

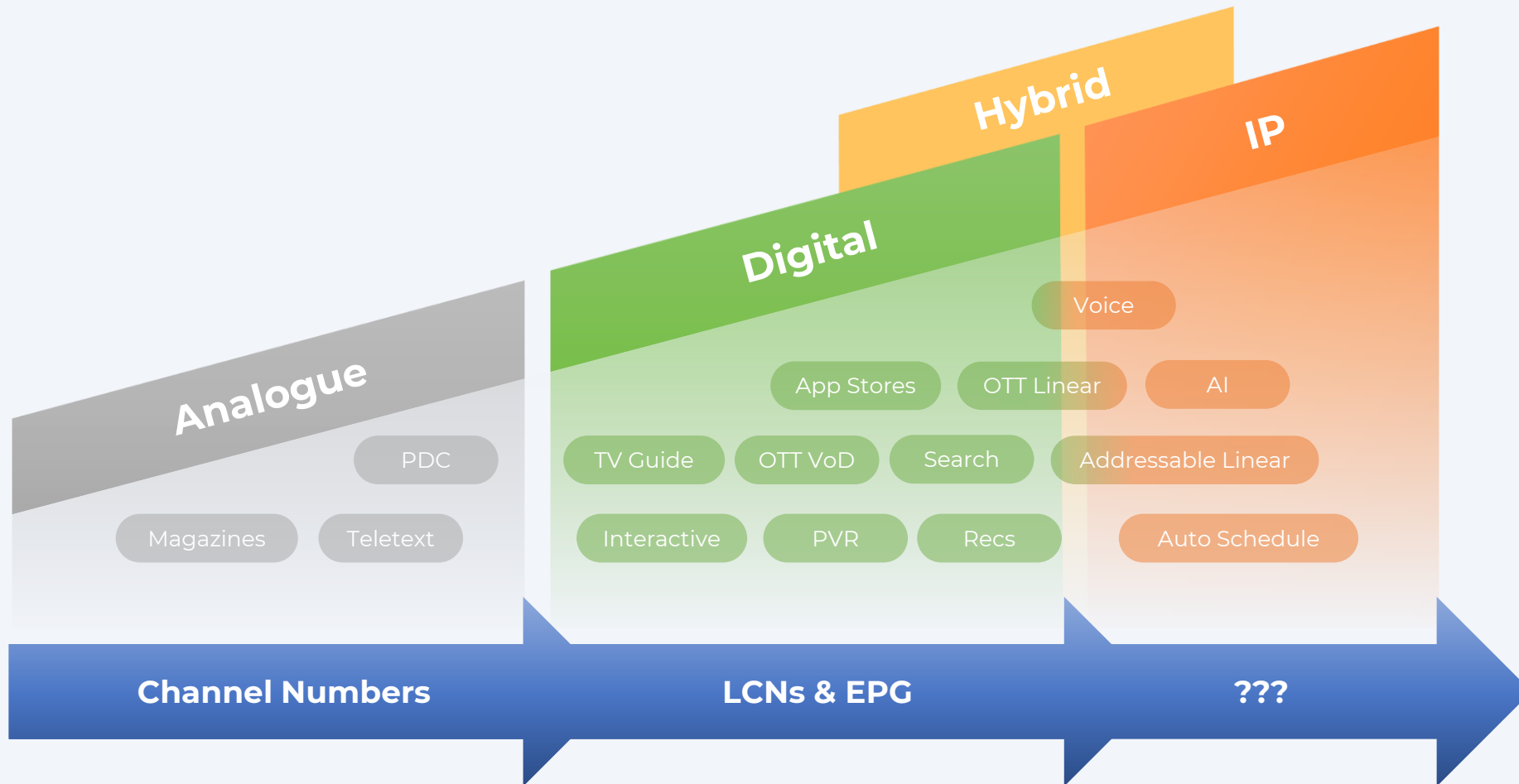
IP Channel Revolution: Mastering Launch Strategies with DVB-I & HbbTV

- Moderator: **Ranjeet** Kaur, Programme Director, Digital Television Group (**DTG**)
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- **Paul** Higgs, Technology and Business Development, **Huawei** Technologies, chairman of the **DVB** Technical Module subgroup on DVB-I.
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Our mission

