

ITU EVENTS

ITU Workshop on The Future of TV for the Americas

26 November 2018
Bogotá, Colombia

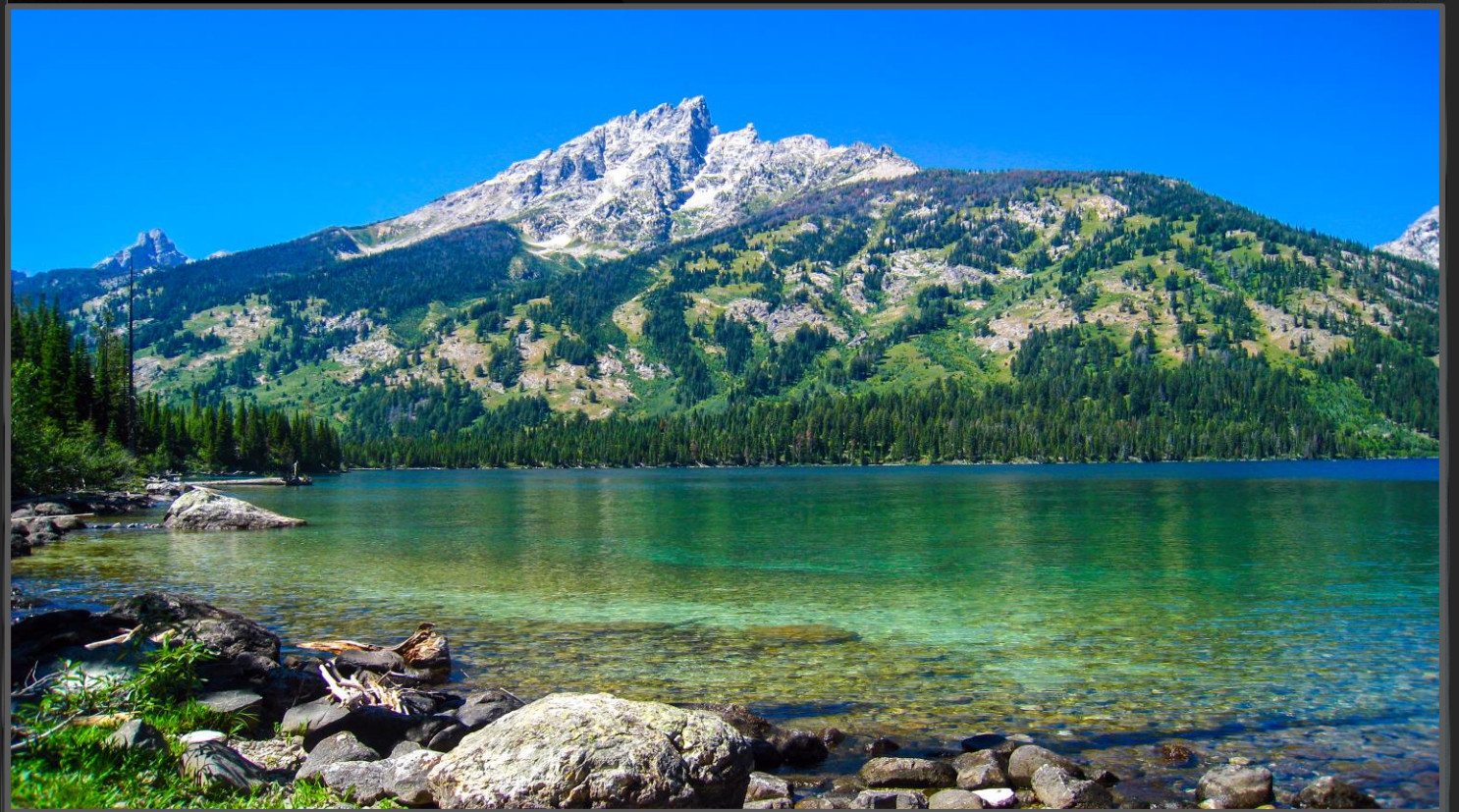


