



Press Release

For Immediate Release

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DVB LAUNCHES NEW DVB-I INITIATIVE

Linear DVB Services Distributed Over Open Internet to Complement DVB-S/C/T or IPTV

Geneva – 05 March, 2018 – The Terms of Reference for the new DVB CM-I group for DVB-I (Internet) were agreed at the recent 80th DVB Commercial Module meeting. DVB CM-I will look into the Commercial Requirements for standalone linear TV services over broadband Internet.

The group is to be chaired by Thomas Stockhammer (Qualcomm Technologies, Inc.) with Peter Lanigan (TP Vision) as vice-chair.

Following trends and capabilities to access and consume TV services over the open Internet, the initial focus of CM-I will address the collection of relevant commercial and technical requirements in order to provide a user perception of a linear TV channel that can be discovered and consumed over the open Internet and by regular TV equipment and user interfaces. This is an important new work item for DVB, identifying additional needs to distribute linear TV channel experiences not only over dedicated access networks such as DVB-S/C/T or IPTV, but also provide such experiences in modern IP-based delivery infrastructures without any perceptible differences to the end user. DVB-I will look to maximize commonalities with existing DVB specifications.

DVB Chairman, Peter MacAvock commenting on the new work said “With hybrid services, OTT and online distribution growing in importance, DVB is applying its expertise and know-how in this all-important domain. DVB-I will complement the current DVB standards that form the basis of the way consumers watch TV today.”

Group chairman, Thomas Stockhammer said: “DVB-I is expected to provide Internet TV enablers for the highest-quality DVB TV experiences across different consumption devices, from traditional big-screen TVs to nontraditional devices such as phones, tablets, and laptops. We envisage harmonizing Internet TV experiences with consistent specifications and hence, provide long-term confidence to consumers and the ecosystem. It feels now is the right time and DVB is in the right place – join us in our efforts.”

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Fundamentally, the adoption of DVB-I technologies is expected to provide the enhancement of DVB services across different access networks, including DVB services on devices with multiple connections. Coordination with other organizations, such as HbbTV, regional receiver specifications, W3C or 3GPP are envisaged to create a horizontal framework for TV services that addresses the evolving viewing and consumption habits of Millennials.

It is expected that DVB-I will be the home of additional Internet TV centric commercial and technical discussions with additional use cases, commercial requirements, and technical specifications. In the long-term, the CM-I group is also responsible for developing the vision and strategies that will enable business opportunities in the context of Internet-based distribution of TV services beyond the initial traditional use cases.

About DVB

DVB is an industry-led consortium of broadcasters, manufacturers, network operators, software developers, regulators and others from around the world committed to designing open interoperable technical specifications for the global delivery of digital media and broadcast services.

DVB specifications cover all aspects of digital television from transmission through interfacing, conditional access and interactivity for digital video, audio and data.

DVB dominates the digital broadcasting environment with thousands of broadcast services around the world using DVB specifications. There are hundreds of manufacturers offering DVB compliant equipment. To date there are over a billion DVB receivers shipped worldwide.

Further information about DVB can be found at: www.dvb.org, www.dvbservices.com and www.dvbworld.org.

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