

Heterogeneous networks, unified standards: navigating future media horizons



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on “Media Streaming Service – What’s next”



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A landscape growing more complex



NEW TECHNOLOGIES



**MORE FLEXIBLE
ECOSYSTEMS**



NEW NETWORKS

LACK OF INTEROPERABILITY



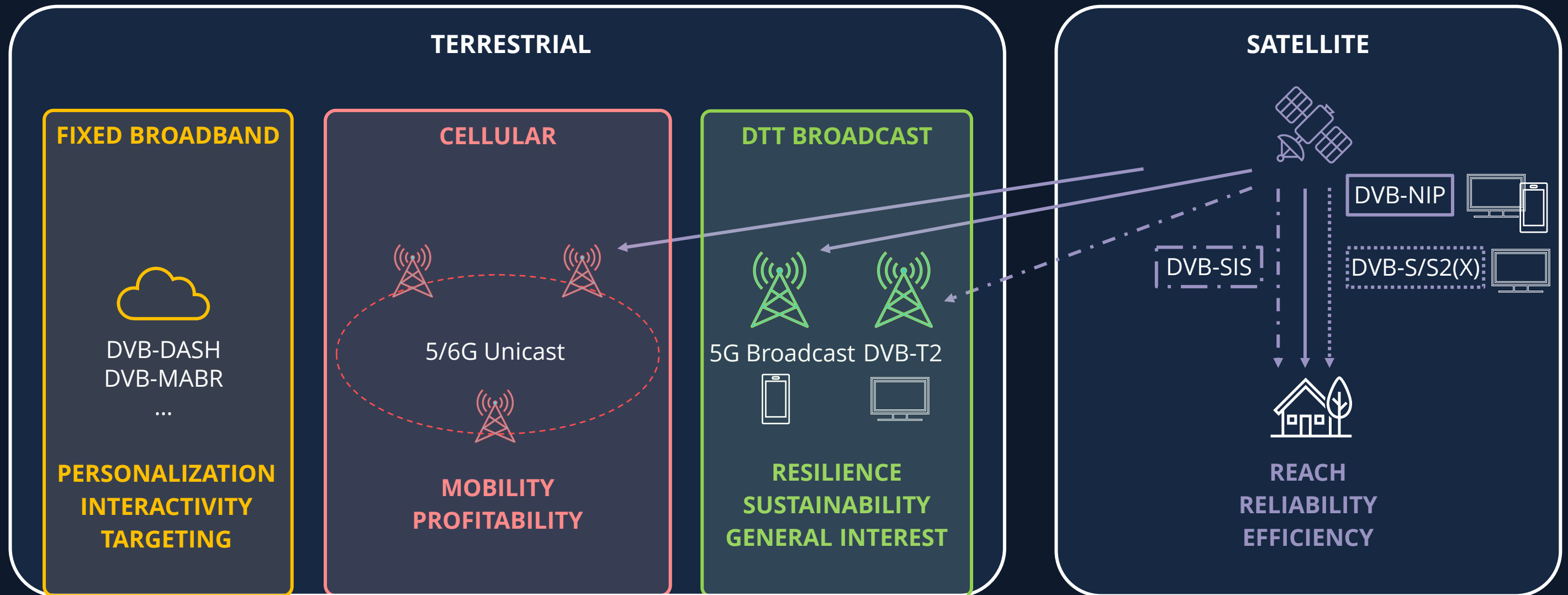
MORE FRAGMENTED



BINDING CHOICE



Network diversity based on multiple infrastructure



» A hybrid mix best serves efficiency, sustainability and resilience.

TIMELESS FOUNDATIONAL PRINCIPLES



MAXIMIZE NETWORK COMMONALITIES

Easing the adoption of
new technologies



FACILITATE TRANSITION

Providing open paths to
migrate services



HARMONIZE STANDARDS

Enabling network
interworking

» DVB's foundational approach is essential for navigating future media horizons.

The secret sauce for hybrid ecosystems



NETWORK INTERWORKING AT THE SERVICE LAYER

– Examples –



**BROADCAST / BROADBAND
NETWORK COLLABORATION**



**MOBILE NETWORKS
OPTIMIZATION
—
OFFLOADING TO 5GB**



**COVERAGE OPTIMIZATION
—
BLENDING SATELLITE WITH
5G DELIVERY**

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BROADCAST/BROADBAND COLLABORATION

