ITUWorkshop

The future of television for Europe

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ITU Workshop on “Future of television for Europe”

The future user experience outlined in Report ITU-R BT.2522

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Report ITU-R BT.2522 – A framework for the future of broadcasting

The report explores:

- future user experience
- future of media production
- future broadcast delivery

Our focus in this session

future user experience

the future user experience

breaks down into seven key trends:

- collective experience;
- personalized experience;
- ubiquitous media consumption;
- digital assistant;
- accessible experiences;
- immersive experiences; and
- merging physical & digital worlds.

collective experience

Early radio and TV were often enjoyed **collectively** by families and friends.

Although **personalised** media consumption has grown, **shared** experiences remain popular.

New technologies now foster **virtual communities**, enabling friends and family to share media and interact socially, even when apart.

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personalized experience

Personalisation drives new, localised, targeted, and accessible broadcasting services, including content recommendations, customisable schedules, geo-targeting, and cross-device access.

User identification and **privacy** are also considered.

Personalised media should remain **simple** and intuitive, providing a seamless, **unified experience across platforms**, even when used in a hybrid way.

ubiquitous media consumption

Broadcasting supports **fixed**, **portable**, and **mobile** reception.

Portable and handheld devices allow users to access content anywhere, with **smartphones** becoming popular for **individual**, **on-the-go media consumption**.

This has increased demand for **media access everywhere**, reflecting current habits and anticipated future growth.

digital assistant

Consumer devices such as **smart speakers** and **wearables** are rapidly growing.

User interfaces are moving towards **voice-assisted content discovery**, with **digital assistants** becoming more **companion-like**, affecting language and branding.

Content will adapt seamlessly to each device, offering personalised updates through speech, gestures, gaze, or brain-computer interfaces.

accessible experiences

Content **accessibility** is crucial, adapting to users' needs and circumstances.

Captioning aids not only the hearing impaired but also benefits noisy or sound-restricted environments, with AI advancements enhancing availability and quality.

Automated **sign language** and **audio descriptions**, plus **haptic feedback**, enhance experiences for hearing and visually impaired users.

Automated translation and **speech synthesis** also make foreign content accessible.

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immersive experiences

Immersive technologies transform storytelling by placing users within the narrative.

Advances from mono to **3D sound**, black-and-white to **HDR video**, **VR/AR**, **360° video**, and **haptics** enable immersive and interactive experiences.

Future media will allow **navigation in 3D spaces**, with natural displays and headsets enhancing viewing.

3D sound, haptic feedback, and potential sensory innovations will heighten **realism**.

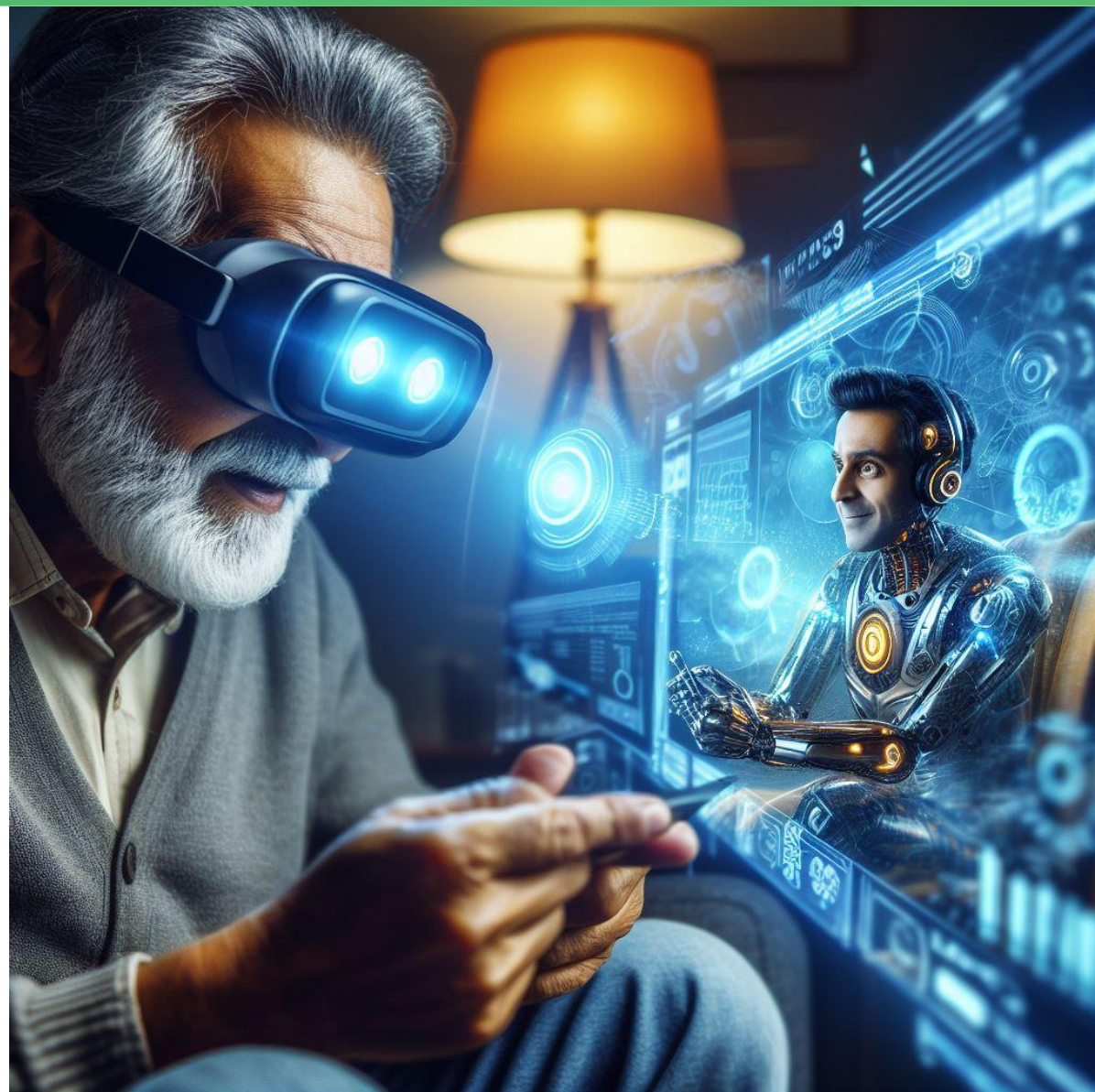
merging physical & digital worlds

Natural interfaces, such as gestures, will allow **intuitive machine control**.

AR will support shared virtual spaces for remote interactions, while AR Cloud platforms will enable location-based **augmented experiences**, using any surface as a display.

Medical implants could deliver images directly to the visual cortex, and signals could engage other senses.

Brain-computer interfaces will allow users to control virtual worlds through thoughts.



For reflection: are we adequately preparing to meet the future expectations of broadcasting users?

Thank you for your attention!

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