Transition or radical reinvention?
The role of HbbTV in television of the future.

Richard Lindsay-Davies
Chief Executive Officer
WHAT DO WE DO?

We COLLABORATE with the industry

Since 1995, we have been central to the distribution of TV in the UK – digital TV, interactive TV, the digital TV switchover, on-demand TV, HDTV and UHD TV.

We give our members the unique opportunity to collaborate with the wider industry network (including technical experts) during the roundtables and working groups that we host. We also host regular plugfests for testing and our annual summit that celebrates landmarks in progress and anticipates what is to come.

Our universally-deployed standard (D-Book) mandated HbbTV for the first time in the 2021 edition.
We enable INDUSTRY to INNOVATE

We work towards the future of television – embracing the convergence of content and networks to efficiently deliver video to all screens, in all formats.

The media industry is incredibly competitive, and will become more so as we transition towards IP-delivered television and the host of new players that will bring. We ensure our members stay ahead of the competition by keeping abreast of new models, new tech and new intelligence so they are prepared to take first mover advantage in emerging technologies like personalisation, AI, cyber security, and more.

CONSENSUS BUILDING.

DEMOCRATIC.
Future
Future

AN UTTER METAVERSE?
Future

MIDDLE? aka EVERYTHING
An increasingly complex TV ecosystem

WAVES OF CHANGE

1990

1 MILLION WEBSITE

1992/97

EXPONENTIAL GROWTH

26 WEBSITES

KEYNOTE WITH:

JOHN SIMMONS

UVNA

THE BUSINESS MODELS DID NOT FIT!

THE LEARNINGS OF THE ULTRA VIOLET PROJECT.

STANDARDS HAVE HELD THE TECH INDUSTRY TOGETHER

IT'S A STRATEGIC INFLECTION POINT!

SIGNIFICANT INNOVATION CREATES A FUTURE THAT IS QUITE DIFFERENT TO THE ORIGINAL INNOVATION...

WORK WITH THE TECH GIANTS TO GUIDE THEM...

OVERLAPPING WORLDS CREATE NEW THINGS

PHONE
TECH

WEB
TECH

ENTERTAINMENT

STANDARDS

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DTG SUMMIT 2021

THE FUTURE? IT'S LIKE SHOWING THE WIZARD OF OZ ON US TV!
WAVES OF CHANGE

USER EXPERIENCE PANEL

TARGETED ADS...
IS MY PHONE SPying ON ME?
KEEP FACTOR IN ADVERTISING...
BAD FOR BRANDS.

90's ERA ANALOGUE CONTENT SEARCH...
90's ERA ANALOGUE CONTENT SEARCH...

BLOCKBUSTER
SEEN IT
SEEN IT
SEEN IT

NEEDS TO BE EASY!!

TV GUIDE...

PEOPLE WANT TO SWITCH FROM TV TO STREAM

HOW DO WE GET RANDOM SERENDIPITY BACK?

VIDEO DOOM!

IS THIS GOOD
YEAH WHY NOT

THE SAME

INCREDBLE COMPLEXITY BEHIND THE SCENES

INCREDBLE COMPLEXITY BEHIND THE SCENES

WE STILL USE TV CONTROLS
AND WE WANT SIMPLE INTERFACES THAT ARE INTUITIVE

YOU WANT SOMETHING NEW OR NEW TO YOU?

SMART TECH WITH EDITORIAL CONTROL...

I'M STEVE YOUR VIRTUAL VIDEO SHOP GUARD WHO'S SEEN EVERYTHING

YOU WANT SOMETHING NEW OR NEW TO YOU?

SMART TECH WITH EDITORIAL CONTROL...

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@GRAPHIC RECORDING, EVENT ILLUSTRATION, LONDON
WAVES OF CHANGE

NEXT GEN MEDIA

AEUENCES ARE USED TO HIGH QUALITY HIGH END PRODUCTION...

HOME TECH EXCEEDS PRODUCTION CAPABILITIES

WE CAN NOW KEEP UP!

BANDWIDTH CONTROL VS. QUALITY...

