



DTV Business Opportunities:

How Next-Gen TV can change the way broadcasters make money and compete

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Digital Terrestrial TV 2.0

- How the latest Next-Gen systems can expand business opportunities through:
 - Flexibility
 - Capacity
 - IP/upgradeable elements
 - Compatibility with DTT & LTE standards



Translating to New Services

- HD, UHD & Immersive audio
- More channels
- Mobile
- Advanced emergency alert systems
- IP-based services & enhancements



New Services Represent More Revenue/Viewer Retention?

Capacity

- Data transmission & “edge” storage for B-to-B services
- Pay TV services
- Possible premium for highest-quality pictures & sound

Flexibility

- Mobile services

IP

- Targeted advertising through apps & other methods
- Second-screen viewing in home
- Cloud storage for on-demand services



Less Tangible Benefits

- Multiplex transmission configuration cost savings
- Long-term savings with software upgradable broadcast equipment & greater standardization throughout system
- Emergency alert systems
- Insurance against obsolescence
- Preparing for more competition



Pain Points

- New infrastructure
- Educating viewers on transition
- Preparing all parts of ecosystem for new broadcasts



DTT Systems Being Deployed Today

2 nd & 3 rd - Generation DTT Systems	Launch Year	Regional Adoption	Major Countries
ATSC 3.0	2017	Asia North America	South Korea United States*
DVB-T2	2010	Asia Africa Europe	India South Africa, Zambia Western, Eastern and Nordic countries
DVB-T2 + HEVC	2017	Europe	Germany, Italy*
ISDB-T	2003	Asia Latin America	Japan Brazil, Argentina

*Planned



Summary

- Greater flexibility & capacity most important elements for new business cases
- IP based or hybrid broadband/broadcast standards critical for a next-gen TV system
- Sustained relevance and competitiveness must be part of business-case equation



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