ANA ELIZA FARIA E SILVA

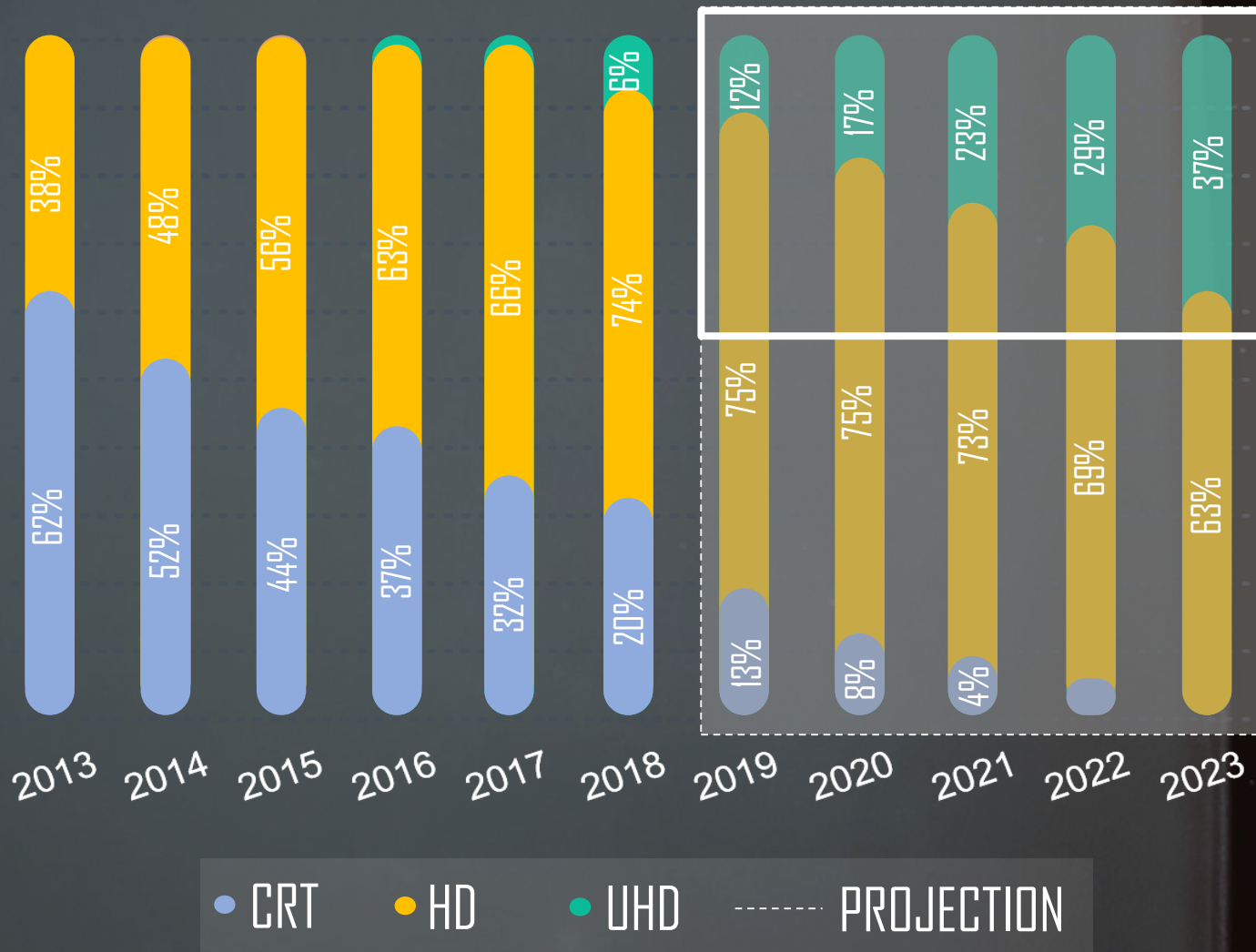
TECNOLOGIA  GLOBO



IS UHDTV
THE FUTURE
OF TV?



