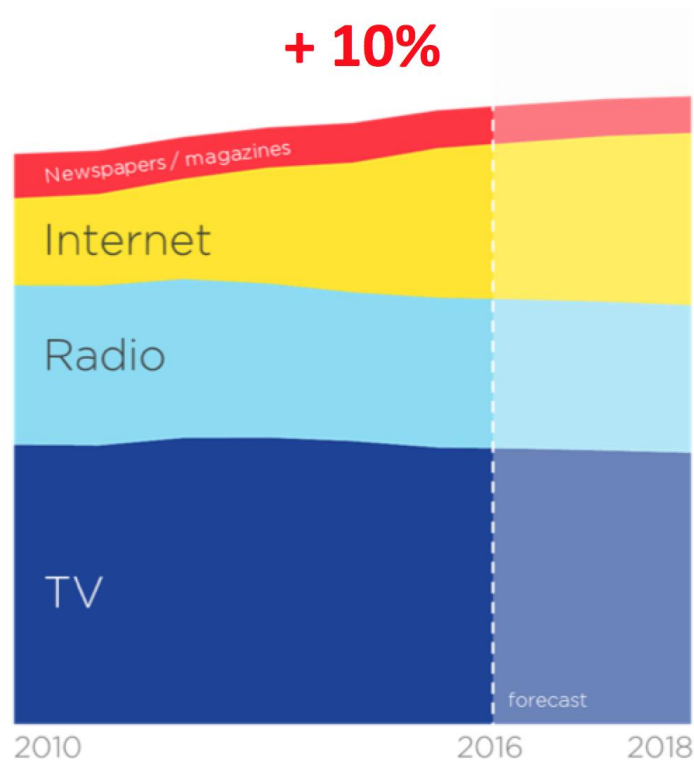
Cable

*Peter MacAvock (EBU)
Chairman, DVB*

**People are
spending
more and
more time
on media**

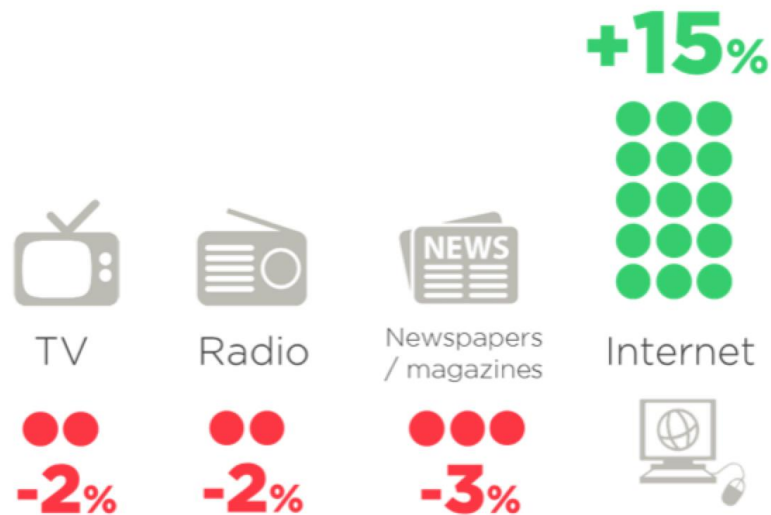
Evolution of media consumption time

Western Europe, time spent evolution 2010 - 2018



The growth of internet time has limited impact on TV & radio consumption

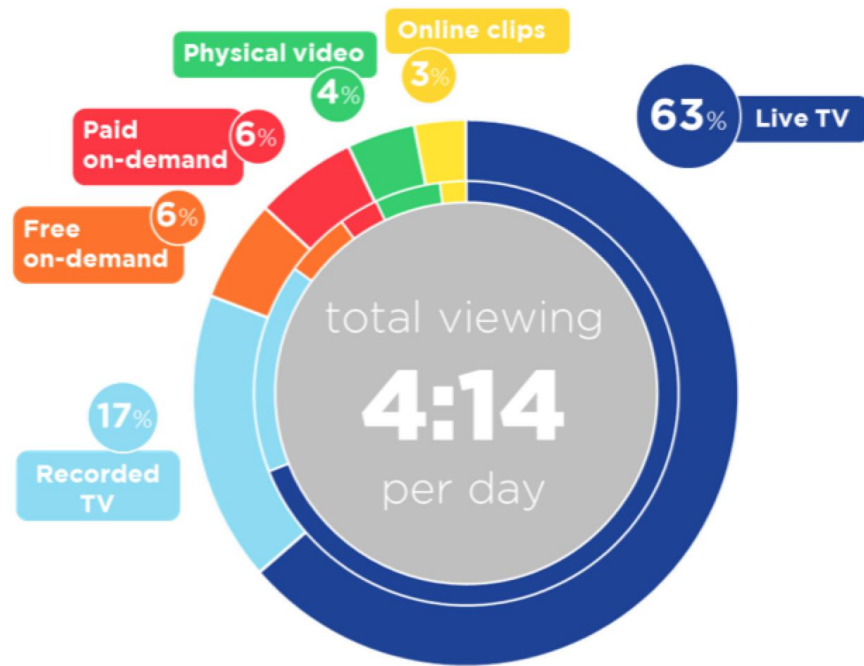
Evolution of time spent by media
