

wireless distribution in the future media landscape

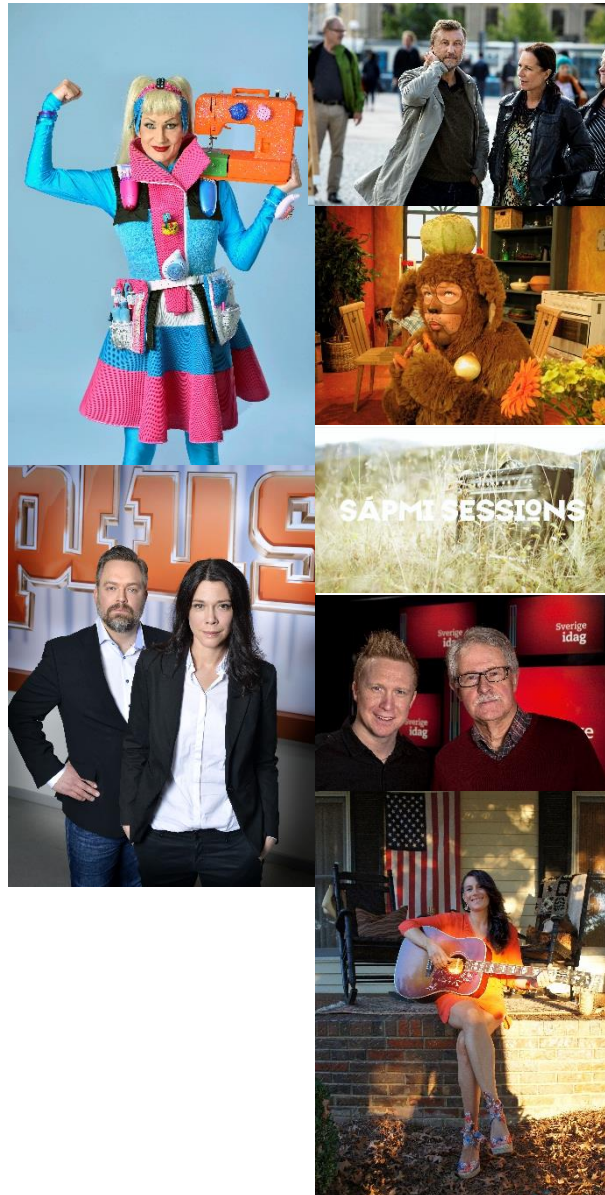
Broadcast-like services

ETSI – EBU | Sophia Antipolis | 6th May 2015

PER BJÖRKMAN

HEAD OF DISTRIBUTION
SVERIGES TELEVISION





Public Service Broadcaster

Financed by license fee: approx. €200 per year.
Total revenue: €4b

Viewing share of 35%
SVT1 is Sweden's largest channel (21% view.sh)

Affiliates in 33 cities all around Sweden.
2100 employees



The SVT Offer

Broadcast

svt1 svt2

BARNKANALEN ^{svt}

svt24  svtWorld

svt1HD svt2HD

Online

Aggregatörer och Navigatorer:

