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NEW STANDARD FOR UHDTV OVER IP

DVB To Develop Open Standard For Delivery Of UHDTV Over IP Networks Using Unicast and Multicast Protocols.

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Amsterdam – 11 September, 2015 – Following the growth of Ultra High Definition TV in both live broadcast services and OTT-delivered Video on Demand services using UHD-1 Phase 1 TV sets (2160p/50), DVB is to include delivery of UHD services over IP networks using Unicast and Multicast protocols. DVB is already working to support UHD-1 Phase 2 with an open standard that will allow additional combinations of features such as high dynamic range (HDR), high frame rate (HFR) and next generation audio (NGA).

An open standards approach to the delivery of UHD-1 services, including live, linear and on-demand services over both broadcast and IP networks will enable consumers with decoders and UHD-1 sets to enjoy a full range of UHD Phase 2 services. The additional features offered by Phase 2 are expected to be adopted progressively by broadcasters and service providers over the next five years as technology allows them to reach the market in significant quantities.

IP Multicast may enable the efficient delivery of high-quality broadcasts, including live events, to homes with fast broadband access. Traditional broadcast networks have constraints that may limit the early availability of UHD Phase 2 over those networks until there's a larger installed base of TV sets. In contrast, IP delivery over fast broadband becomes practical much sooner though with smaller potential audiences. Therefore it could enable initial services, such as UHD sports programming, using HDR, to be rolled out first over IP networks, in turn accelerating demand for the latest TV sets and accelerating the adoption cycle and the start of Phase 2 services over traditional broadcast networks.

"DVB specifications for Ultra HD over IP will not only offer another delivery mechanism, but it will also enable broadcasting of live Ultra HD to connected TV sets in a scalable and standardized way" commented Phil Laven, Chairman of DVB.

About DVB

Digital Video Broadcasting (DVB) is an industry-led consortium of over 200 broadcasters, manufacturers, network operators, software developers, regulators and others from around the world committed to designing open interoperable technical standards for the global delivery of digital media and broadcast services.

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DVB standards 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's standards. 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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