Western Europe, forecasted evolution 2015 - 2018



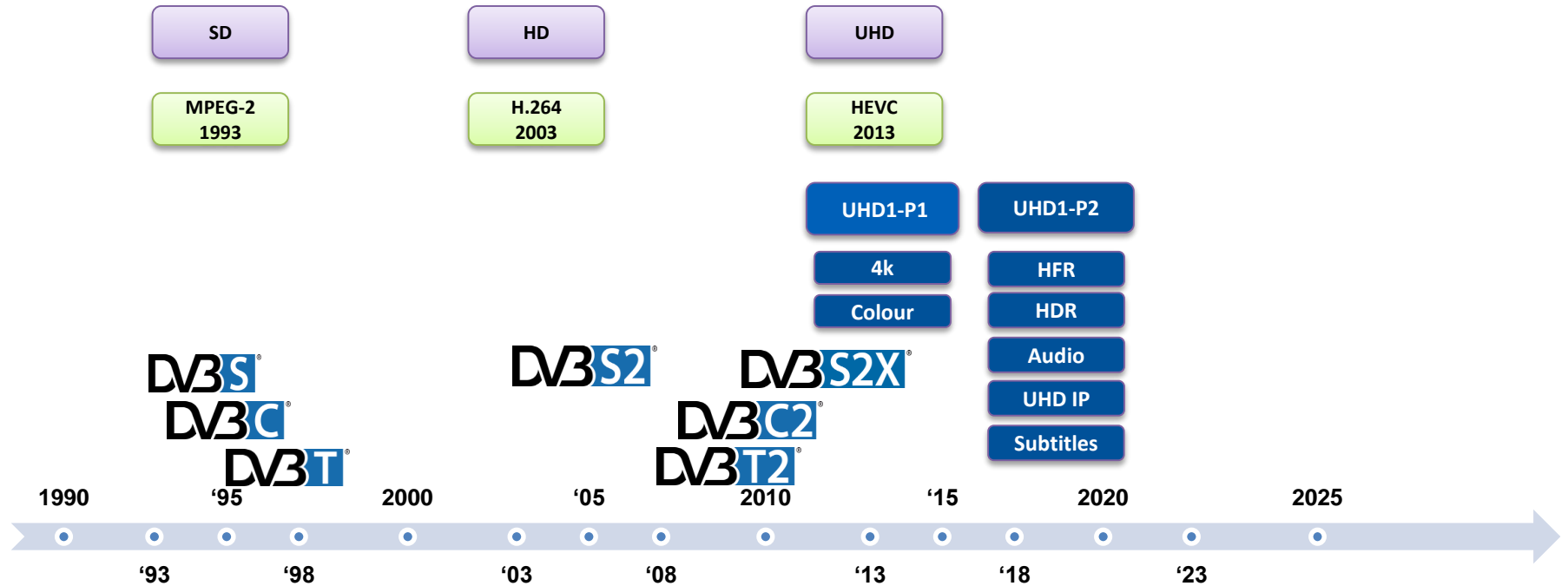
The shift to online TV & video is happening... slowly

Total viewing time by type of content adults aged 16+, United Kingdom, type in % of total viewing

Inner circle: Q1 2014 / Outer circle: Q1 2016



Milestones – applications & technologies





“Strengthen broadcasting and specify the transition to seamless hybrid broadcast-broadband services and delivery.”