BRAZILIAN 4K TV SETS: MARKET SHARE



100 MM

AVERAGE INSTALLED
BASE OF TV SETS

Estimative : over one third of
the market in five years



Sources: ELETROS and IBGE 2016

Infantil **Glob**

Humor

Variedades

Realities

Jornalismo

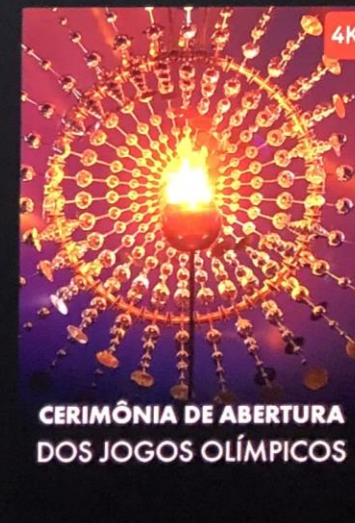
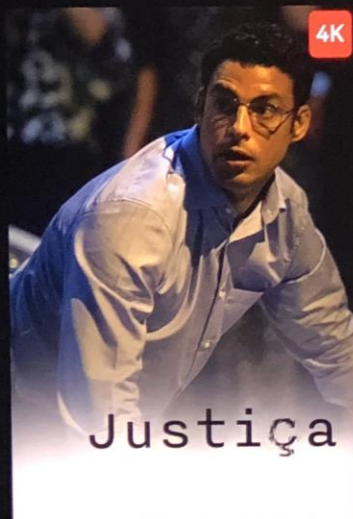
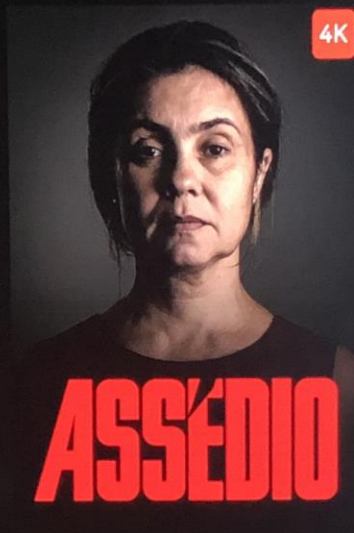
Esportes

Especiais

4K

Replay

Minha Conta



IMPROVED TECHNICAL QUALITY IS NECESSARY

UHDTV: 4K and/or 8K;

