ITUEVENTS

ITU Workshop on The Future of TV for the Americas

26 November 2018
Bogotá, Colombia

CABLE TV OVERVIEW AND STANDARIZATION CHALLENGES ECUADOR

SCOPE

1.   **ECUADOR STATISTICS**

- ✓ **Cable Tv**
- ✓ **Fixed Access Internet**
- ✓ **Mobile Access Internet**

2. CABLE TV TECHNICAL EXPECTATIONS

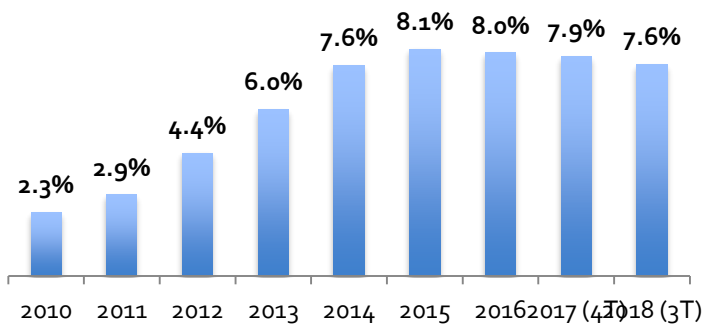**3. STANDARIZATION CHALLENGES OVERVIEW**
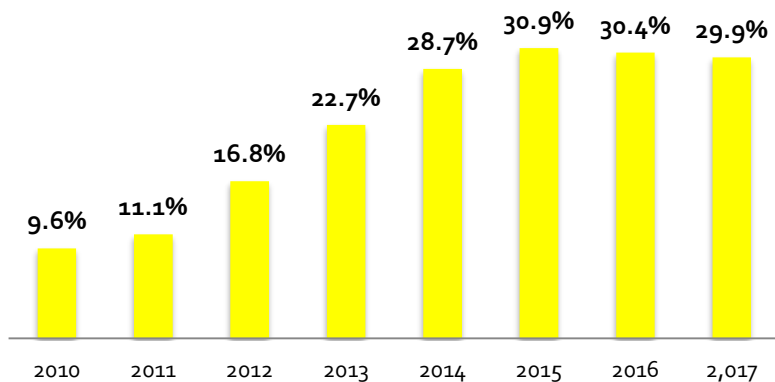
4. CONCLUSIONS

1. ECUADOR STATISTICS

CABLE/SAT TV

% USAGE

(Clients / total population)

2016 → 2017
- 0,1%

Year	Value
2010	2.3%
2011	2.9%
2012	4.4%
2013	6.0%
2014	7.6%
2015	8.1%
2016	8.0%
2017 (4T)	7.9%
2018 (3T)	7.6%

*subscribers / total population

Year	Value
2010	9.6%
2011	11.1%
2012	16.8%
2013	22.7%
2014	28.7%
2015	30.9%
2016	30.4%
2,017	29.9%

(*)Subscribers: 4 / Home

PROVIDERS

CABLE TV: 251

SAT TV: 7

1. ECUADOR STATISTICS

CABLE TV

2017 – 86,2 % of Overall Homes
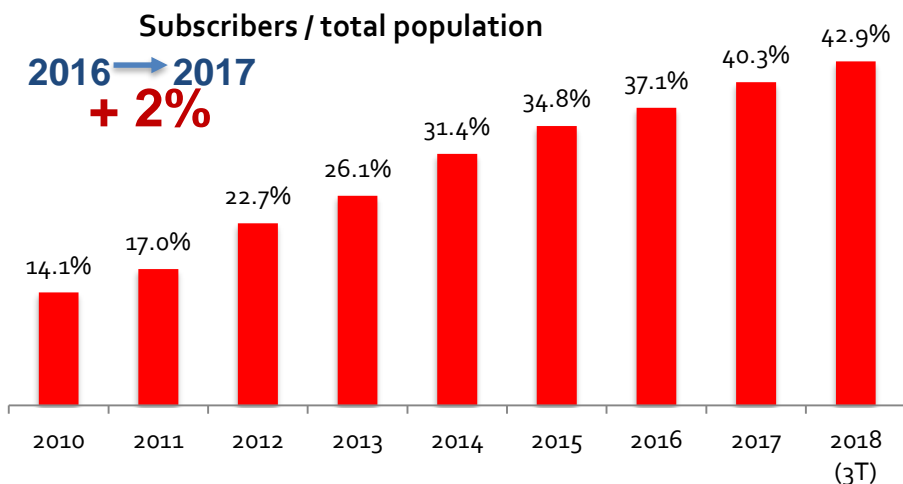
2017 – 36,6 % SMART TV

