



Arab States Broadcasting Union

League of Arab States

إتحاد إذاعات الدول العربية
المجموعة العربية للتلفزيون عالي الدقة

**ARAB STATES BROADCASTING UNION
ARAB HDTV GROUP**

**HDTV Introduction
and Challenges in the Arab Region**

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International Satellite Operations Group

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HDTV Introduction and Challenges in the Arab Region

HDTV LANDSCAPE

CURRENT CHALLENGES

ARAB HDTV GROUP FOUNDING

GROUP MISSION

GROUP BY LAWS

MAIN RECOMMENDATIONS

GROUP ACTIONS

MEMBERS

LAST GROUP MEETING



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HDTV Introduction and Challenges in the Arab Region

HDTV LANDSCAPE

- HDTV started to evolve in the Arab Region
- Broadcasters in the Arab region are getting ready for HDTV production
- Many have built fully HDTV equipped studios
- When moving to new facilities or renewing their production equipment, they are:
 - Acquiring HDTV equipments
 - Setting up HDTV internal network distribution
- They also acquired HDTV OB vans for sports and outside TV production



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HDTV Introduction and Challenges in the Arab Region

HDTV LANDSCAPE

- Major broadcasters in the region have started sports coverage and transmission in HDTV
- A number of them are producing certain events in HD and down converting them before distribution
- The Satellite operators of the Arab Region are expanding their transmission capacities to accommodate HDTV needs
- Number of local HDTV channels still low : very few from the region have started actually broadcasting in HD
- Non Arabic speaking HDTV channels are available FTA and available via pay TV packages



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HDTV LANDSCAPE

- **Wide flat screen TVs are available in the market at variable sizes and prices**
- **HDTV decoders are becoming more available**
- **Drivers for consumers to buy wide screen TV's and HDTV set top boxes :**
 - **Lower HD TV sets and set-top-boxes prices**
 - **Major sports events coverage like the Olympic Games or World Cup, Asian Games, African Nation Cup, etc.**
 - **Availability of more local HDTV channels and content**



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CHALLENGES

- **Broadcasters need to planify and put a roadmap for HDTV services introduction and transition**
- **There is huge need for HDTV content production to fill in programme grids**
- **HDTV reception devices need become cheaper and more widespread among households to motivate local TV production and transmission**
- **Need of increased awareness among regional broadcasters and HDTV services promotion to Arab viewers**



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ARAB HDTV GROUP FOUNDING

The Arab HDTV Group was created by ASBU General Assembly in 2007 to look at the coordination issues related to the introduction of HDTV in the Arab region



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GROUP MISSION

- Prepare a strategic plan to introduce HDTV in the Arab region
- Discuss and recommend production, delivery and reception standards
- Suggest roadmap of HDTV implementation depending on countries available infrastructure and resources
- Help HDTV stake holders in the Arab region share knowledge by :
organizing seminars, publishing implementation plans and progress report
of HDTV activities
- Promote HDTV services to Arab broadcasters and viewers



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GROUP BY LAWS (1/2)

Group Working Procedures

- One meeting is conducted each year
- Business is conducted mainly by e-mail

Group Secretariat

- ASBU takes care of the Group Secretariat.

Group Membership

- ASBU members, TV Channels and Networks in the Arab Region
- HDTV equipment and solution vendors / system integrators
- Satellite operators of the region
- International HDTV Channels (as observers), World Broadcasting Unions



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GROUP BY LAWS (2/2)

Chairmanship

The Group elects from its members one Chair and two Vice-Chairs, for a maximum of two terms. The duration of each term is three years.

Working Language : Arabic, English

Recommendations

The Group Members are advised to apply all recommendations issued by the Group
Manufacturers who are members of the Group shall not promote opposing recommendations to the Group members.



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MAIN RECOMMENDATIONS

- When acquiring new production/distribution equipments HDTV specifications should be adopted
- All new distribution network within new broadcast facilities have to be 3Gbps to accommodate the 1080p production
- MPEG-4 H.264/AVC is the HDTV recommended compression format
- Start TV production and programme acquisition in HDTV to prepare for programme delivery
- Start training programmes on HDTV production and transmission techniques for all people involved in the production chain



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GROUP ACTIONS 2007- 2010

- 2007 Arab HDTV group created
- 2008 Second group meeting
- 2009 Third group meeting
 - New members joined the group
 - HDTV survey on members HDTV readiness
 - HDTV seminar
 - Arab HDTV group presence on ASBU web site
- 2010 Promotion of HDTV services to broadcasters and the public through
 - Edition and publication of “Arab HDTV Group booklet on HDTV”
 - Started with an ASBU partner promotional clip to the public on HDTV



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MEMBERS



Tunisian Television



Bahrain Television



Dubai Media
Incorporated



Jordan Television



Saudi Television



Algeria
Broadcasting



Algeria Television



Tunisia
Brodcasting



Sultanate of Oman
Television



Iraq Television



Syria Television



Sudan Television



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MEMBERS



Libya Broadcasting
Cooperation



Tele Liban



Kuwait Television



Qatar Television



Al Manar TV Channel



Middle East
Broadcast
Corporation



Yemen Television



Egypt Radio and
Television



Arab Radio
Television



Al Kaass Al Dawri
TV Channel





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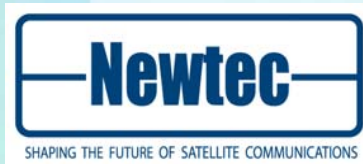
MEMBERS



All Systems
International



France HD Forum





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LAST GROUP MEETING





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HDTV Introduction and Challenges in the Arab Region

LAST GROUP MEETING

- Last Group meeting held in Tunis on November 1st 2009
- Number of Arab HDTV Group members presented their experiences introducing HDTV services
- Some members moving swiftly towards HDTV introduction:
 - Building new TV Headquarters with HDTV infrastructure
 - Acquiring HDTV OB vans
 - Adding and refurbishing fully ready HDTV studios
 - Acquiring HDTV production equipment
 - Many starting producing in HDTV



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THANK YOU FOR YOUR ATTENTION