svt.se 

  svt r

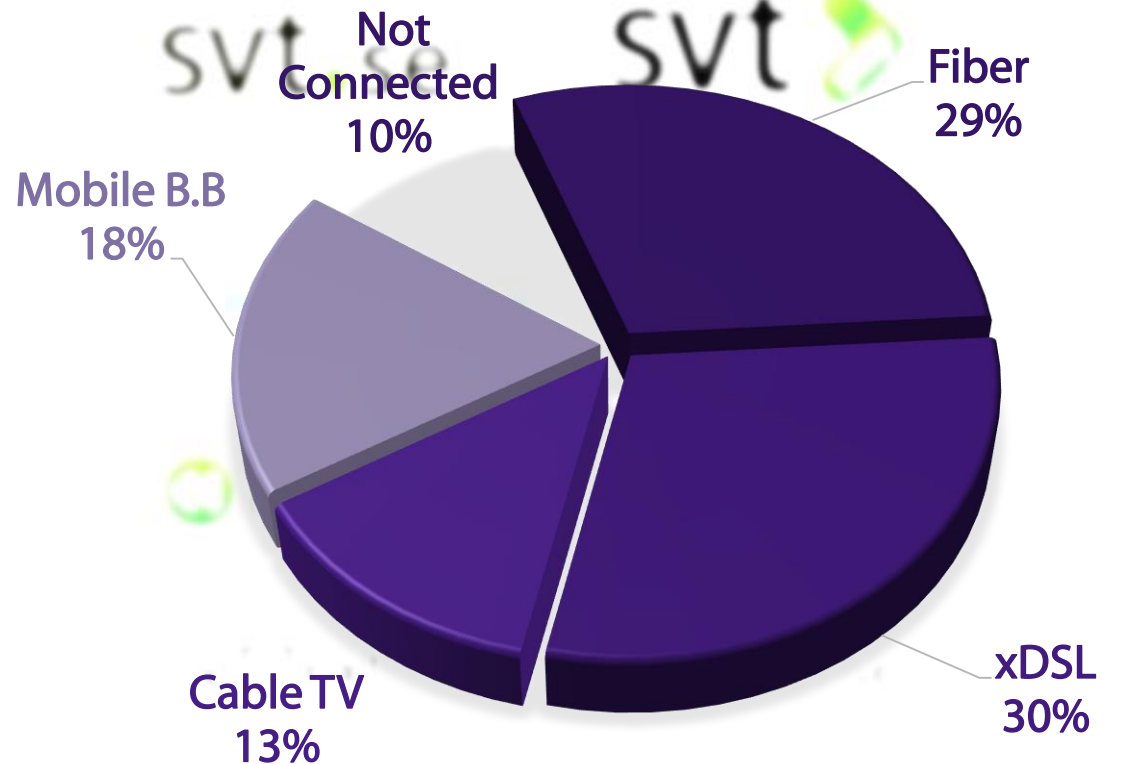
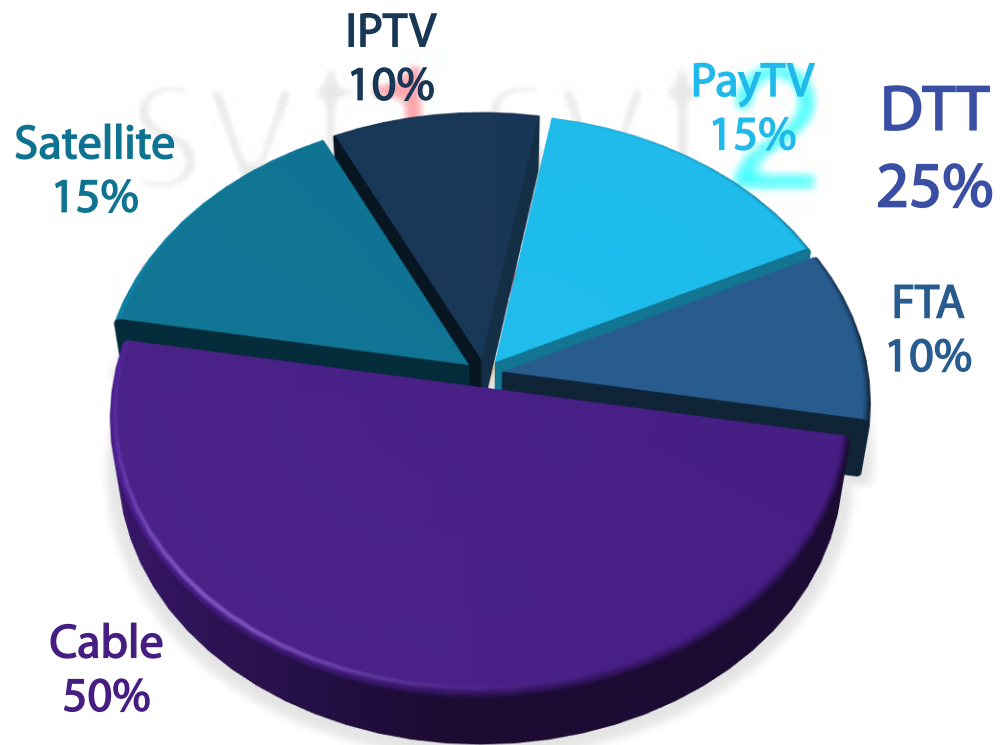
 ÖPPET ARKIV ^{svt} 

