DTV Business Opportunities:
How Next-Gen TV can change the way broadcasters make money and compete

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Digital Terrestrial TV 2.0

• How the latest Next-Gen systems can expand business opportunities through:
  - Flexibility
  - Capacity
  - IP/upgradeable elements
  - Compatibility with DTT & LTE standards
Translating to New Services

- HD, UHD & Immersive audio
- More channels
- Mobile
- Advanced emergency alert systems
- IP-based services & enhancements
New Services Represent More Revenue/Viewer Retention?

**Capacity**
- Data transmission & “edge” storage for B-to-B services
- Pay TV services
- Possible premium for highest-quality pictures & sound

**Flexibility**
- Mobile services

**IP**
- Targeted advertising through apps & other methods
- Second-screen viewing in home
- Cloud storage for on-demand services
Less Tangible Benefits

• Multiplex transmission configuration cost savings
• Long-term savings with software upgradable broadcast equipment & greater standardization throughout system
• Emergency alert systems
• Insurance against obsolescence
• Preparing for more competition
Pain Points

• New infrastructure
• Educating viewers on transition
• Preparing all parts of ecosystem for new broadcasts
## DTT Systems Being Deployed Today

<table>
<thead>
<tr>
<th>2nd &amp; 3rd - Generation DTT Systems</th>
<th>Launch Year</th>
<th>Regional Adoption</th>
<th>Major Countries</th>
</tr>
</thead>
<tbody>
<tr>
<td>ATSC 3.0</td>
<td>2017</td>
<td>Asia</td>
<td>South Korea</td>
</tr>
<tr>
<td></td>
<td></td>
<td>North America</td>
<td>United States*</td>
</tr>
<tr>
<td>DVB-T2</td>
<td>2010</td>
<td>Asia</td>
<td>India</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Africa</td>
<td>South Africa, Zambia</td>
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<tr>
<td></td>
<td></td>
<td>Europe</td>
<td>Western, Eastern and Nordic countries</td>
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<tr>
<td>DVB-T2 + HEVC</td>
<td>2017</td>
<td>Europe</td>
<td>Germany, Italy*</td>
</tr>
<tr>
<td>ISDB-T</td>
<td>2003</td>
<td>Asia</td>
<td>Japan</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Latin America</td>
<td>Brazil, Argentina</td>
</tr>
</tbody>
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*Planned
Summary

• Greater flexibility & capacity most important elements for new business cases
• IP based or hybrid broadband/broadcast standards critical for a next-gen TV system
• Sustained relevance and competitiveness must be part of business-case equation