ADAPT OR **DIE**

By **Peter MacAvock**, chairman, DVB



Was ist DVB-C?

Until not too long ago,
operating a

Cable TV

network was
synonymous with
providing

 -2 TS

over

DVB-C®



Reasons for transition to IP

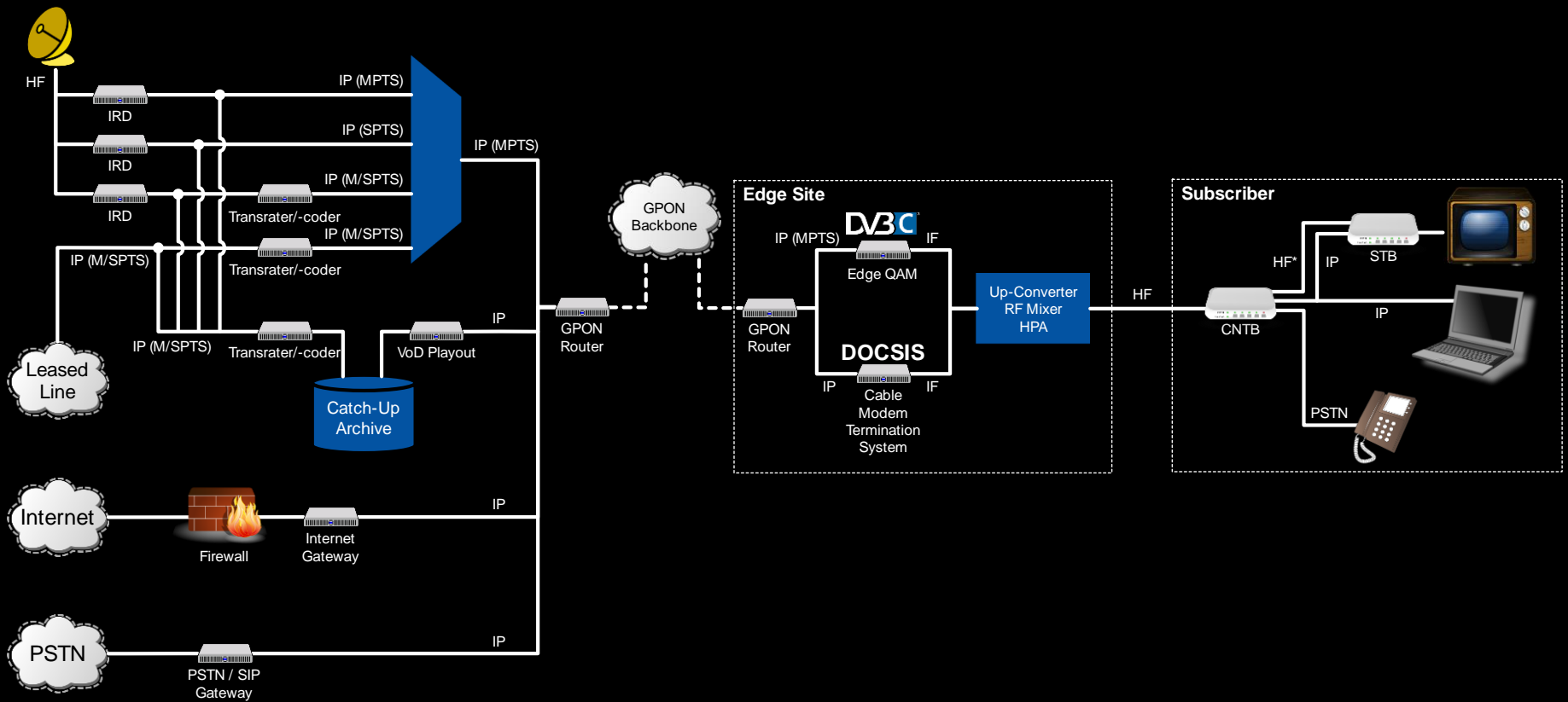
1. Minority Services

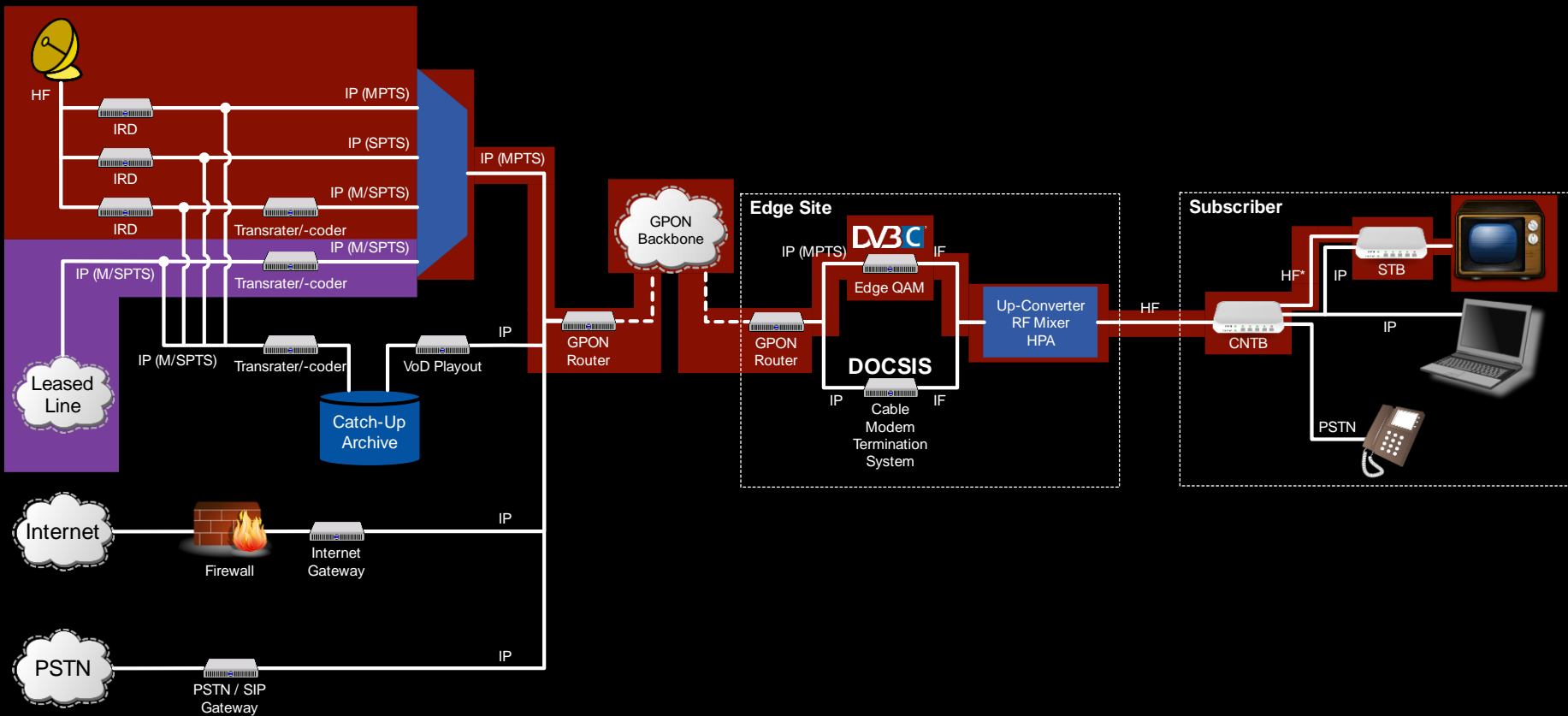
- Minority audience is dispersed, hence inclusion in linear offer
- What if IP Unicast existed?

