



# Welcome to the World of Standards



## WIRELESS MEDIA DISTRIBUTION BEYOND 2020

Michael Sharpe, ETSI

# Session 1: Setting the scene

## Mike Short, Ben Keen, Roland Beutler



- 80-85% of viewing is still linear, big-screen, even in leading-edge markets
  - Screens are everywhere: lots of opportunities for new (complementary) services
  - Time spent watching is increasing, but the day only has 24 hours!
  - Takes time for new services to gain large-scale market acceptance
  - Some consolidation of operators – new ways of looking at content
  - Different business models: e.g. transactional, ad-supported, subscription
- Is 5G relevant for broadcasters? Yes, IF it enables distribution of content subject to Broadcasters' constraints
  - Free to air, no gatekeepers, broadcast QoS, brand visibility, ease of use, analytics to support targeted advertising.
  - Data caps & tariffs are a limiting factor for distribution by an MNO.
- Telcos & broadcasters could both be Digital Service Providers – not every operator will do everything

# Session 2: Role of Wireless Distribution

André Prah, Per Björkman, Graham Mills, Phil Laven



- Consumers would like to watch:
  - live TV – not just on large displays, but also on tablets and smart-phones
  - on-demand content (e.g. catch-up TV or subscription services) on all types of devices
  - On-demand: 3% viewers; 15% of cost!
- Broadcasting networks cannot deliver on-demand services, whilst current mobile networks cannot provide scalable delivery of high-quality video to large numbers of devices.
- Content providers and network operators need to work together to define cost-effective and spectrum-efficient delivery mechanisms that meet the needs of consumers, content providers and network operators
- ETSI and EBU have successfully worked together on standards for broadcasting since 1990.
- This long experience should provide the foundation for constructive dialogue between content providers and network operators.
- In addition to ETSI and EBU, such dialogue should involve other parties such as DVB, 3GPP, NGMN Alliance, etc.

# Session 3: Requirements for Tech. Evolution

Helmut Schink, Guillaume Lebrun,  
Rahim Tafizolli, Marc Grant



- Possibility to extend LTE LPLT format to cover Public Service needs (eMBMS, LTE Broadcast)?
  - Need to agree on operational models that give content providers trust:
  - Transparency / Control, Reliability / QoS, Choice / Interoperability
- Mobile operators need access to content; Broadcasters need to reach mobile devices
- Converged services may allow to combine assets:
  - support both unicast and broadcast
  - support both fixed rooftop and mobile
  - support Free-to-air
  - support nationwide SFN

## Some quotes...



“Current strategies of both the broadcasters and mobile operators have served us well, but they will not be ‘fit for purpose’ to meet consumers’ needs through the 2020s.”

“We can only meet the mobile and broadcast needs of our customers, in a sustainable and profitable way, by working together to deliver strategic solutions for wireless distribution.”

Is 5G relevant for broadcasters? Yes, IF it enables distribution of content subject to Broadcasters’ constraints:

- Free-to-air, ease of use, no gatekeeper, QoS independent of #viewers & location, robust in emergency, Geographic coverage (99,8% SE).

“5G will be a special generation: 5G will need to stay with us for the next 20 years”

“We need a Unified Global Standard”

## Next steps: Convergence Standards:



- Media network convergence
- CDN and Cloud support
- Optimising streaming / compression
- Video roadmap options in 3GPP
- Video Analytics
- Multimode networks (incl LTE and 5G focus)
- Video delivery focus across ETSI for all activities and Sectors supported
- IoT includes video



# Thank you for participating



- 🌐 Ongoing co-operation between EBU & ETSI
- 🌐 Where do we go from here?

Thank you!

- 🌐 Presentations and supporting documents are available from:  
<http://www.etsi.org/news-events/events/856-wireless-media-distribution-beyond-2020>