PERSONALISATION IN THE ACCESSIBILITY

CREATIVE PROCESS...

NEW CODECS & FORMATS

TARGET CONTENT

SIGHTLOSS, DEMENTIA, AUTISM & HEARING

TOO MANY SETTINGS!

THE HOPE IS PEOPLE WON'T EVEN KNOW THEY ARE USING THE TECH...

THE CENTRE OF UK DIGITAL TV
WAVES OF CHANGE

6G AND SOON

NOT AVAILABLE UNTIL 2030

IT TAKES 10 YEARS TO CREATE THIS TECH

LANDLINES WILL BE TURNED OFF...

PTSN

IT'S GOING TO BE ALL...

Waves of change hold the potential for a shift in technology, with 6G on the horizon. However, it won't be available until 2030. Landlines will become obsolete, and the PSTN system will be turned off. The shift to IP connectivity is expected to be a game-changer.

NEW DISTRIBUTION

IT'S ALL ACADEMIC AT THE MOMENT...

PEOPLE EXPECT HIGH VOLUME HIGH QUALITY WITH HUGE DATA

VS. THE QUALITY OF EXPERIENCE

UNICASTING

WRC BATTLE FOR BANDWIDTH

THE INDUSTRY NOT READY FOR THE BIG DISRUPTION

FLIP TO PHONE...

Hardwired to fibre, the shift towards IP connectivity is crucial for future-proofing the network. However, connectivity still faces challenges, with the quality of experience being a significant concern. The battle for bandwidth continues, with the WRC playing a key role. The industry is not yet ready for the big disruption, and improvements are needed.
WAVES OF CHANGE

SUSTAINABILITY

REMOTE STUDIOS ARE A STEP FORWARD...
TV INDUSTRIES LARGEST SOURCE OF EMISSIONS

SUPPLY CHAIN IS ONE OF OUR PRIMARY IMPACTS

+2°C
IT’S GETTING HOT!

VIDEO SHOULD NOT COST THE EARTH
TELEVISION IS A HUGE CONTRIBUTOR TO CARBON

NET ZERO
CUT CONSUMPTION + OFFSET
CUT CONSUMPTION SUPPLY CHAIN

CARBON NEUTRAL
CUT + OFFSET

1HR OF STREAM TV IS THE SAME AS BOILING A KETTLE 3 TIMES...

REDUCE CARBON ON SET + FOCUS ON ENVIRONMENTAL QUALITIES OF CONTENT

6X LOWER ENERGY...

80% CAN COME FROM ENERGY EFFICIENCY...

POWER CIRCUITRY PEOPLE CONSUMERS

ELECTRICITY IS ONE OF OUR PRIMARY IMPACTS

LIVE ILLUSTRATION.CO.UK
GRAPHIC RECORDING EVENT ILLUSTRATION ENGAGEMENT
Different approaches to setting standards:

Open standards enable competitive and innovative industry structures to emerge

Proprietary standards

Government-promoted standards

Open standards set through voluntary participation in industry bodies

Creating open, competitive markets

Balancing interests of participants in the standard-setting process

Cow path to open standards
Key Agreed ‘IP Manifesto’ Points

1. Ensure a better future TV experience
2. Ensure a consistent and reliable User Experience
3. Preserve the value of the horizontal TV market
4. Establish a framework to share IP traffic intelligence
5. Ensure true end-to-end quick service start and low latency
6. Enable Scalability
7. Create common device-agnostic applications
FUTURE
We must take the best from the digital TV model that serves all homes today into a potentially all-online future:

WHAT consumers’ insatiable innovation appetites need in one of the region’s largest CE markets

WHY we must satisfy the Government prerequisites; consumer protection, media universality, sustainability

HOW to balance market globalisation and meet national market needs, and meet common technical standardisation need the global CE sector

HbbTV and DVB remain central to our thinking as we face the dilemma of how (maintaining all of the above) we transition, through and to a controlled reinvention of television.

LEAVING NO ONE BEHIND
Thank you

For further information see below or email:
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