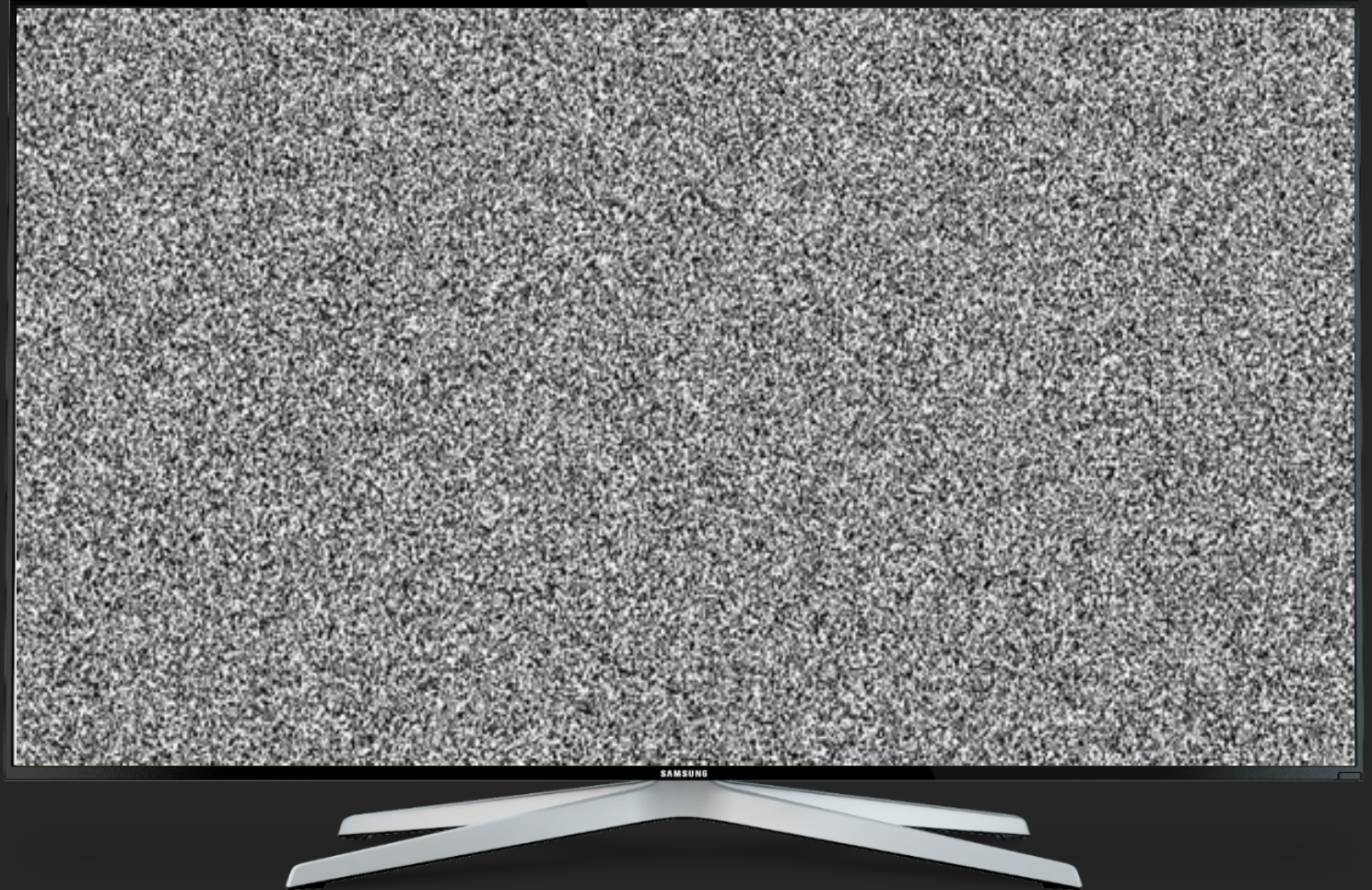
Support for **HDR, HFR, WCG** and **immersive audio**;

Increased quality for **mobile reception**;

