DVB STEERING BOARD APPROVES NEXT STEP FOR 3DTV

New Delivery System To Addresses Service Compatible Approach.

19 October 2011 – The DVB is pleased to announce that its Steering Board today approved the Commercial Requirements for a second 3DTV delivery system. Termined ‘Service Compatible’, the second system is a solution required by content deliverers that enables the 2D and 3D versions of a programme to be broadcast within the same video signal, so that new 3D televisions and next-generation STBs can receive 3D programmes, while consumers with existing 2D HDTV receivers and set-top boxes can watch the 2D version. This 2D picture will probably be either the left or right image of the 'stereo pair'.

In February 2011, the DVB Steering Board approved the specification for a first phase 3DTV delivery system. This system was developed for broadcasters and content deliverers needing a system that works with existing HD TV receivers, provided they are used with a 3D display. This approach, termed 'Frame Compatible', is now a principal system in use for 3DTV delivery throughout the world.

“Since 2009, the DVB leads the world in working on 3DTV delivery formats. The Frame Compatible system works very well and delivers good quality 3DTV, but there are DVB Members who have other requirements for 3DTV delivery. The DVB exists to serve all its members, and it has therefore examined the options for meeting these extra needs” commented David Wood, Chairman of the DVB Commercial Module for 3DTV.

For convenience, this second approach is termed DVB-3DTV 'Phase 2a'. The Commercial Requirements will shortly be available as a 'BlueBook' on the DVB website. The DVB Technical Module has been asked to complete the preparation of the specification for Phase 2a before the end of summer 2012.

Phase 2a will provide additional opportunities for 3DTV services, complementing the first specification, which is referred to now for convenience as 3DTV Phase 1.
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The DVB is also taking into account the requirements of content deliverers wanting to continue the use of a Phase 1 signal, but wish to provide additional information to improve the image quality for those with 'new' receivers. This may result is a Phase 2b specification in due time.

The terms 'Frame Compatible' and 'Service Compatible' follow ITU terminology.

About DVB
Digital Video Broadcasting (DVB) is an industry-led consortium of over 233 broadcasters, manufacturers, network operators, software developers, regulatory bodies and others committed to designing global standards for the delivery of digital television and data services. DVB standards cover all aspects of digital television from transmission through interfacing, conditional access and interactivity for digital video, audio and data. The consortium came together in 1993 to create unity in the move towards global standardization, interoperability and future proofing.

DVB dominates the digital broadcasting environment with thousands of broadcast services around the world using DVB’s open standards. There are hundreds of manufacturers offering DVB compliant equipment. To date there are over half a billion DVB receivers shipped worldwide. DVB standards are also widely used for other non-broadcasting applications such as data on the move and high-bandwidth internet over the air. Further information about DVB can be found at: www.dvb.org, www.mhp.org, www.dvbservices.com and www.dvbworld.org.

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