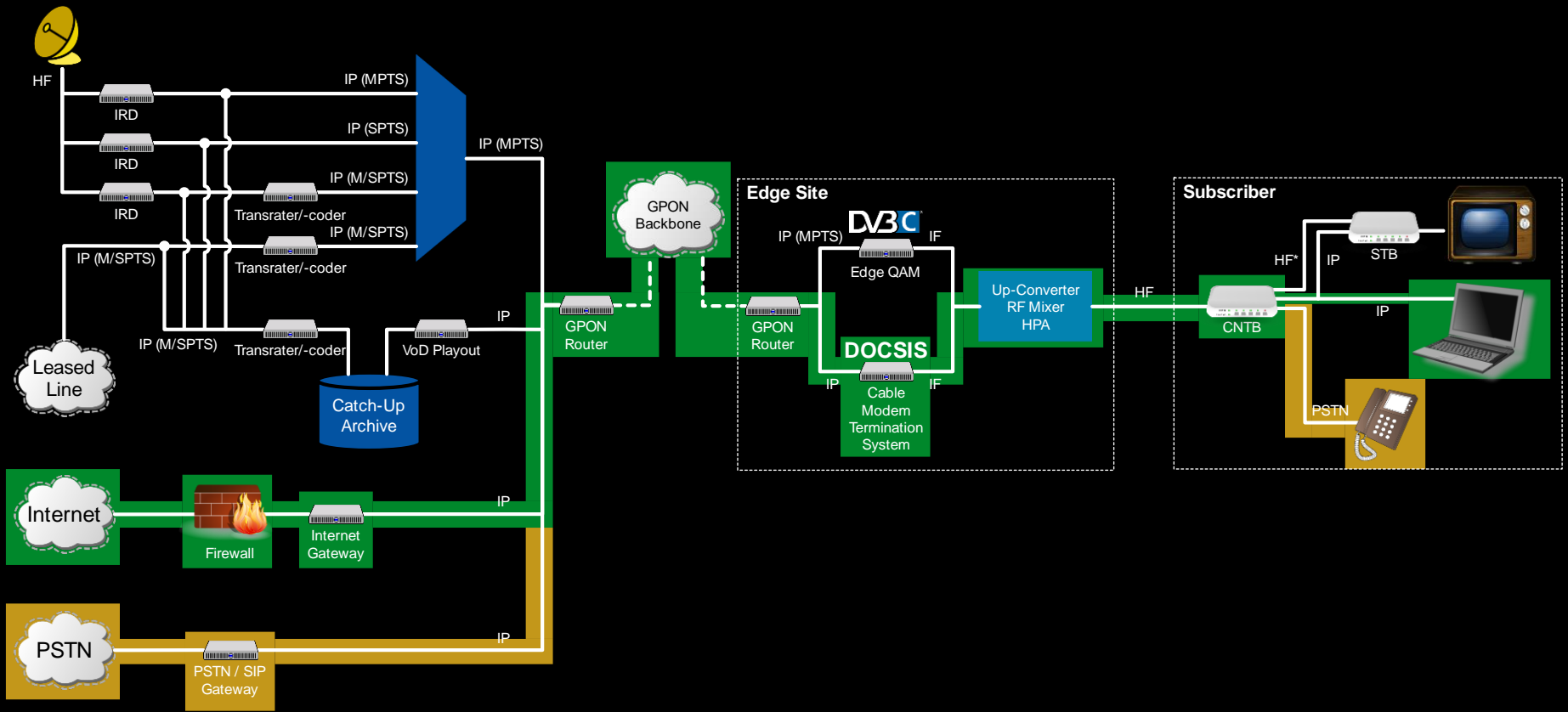
IP Unicast

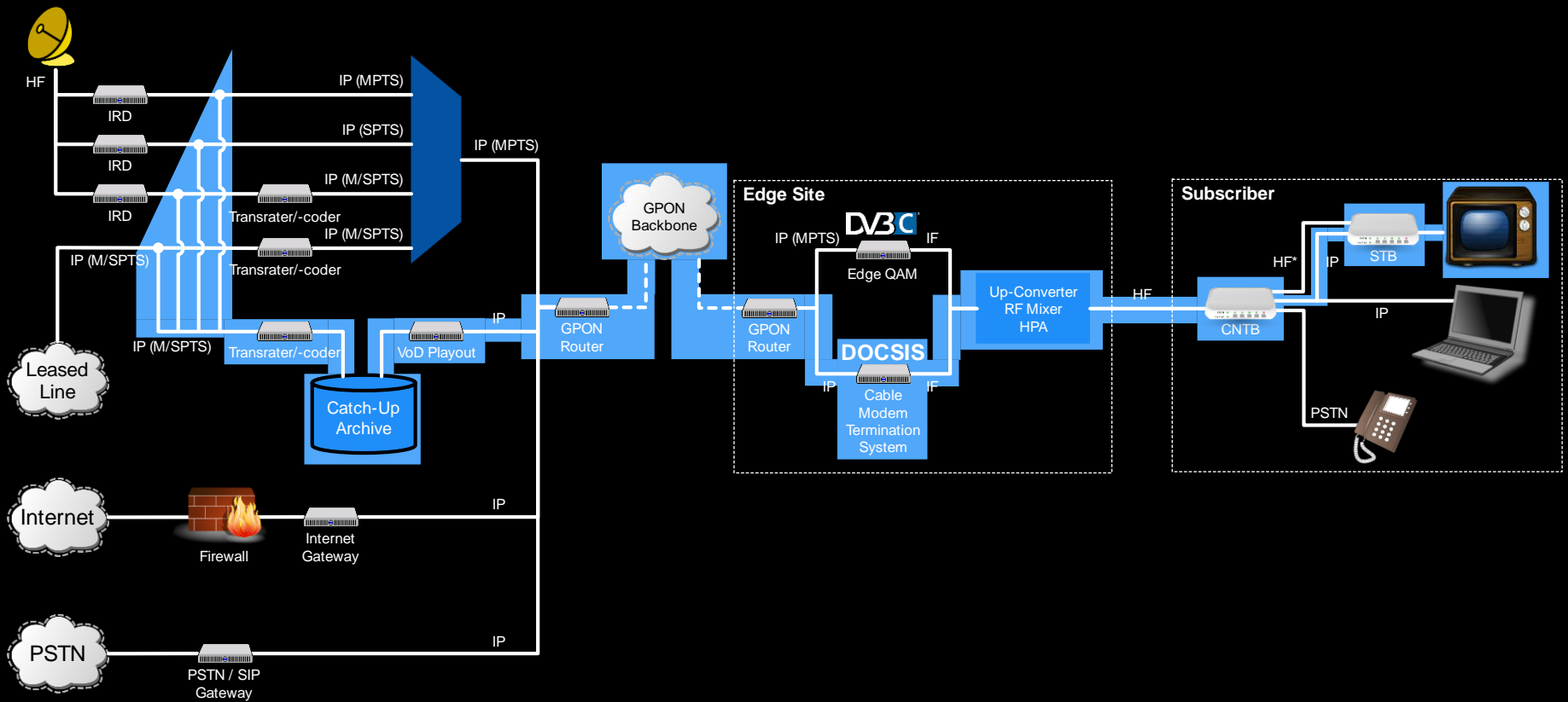
2. Content Format Zoo

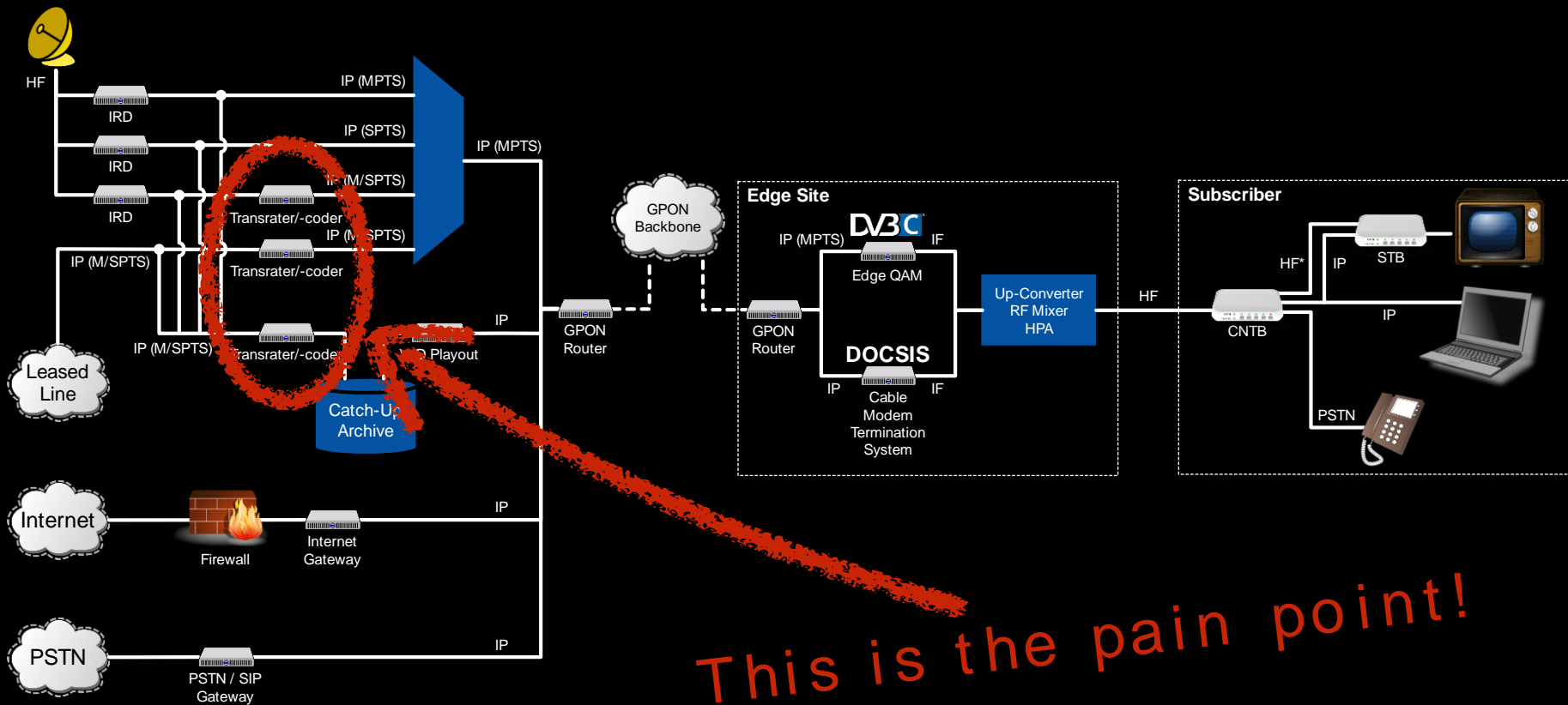
- Let me explain