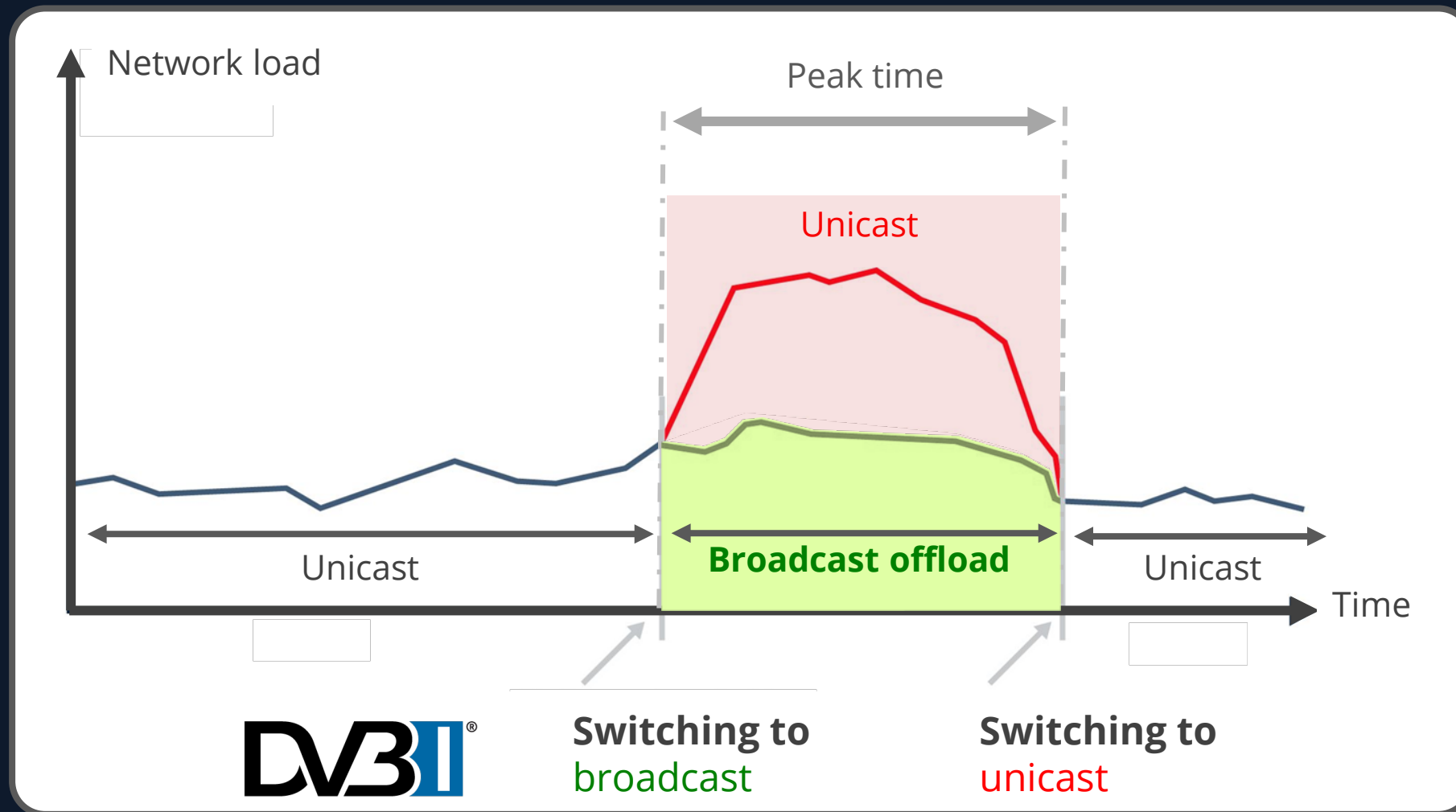
– Italian DVB-I trial –



» Seamless selection of the most appropriate service instance (DTT/IP).