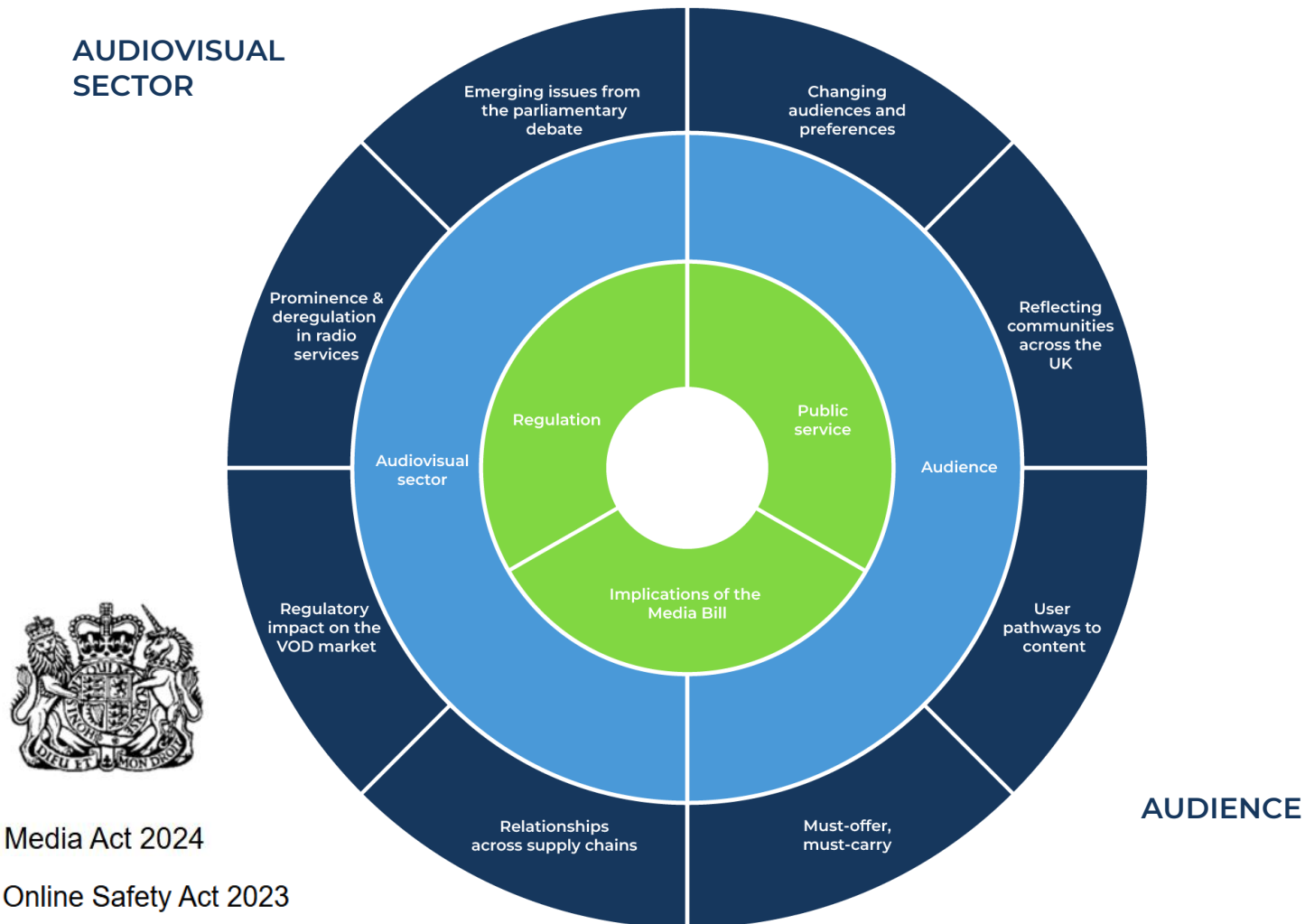
To ensure digital television reaches its full potential by innovating with industry to deliver long-term growth, centred around an egalitarian vision that digital television is for ALL.

The Fourth Epoch



Policy Objectives

AUDIOVISUAL SECTOR



Media Act 2024

Online Safety Act 2023

Product Security and Telecommunications Infrastructure Act 2022

Policy Objectives



Media Act 2024



AUDIENCE

AUDIOVISUAL
SECTOR



Policy Objectives



Media Act 2024

AUDIENCE

- UBIQUITOUS
- POSITIVE AUDIENCE OUTCOMES
- RELIABLE, RESILIENT, SAFE
- PUBLIC SERVICE SUSTAINING

AUDIOVISUAL
SECTOR

- INNOVATION ENABLING
- OPEN, COMPETITIVE MARKET

The Challenges...

Easy installation and device setup (simple extensibility)

Personalisation and simple identification (intuitive methods)

Standardised accessibility (e.g. subtitles)

Consistent quality of experience (low-delay live content)

Common sign-in experience across services (security)

Universal content discovery and navigation (local services)

Protecting younger viewers (watershed equivalent)

Managed satellite device lifecycle (clear)

Services available on all devices

Services of all providers available on all devices



Challenge Groups

**IP distribution
at scale**

**Simplifying the
complexity**

**Managing the
transition**

Route



Technical Standards

Critical for:

- **Interoperability,**
- **Forward Compatibility**
- **Resilience**

Thank you



Ranjeet Kaur, Programme Director
Digital TV Group



Learn more about
DTG at dtg.org.uk

