Role of Regulators/Policymakers in unleashing investment on new broadcasting services, including with 5G

Roberto Hirayama

Vice-chair ITU-D SG1

Rapporteur for ITU-D Question 2/1

hirayama@anatel.gov.br

WORLD SUMMIT ON THE INFORMATION SOCIETY

Contents:

- Overall context for broadcasting services;

- Some considerations on 5G and broadcasting;

- Role of Regulators/Policymakers in unleashing investments in new broadcasting services;

- ITU-D Question 2/1 related work.

Overall context for broadcasting services

WORLD SUMMIT ON THE INFORMATION SOCIETY

Broadcasting services: Overall Context

- Broadcasting services are evolving and undergoing transformation and 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.

- 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;

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.
    - 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.

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 (cont.):

- 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.

Some considerations on 5G and broadcasting

WORLD SUMMIT ON THE INFORMATION SOCIETY

Some considerations on 5G and Broadcasting

- Main characteristics expected: Point-to-multipoint distribution of video content, suitable for Live Linear TV/events.

- Potential of 5G networks for audiovisual content distribution, as another complementary platform to extend content's outreach;
  - Combination of linear TV and VoD with other applications such as VR/AR, interactive content, etc;
  - Potential to help on a consolidation of service offerings with data and video delivery.

- Offloading traffic on mobile broadband networks, using the strengths of the broadcasting model (high power, wide coverage, direct, free-to-air, media delivery);

- Can reduce CDN bandwidth consumption and help with network resource optimisation.

Role of Regulators and Policymakers

WORLD SUMMIT ON THE INFORMATION SOCIETY

Role of Regulators and policymakers:

- Traditional role of setting the rules and procedures for the efficient use of spectrum resources.
  - How Regulators allocate spectrum resources have a direct impact on business development – Scale and costs;
- Alongside with this traditional role:
  - Enabling environment for allowing for new business models and service offers, unleashing innovative services to the benefit of users;
  - Keeping the diversity and plurality of voices in the broadcasting services and their content, not matter in which technological platform;
  - Incentivize co-investment, infrastructure sharing and M&A movements that foster/boost investments in network infrastructure.

WORLD SUMMIT ON THE INFORMATION SOCIETY

ITU-D Question 2/1 related work

WORLD SUMMIT ON THE INFORMATION SOCIETY

ITU-D Question 2/1 related work

- Scope:
  - Examine strategies, policies, regulations in the adoption of digital broadcasting, including new services and applications;

- The new trends in broadcasting are key to the future of television, and do not restrict to the broadcasting environment, including broadband networks, etc;

- Question 2/1 is tackling these trends in broadcasting, and is an excellent locus for discussion of the best practices and experiences that relate to these transition of broadcasting services;

- Potential contribution to achieving the SDGs and the WSIS action lines.

THANK YOU!

hirayama@anatel.gov.br

WORLD SUMMIT ON THE INFORMATION SOCIETY