Broadcasting new services and applications and the COVID response

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Broadcasting Services for Covid Response Web Dialogue

Overall context
Broadcasting new services and applications

• Broadcasting services are evolving and undergoing transformation;

• Broadcasting offers to users are evolving:
  – New experiences in accessing audio-visual content;
  – Users no longer have only the traditional media services/applications;
  – Users are experiencing different ways of watching audio-visual content in their broadcasting services.
Broadcasting new services and applications (cont.)

- Broadcasters are implementing a myriad of new services and applications, and these are becoming new trends in broadcasting;
  - Major trend with the potential of changing entirely the business models for content distribution;
  - These new trends do not restrict to the broadcasting environment, including broadband networks, and their interaction;

- More recently, the emergence of new broadcasting technologies and standards that could be considered by developing countries;
  - Question 2/1 is tackling these trends in broadcasting;
  - Potential contribution to achieving the SDGs.
Major forces in today’s television

• The broadcasting and TV industry alongside the Internet industry points out to three major forces:
  – Carriers,
  – Internet enterprises, and
  – Terminal vendors.
Major forces in today’s television (cont.)

• The development strategies and paths of these three forces are different, however, the final competition focuses on the network access entrance and the first contact of users.

• All of them contributing to the mitigation of the COVID Pandemia.
  – However, some major impacts were also felt in the broadcasting industry, i.e., reduction in ad-revenues.
  – Potential turning point for television industry towards streaming services.
Some considerations about the new scenario:

• Take advantage of radio and television networks, broadband networks and satellite coverage to construct a **multi-network converged, manageable, controllable, and reliable broadcast TV and broadband media network**.

• Broadcasters need to **optimize traditional broadcast and TV services**, gradually provide high-quality new video services, and coordinate wired and wireless satellite traditional broadcast and TV distribution channels to form a **seamless network with seamless coverage, providing richer and smoother service experience**.
Some considerations about the new scenario:

• To implement new broadcasting technologies, services and applications, which seems to be heading to a **global media strategy** for service providers and not restricting the service offers to the traditional broadcasting market, it seems that **consolidation, co-investment and infrastructure sharing** are key trends to reduce costs and allow for massive investments in network deployment and content delivery.
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New Broadcasting services and applications in the COVID context
Cases in COVID mitigation

• Communicating and informing the population
  – One of the main duties of broadcasters is to inform the population by generating relevant content in various forms, specially during the pandemia.
  – Interactive applications and the regular audiovisual content, either by traditional digital TV, mobile TV or broadband through IBB.

• E-learning and E-education
  – Broadcasting of educational content (*);
  – New services which are being used to allow students to access educational content during the pandemia.

• Emergence response
  – Help authorities to overcome crisis and mitigate emergencies, such as disaster alerts through the broadcasting networks.

• Service continuity
  – Applications that allow businesses to continue some of their activities online, such as T-commerce, etc.

Cases in COVID mitigation (cont.)

- Communicating and informing the population
  - Tackling misinformation;
    - Alongside with Regulators, broadcasters are keeping their broadcasting license obligations towards relevant and significant content;
      - OFCOM’s guidance on content compliance due to COVID-19
        (https://www.ofcom.org.uk/__data/assets/pdf_file/0025/193075/Note-to-broadcasters-Coronavirus.pdf);
  - Public service Annoucements (PSAs);
    - PSAs on the pandemic;
    - Educational programming to help students and educators with distance learning;
    - Fundraisers for charities and small businesses; and
    - Expanding local news to cover the impact of COVID-19 on communities.
Cases in COVID mitigation (cont.)

- Communicating and informing the population (cont.)
  - Preserving media diversity during the period of the pandemic;
    - Germany:
      - Considering Broadcasters as an Essential service;
      - Simplified notification procedure for live streams of cultural, religious or educational content.

- France: Relaxation of strict content release windows;

- Spain: Aid package for private TV channels provide state-wide digital terrestrial television (DTT) services.
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ITU-D Question 2/1 Work
Scope of the Document

• Digital broadcasting transition costs;
• New broadcasting services and applications:
  – They can also involve relevant costs;
  – These services can involve different networks and service providers;
  – These new scenario can lead the broadcasting market to important decisions regarding partnerships with other service providers, especially with broadband service providers.
Scope of the Document

• Both cases are being briefly addressed:
  – Digital Transition with a more mature cost structure as experienced by several countries; and
  – New services and applications pointing to some trends to allow the reduction of costs and sharing the burden of network investments to cope with the ever-increasing demand for audiovisual content.

• Considers some of the costs involved in the digital transition and some other considerations regarding the implementation of new broadcasting technologies, services and applications from the economic point of view.
THANK YOU!

ITU-D Question 2/1 Team