2012 – Ecuadorians watch TV about 3 hours/day IN Average

1. ECUADOR STATISTICS

FIXED ACCESS INTERNET

SUBSCRIBERS

Subscribers / total population

2016 ➡ 2017
+ 2%

Bar chart — Subscribers / total population:

- 2010: 14.1%
- 2011: 17.0%
- 2012: 22.7%
- 2013: 26.1%
- 2014: 31.4%
- 2015: 34.8%
- 2016: 37.1%
- 2017: 40.3%
- 2018 (3T): 42.9%

2017 – 26 % HOMES

LAPTOP

2017 – 25,9%

DESKTOP PC

MEDIO INALAMBRICO	FIBRA OPTICA	COBRE	CABLE COAXIAL
8,74%	14,74%	56,96%	19,58%

SOURCE: ARCOTEL - http://www.arcotel.gob.ec/

1. ECUADOR STATISTICS

MOBILE ACCESS INTERNET

MOBILE ACCESS / RADIO ACCESS TECHNOLOGY

2016 ➜ 2017

4G	+71%
3G	+30,5%
2G	-56%

2010 2011 2012 2013 2014 2015 2016 2017 Sep 2018

2G 3G 4G
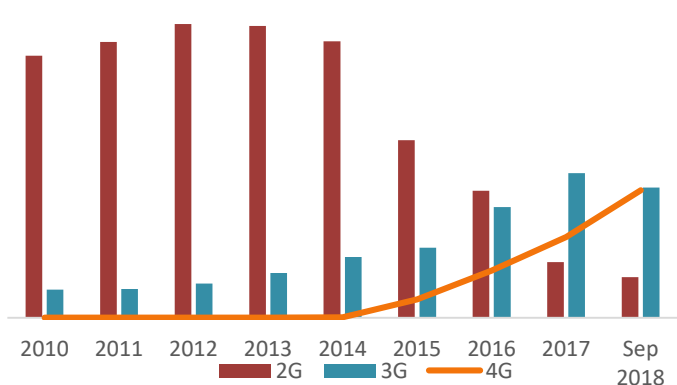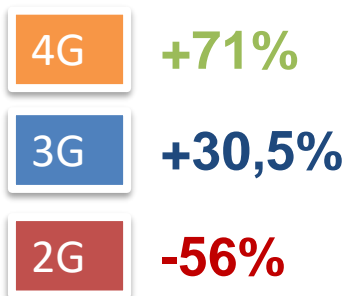
% MOBILE ACCESS INTERNET

2016 ▶ 2017

+ 5%

2.4% 10.5% 22.2% 26.7% 30.8% 35.0% 47.0% 52.5% 53.4%

2010 2011 2012 2013 2014 2015 2016 2017 2018 (3T)
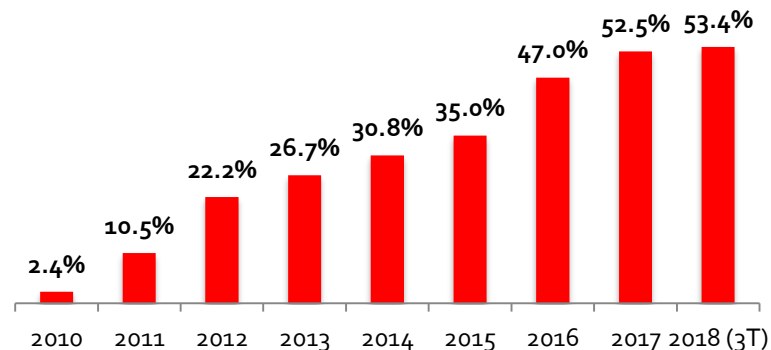
2017 – 59,6 % MOBILE DEVICES