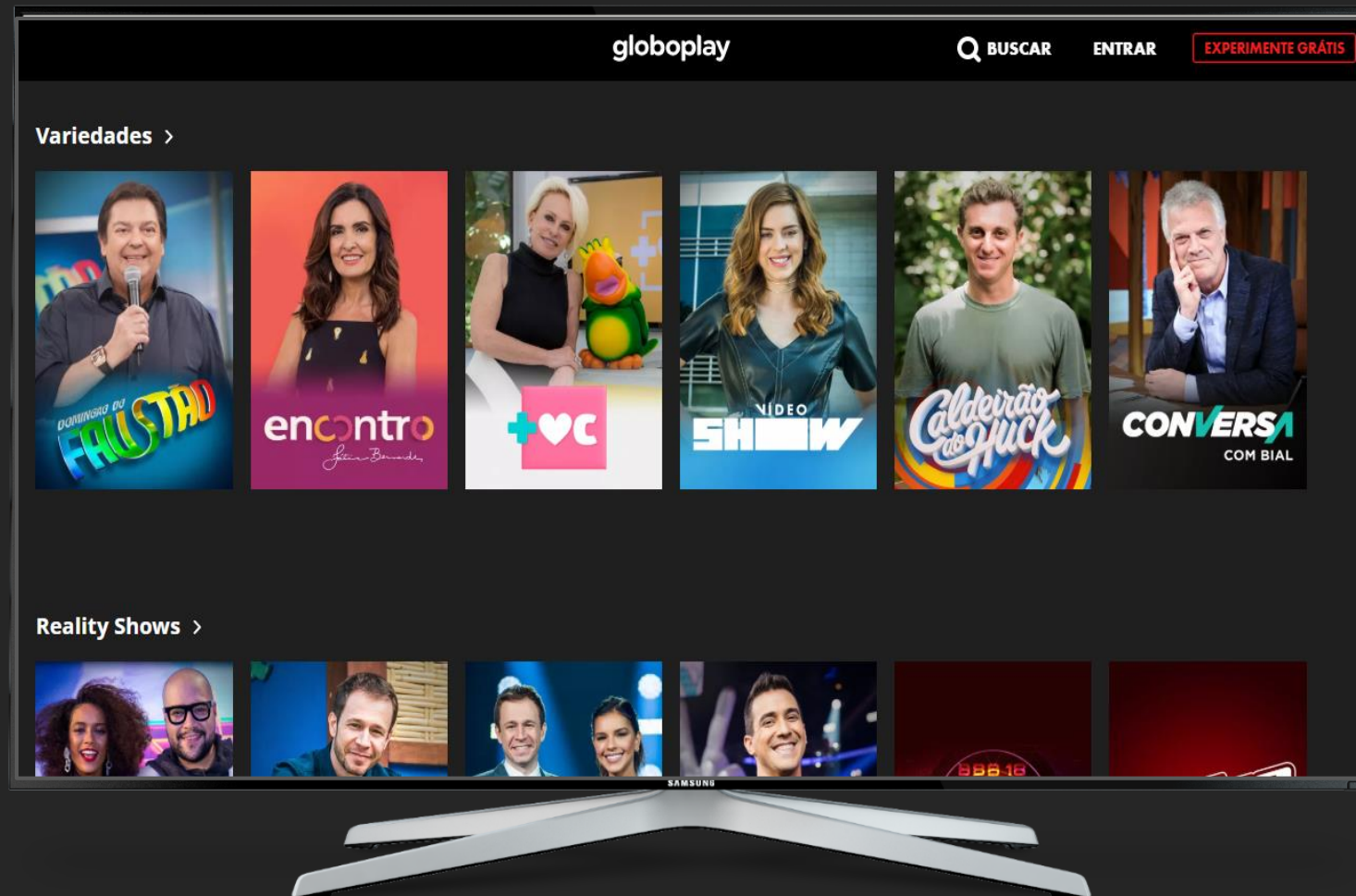
Improvements in **accessibility** and **emergency warnings**;

Backward compatible extensions to support incremental evolutions, both in physical and logical layers;

