



# Integrated Broadcast Broadband

**EBU**

OPERATING EUROVISION AND EURORADIO

# Greater world alignment?

1. Overview – how can broadcast centric systems co-exist with others

2. Panel Session

North America - Bob Plummer (Fox)

Asia Pacific - Amal Punchihewa (ABU)

Europe – Peter MacAvock (EBU)

Latin America – Ana-Eliza Faria (TV Globo)

3. Round-table discussion



On TV

On Now | 20:00

AIR-Sky



Chelsea TV



Channel 4



BBC One



E4



Channel 5



BBC Four



ITV4

Coming up



+10min ITV2



+25min More4



+30min BBC Three



+45min 5\*



+50min Channel 5 +1



+60min ITV

Guide

Timeline View

Recorded TV

# TV evolution

- TVs now integrate the same processors as tablets
  - Now connected to Broadcast, Internet
- “Home Screen” is no longer the last channel viewed
- Broadcast TV becoming an app.
- It’s the wild west .....

# NETFLIX

Sign In

Watch TV shows &  
movies anytime,  
anywhere.

Plans from CHF11.90 a month.

Start Your Free Month





- “50M subscribers in nearly 50 countries watching 2B hours of content every month”
- And they’re not alone .....



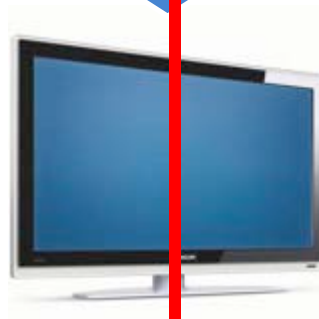
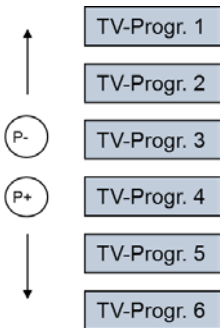
Streaming 'boxes, games consoles, etc.



# Broadcasting meets Internet

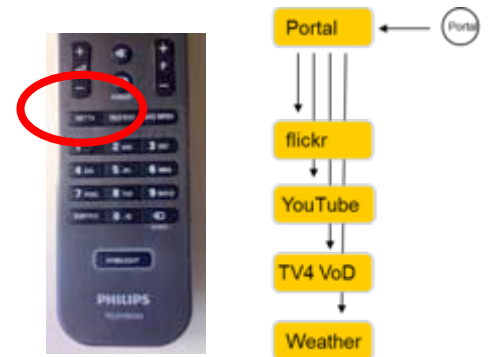
## Broadcast Context

- Program lists
- linear TV
- broadcast links



## Internet context

- Portals, TV Apps
- On demand
- Broadband links





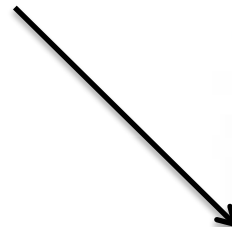
# IBB Systems

- KISS - Keep it simple stupid!
- Applications largely based on:
  - Catch-up TV
  - Information Services (aka Teletext)
  - Weather
  - Access to alternative media streams
- Different systems in Japan, Europe, North America and Latin America
- Difference is a weakness exploited by global CE manufactures

HbbTV<sup>®</sup>



(it all starts with RED!)



Sony



Sharp



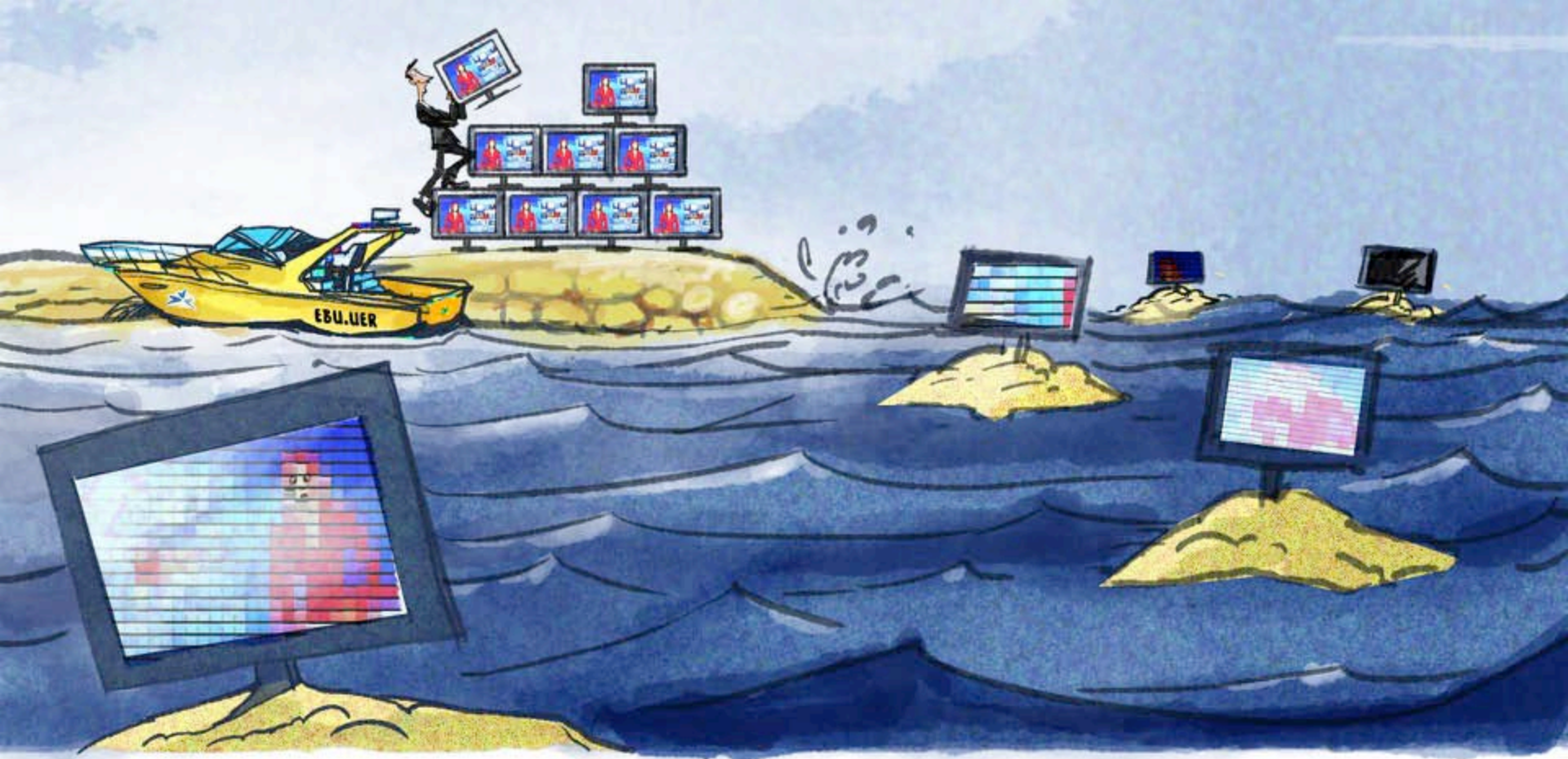
Toshiba

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# Some thoughts

- TV viewing is still around 3-4 hours a day, varying across demographics
- Broadcasting have strong online propositions
- IBB systems help exploit connected TVs
- Should be part of all broadcaster strategies .....



**For HybridTV to be a success, we must have common standards.**