2017 –63,6% SMARTPHONES

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1. ECUADOR STATISTICS

GROWING NETWORKING INFRAESTRUCTURE ✓

GROWING FIXED AND MOBILE ACCESS FOR ALL SERVICES ✓

GROWING ACCESS FOR INTERNET CONTENT ✓

CABLE TV

PROVIDERS CHALLENGE:
Adapt to new customer´s requirements based on new scenarios.

CORPORACIÓN NACIONAL DE TELECOMUNICACIONES

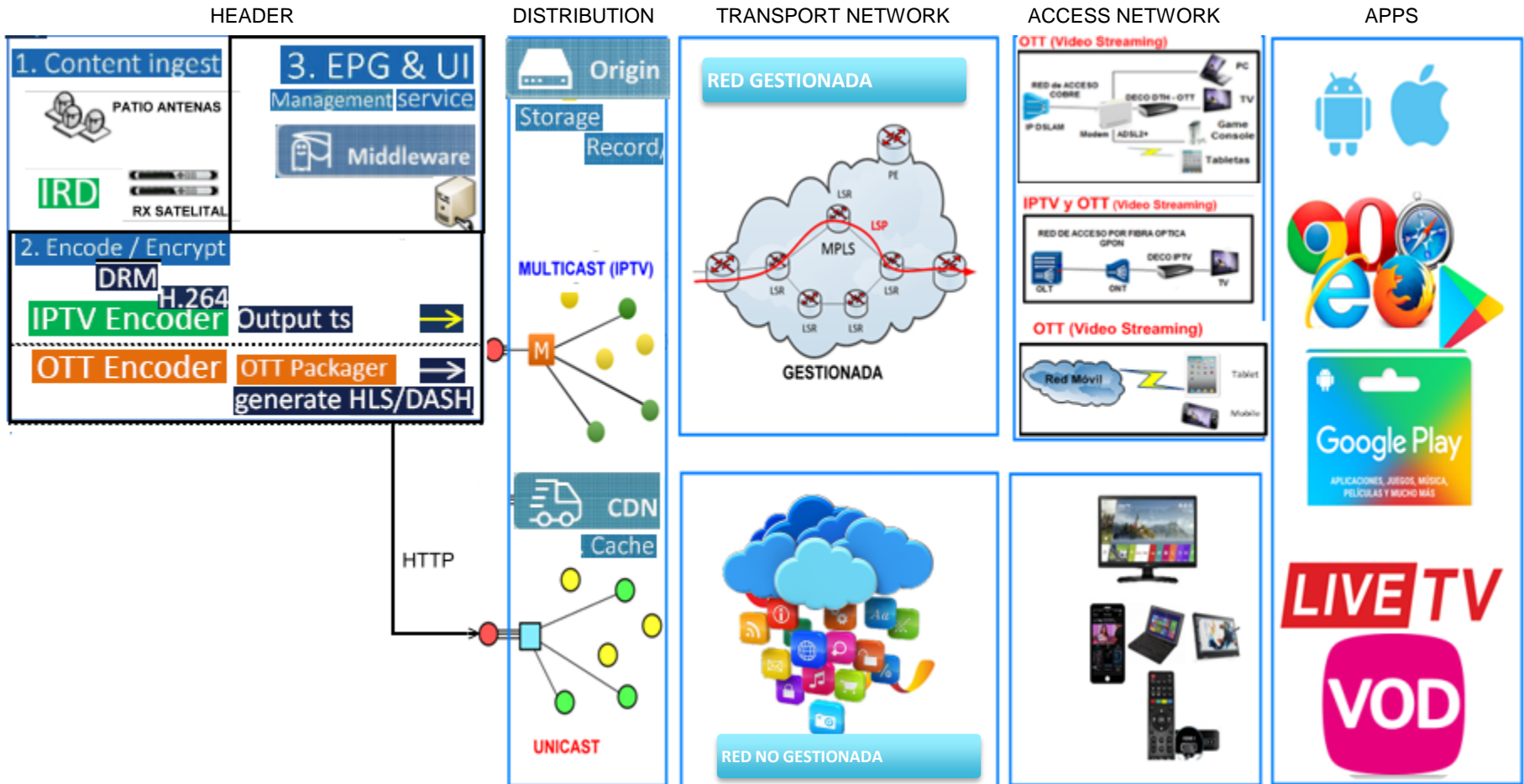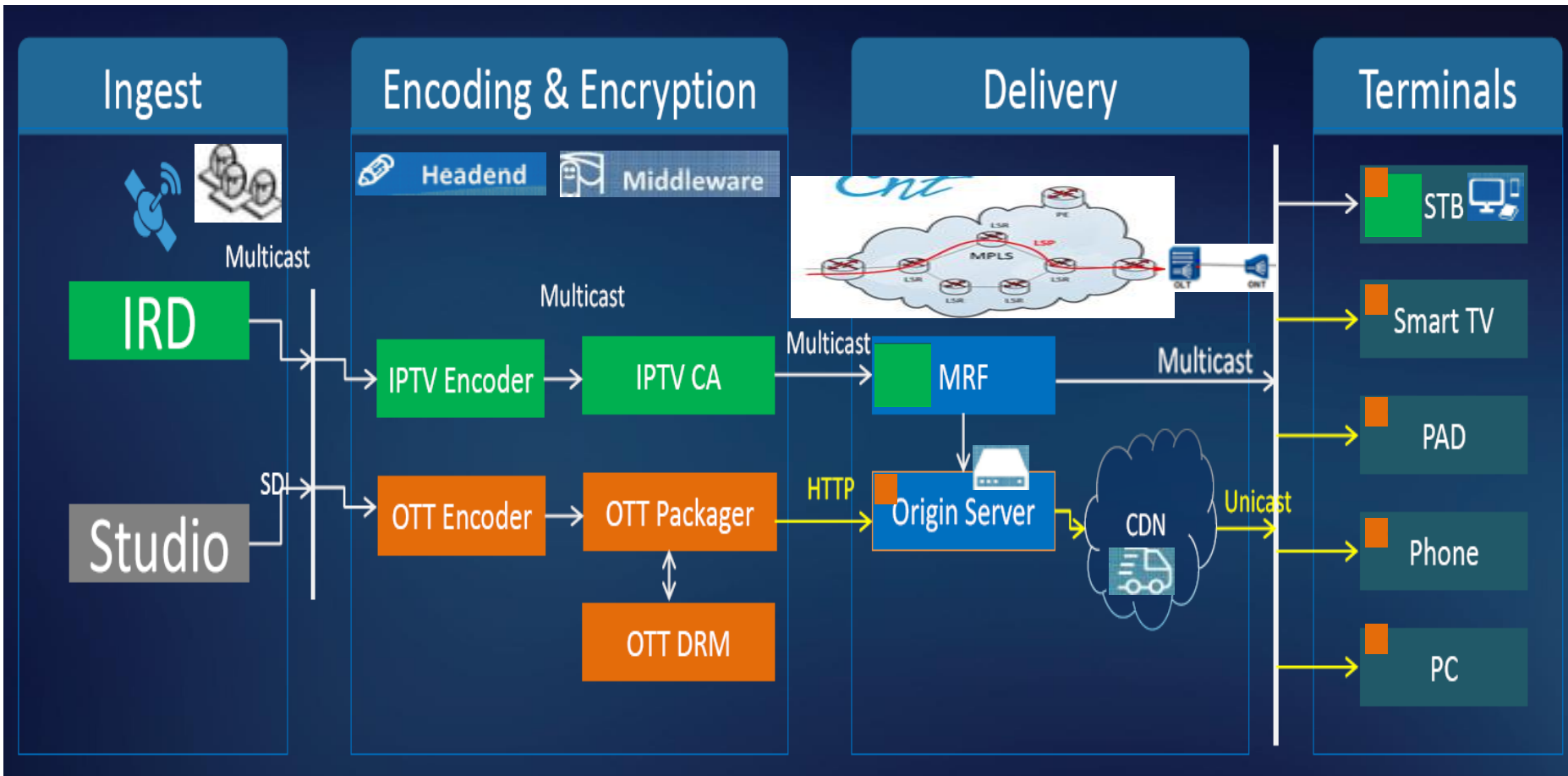Advanced Mobile Access

