

Standards to bring the ubiquity and simplicity of broadcast TV to OTT TV

DVB HAS BEEN SHAPING THE FUTURE OF TELEVISION FOR OVER 25 YEARS.

We are an international industry consortium that produces open standards for digital television. Our most widely adopted standards are the DVB-S, DVB-C and DVB-T families. These standards define the physical and data link layers for the transmission of broadcast digital television, serving more than 1.5 billion receivers around the world.

Introducing DVB-I

DVB-I is an initiative to bring together broadcast and OTT television. Our aim is to bridge these two worlds with open standards that will apply equally to both pure OTT and hybrid use cases.

The problem with OTT

The internet has transformed how we access television with OTT services. They provide access to a much greater range of content, allow consumption to be easily time-shifted and bring television to many more consumer devices. Above all OTT services have allowed an amazing amount of innovation to flourish.

However, this has led to fragmented and inconsistent user experiences without the universality or simplicity that viewers expect of television. Broadcasters are finding it harder to reach audiences, and manufacturers are having to integrate with and support numerous competing solutions.

In contrast broadcast TV just works. You turn it on, and it's there. It works because of open standards and the reliable, robust delivery that broadcasting offers. At DVB we believe that OTT should work just as well, if not better. With DVB-I we are building the standards that will ensure television continues to just work, even when it's not always on a television set.

What will DVB-I do?

DVB-I will do for OTT services what previous DVB standards have done for broadcast television.

With DVB-I, OTT services will be signalled and distributed in a standardized manner – individual services will not require specific applications or integration. Consumer devices will be able to present an integrated list of services and content, combining OTT and broadcast services, which means users won't have to know or care whether a service arrives via broadcast or IP, experiencing the best of both worlds.

- Broadcasters will be able to deploy common services across a wide range of devices.
 - Manufacturers will be able to make a single consistent user experience for all video services.
- While the television set remains the most important device for video consumption, DVB-I will support any device with an internet connection including smartphones, tablets and media streaming devices.

The elements of DVB-I

A DVB-I service will consist of multiple layers covering: service discovery, service information, programme information, content delivery and content formats. DVB standards already exist for some of these layers, while specification work is ongoing for others.

Service Discovery	Discovery by a consumer device of the services available to it.
Service Information	Details of the discovered services, including both OTT services and enhanced information for broadcast services.
Content Discovery	Details of the television programmes available from the services, available as traditional linear listings and through search, collections and personalization.
Content Delivery	Covering both standardized and profiled adaptive bitrate HTTP-based streaming with low latency, and adaptive bit rate unicast content over multicast networks.
Content Formats	DVB's specifications for the use of audio and video codecs, including state-of-the-art UHD, HDR, HFR and NGA formats.

Get involved!

DVB-I is in development right now.

The specifications are being developed using agile methodology. A test service will be developed simultaneously, both to validate the specification and as a building block that developers can use as a foundation for their own services.

DVB-I will not stand still: extensions with new features will continue to emerge for the foreseeable future. DVB-I will impact a range of new technologies and networks, including cloud services, CDNs and 5G, making it relevant beyond DVB's traditional membership.

As with all our specifications, the direction for DVB-I will be decided by DVB's Members.

If you want to help DVB to shape the future of television, get in touch!

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