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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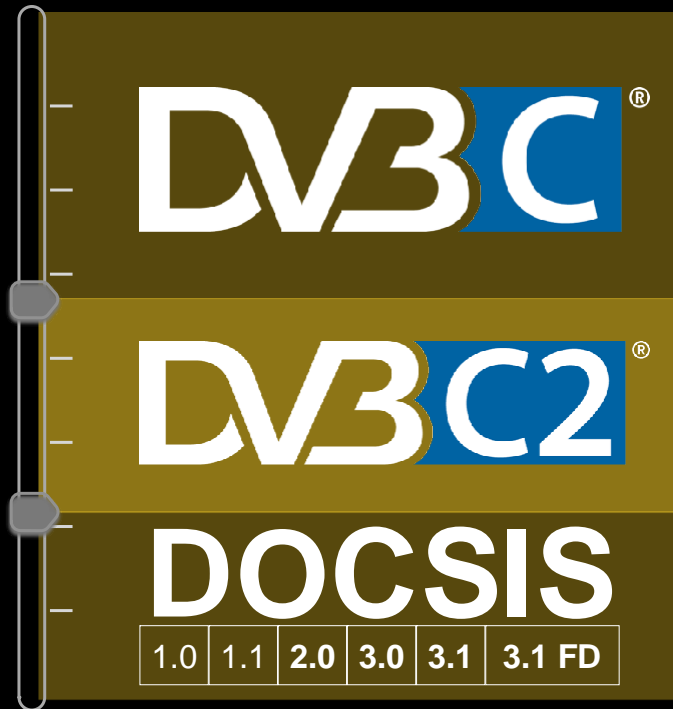
IP Multicast

Cable Infrastructure

108 MHz



862 MHz



Application Layers



- 2 TS

DVB MPEG[®]
DVB SI[®]
& Friends

IP Unicast

DVB IPTV[®]
DVB DASH

IP Multicast



No
established
standard

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



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