Fixed Phone

ISP

Cable TV

Carriers

lo que eres
nos hace
grandes

2. CABLE TV TECHNICAL EXPECTATIONS

HEADER | DISTRIBUTION | TRANSPORT NETWORK | ACCESS NETWORK | APPS

3. STANDARIZATION CHALLENGES OVERVIEW

INTERNATIONAL STANDAR ORGANIZATIONS EXPECTATIONS FOR TV DEVELOPMENT AND GROW

CHALLENGE: REDUCING THE DEVELOPMENT GAP BETWEEN FIRST AND THIRD WORLD COUNTRIES

SHARING TV RELATED RESULTS AND LEARNED LESSONS FROM LAST IMPLEMENTATIONS WITH SPECIAL THOUGHTFULNESS IN A CONVERGENT SCENARIO.

STANDARIZATION NEEDS TO EASE SERVICE ACCESS

CHALLENGE: HIGH QUALITY REDUCING BANDWIDTH, AFFORDABLE USER EQUIPMENTS

STANDARIZATION SHOULD SEARCH FOR THE RIGHT TOPICS AND ACCORDING TO TV, TELECOM INDUSTRY AND USER EQUIPMENTS QOS.

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3. STANDARIZATION CHALLENGES OVERVIEW

INTERFACES AND FEATURES IS A MUST ON THE HEADER IN A CONVERGENT SCENARIO (RD TV AND OTT)

**CHALLENGE: SUITABLE QOS USING LOWER BANDWIDTH**

STANDARIZATION MUST HARMONIZE BETWEEN COMPRESSION, RESOLUTION, PACKET CONSTRUCTION AND LOW BANDWIDTH.

BASIC REQUIREMENTS FOR USER EQUIPMENT TO HANDLE BOTH: TV AND OTT

CHALLENGE: INTERNETWORKING IN RECEPTION FOR SEVERAL DEVICES AND SIGNALS

HADWARE (NEW TECHNOLOGIES ADAPTABILITY). SOFTWARE (OPEN SOURCE OS)

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4. CONCLUSIONS
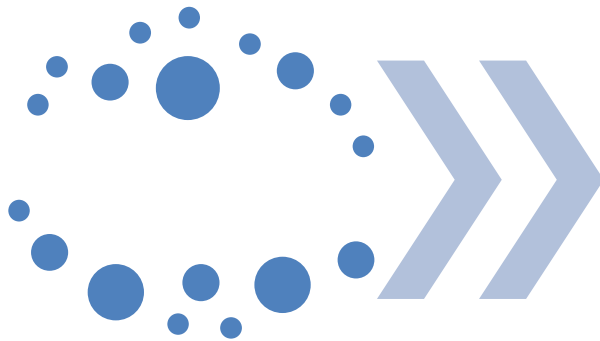
Subscribers preffering IPTV

TV Developing

CABLE TV evolution to be flexible but reliable.

High efficience transport network deployment.

A Healty Provider´s Competitivity enviroment must be created.

In this challenge, international standars groups have a key role, developing all the rules for Cable TV for each service field, setting the right broadcasting scenarios and stablishing the latest standars to benefit everyone.