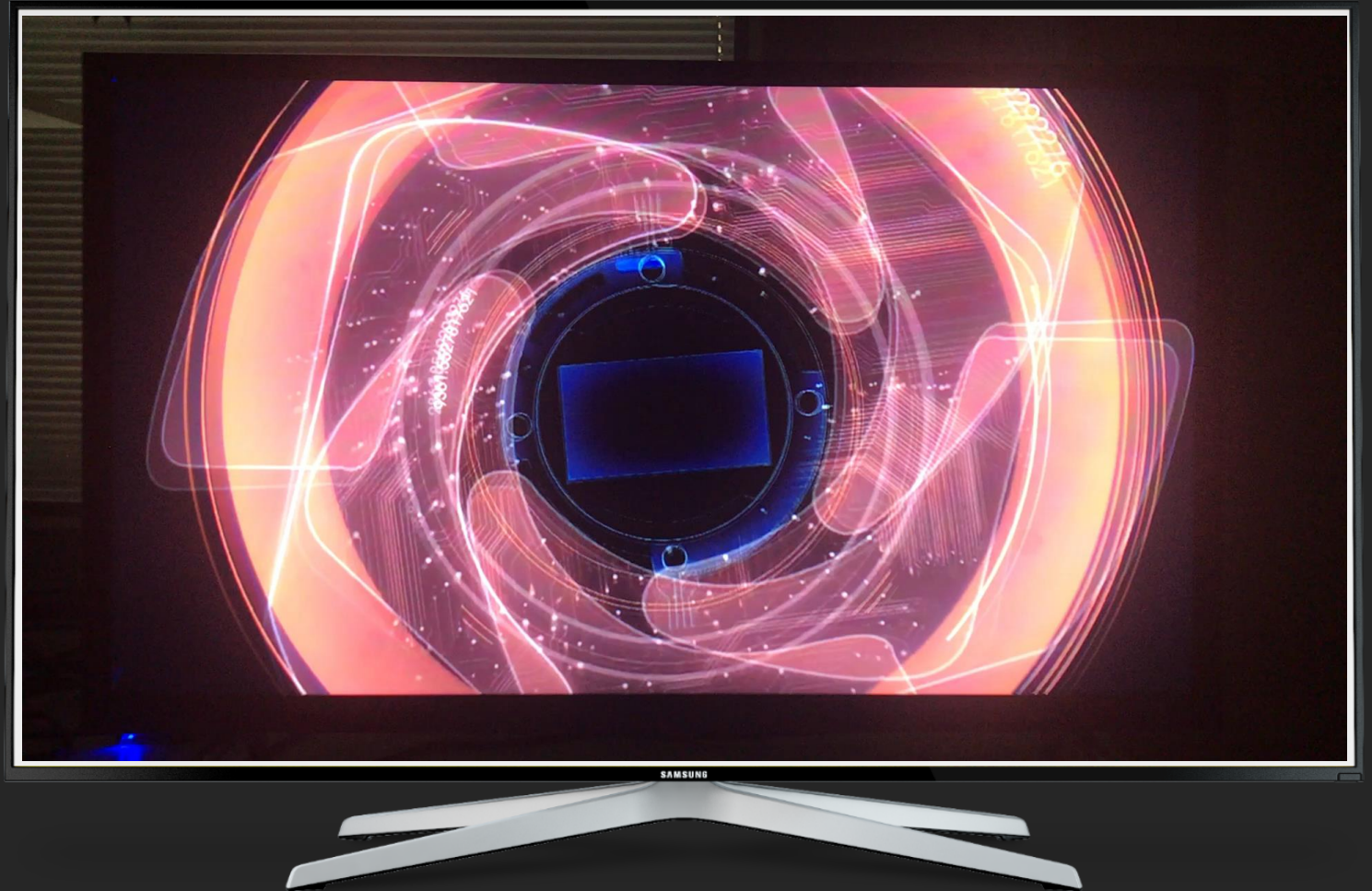
BUT NOT
ENOUGH...



IS OTT THE FUTURE OF TV?



GREATER
ENGAGEMENT
MORE CONTENT



RELEVANT
COMPLEMENTARY
PERSONALIZED



INTEGRATED, UNIFIED, FLUID USER EXPERIENCE

Synchronized companion devices;

Targeted content synchronized with the main programming;

Expanded **mobile** offer

VoD integrated with the broadcasting service;

Use of consolidated web technologies, such as HTML5 and JavaScript, while preserving and evolving Ginga-NCL.

HOW TO MAKE INTEGRATED BROADCAST BROADBAND THE FUTURE OF TV?



LEADING TO THE FUTURE OF TV

Leverage the evolution of the existing digital distribution;

Development of **new business** models;

Exploration of **advanced advertising models**;

Unified and consistent audience **metrics**;

Mechanism for **engagement** beyond traditional TV viewing habits;

Regulatory balance

THANK YOU!

ANA ELIZA FARIA E SILVA

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