SVT Text

mobil.svt.se

The SVT Offer

4,5 million Households



The pathway of devices



From a
Desktop Internet World



Through a
Mobile Internet World



To a
Internet World of Gadgets

The LARGE Screen

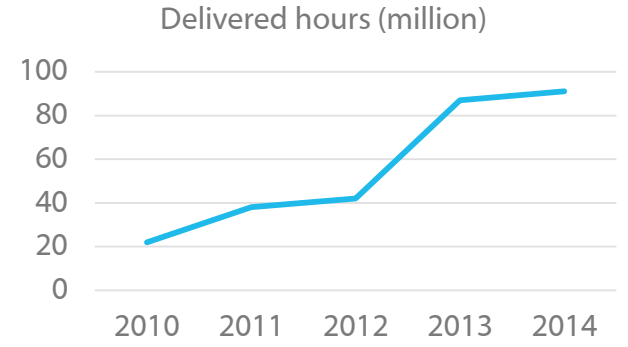
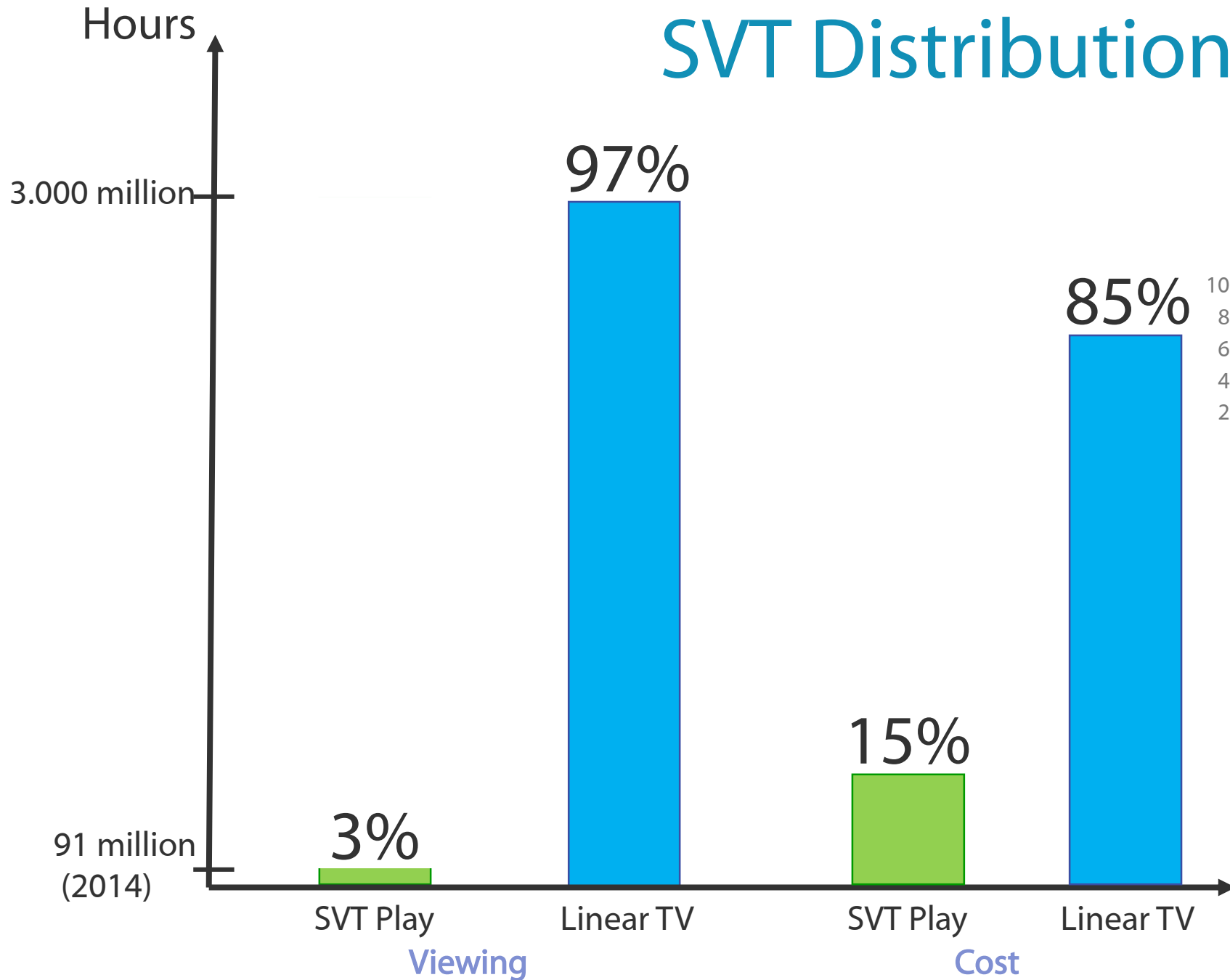


Is there a future for TV?

LINEAR TV vs. **ON DEMAND**

MULTICAST vs. **UNICAST**

SVT Distribution



4 : 34 million hours

YouTube : 200 million hours

Multicast vs. Unicast

MULTICAST is a **STRATEGIC NECESSITY**

The promise of Multicast

3G - MBMS

4G - eMBMS

5G - ?

5G Multicast - Key requirement

Free to air

Easy to use for consumers

No gate keeper

Quality of Service

Extreme robustness

Geographically independent

Free to Air

- ⌘ A foundation for Public Service Media.
- ⌘ Media financed by licensee fee (or eq.) need Free-to-air distribution
- ⌘ Also important for commercial TV in many markets. (e.g. UK, France, Italy, Spain)

No Gate Keeper

- ⌘ DTT offers the possibility to watch TV without being registered or monitored.
- ⌘ Direct relation between broadcaster and viewer.

Quality of Service

- ⌘ Broadcast services rely on constant quality in the delivery chain.
- ⌘ Networks with “best effort” will not do. Quality must be independent of number of viewers.

Extreme robustness

- ⌘ Governments often rely on DTT to be a important tool for communication in case of emergency.
- ⌘ A lot of investments have been made in the terrestrial network to ensure operation even under times of severe strain on society.

Easy to use for consumers

- ⌘ All television sets have integrated digital terrestrial receivers.
- ⌘ Very simple setup and configuration process with automatic channel scanning.

Geographically independent

- ⌘ Universal coverage. (e.g. Sweden 99,8%)
- ⌘ Same technical quality regardless of location.



Thank you for your attention!

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