MOBILE NETWORKS OPTIMIZATION

– Offloading to 5G Broadcast –

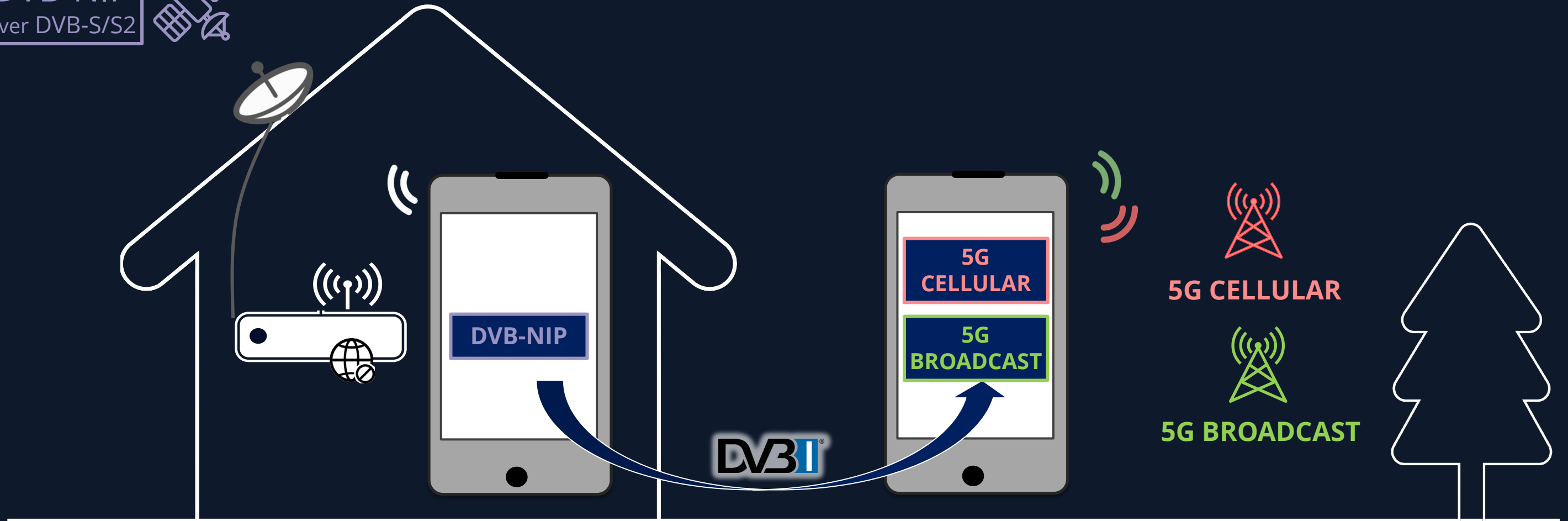


» Peak traffic from unicast cellular networks can be dynamically and seamlessly offloaded to 5G Broadcast.

COVERAGE OPTIMIZATION

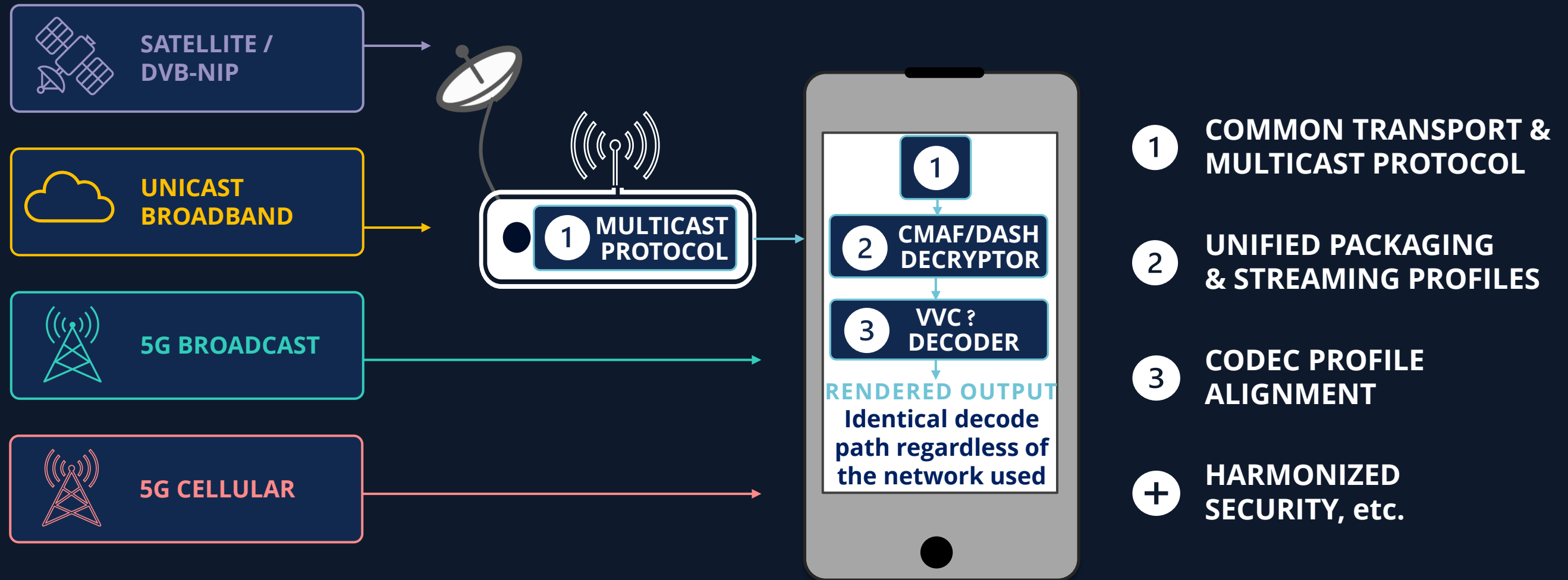
– Blending satellite with 5G delivery –

DVB-NIP
over DVB-S/S2



» Seamless network switching
removes indoor penetration loss from the 5G link budget.

Harmonization at lower levels is essential



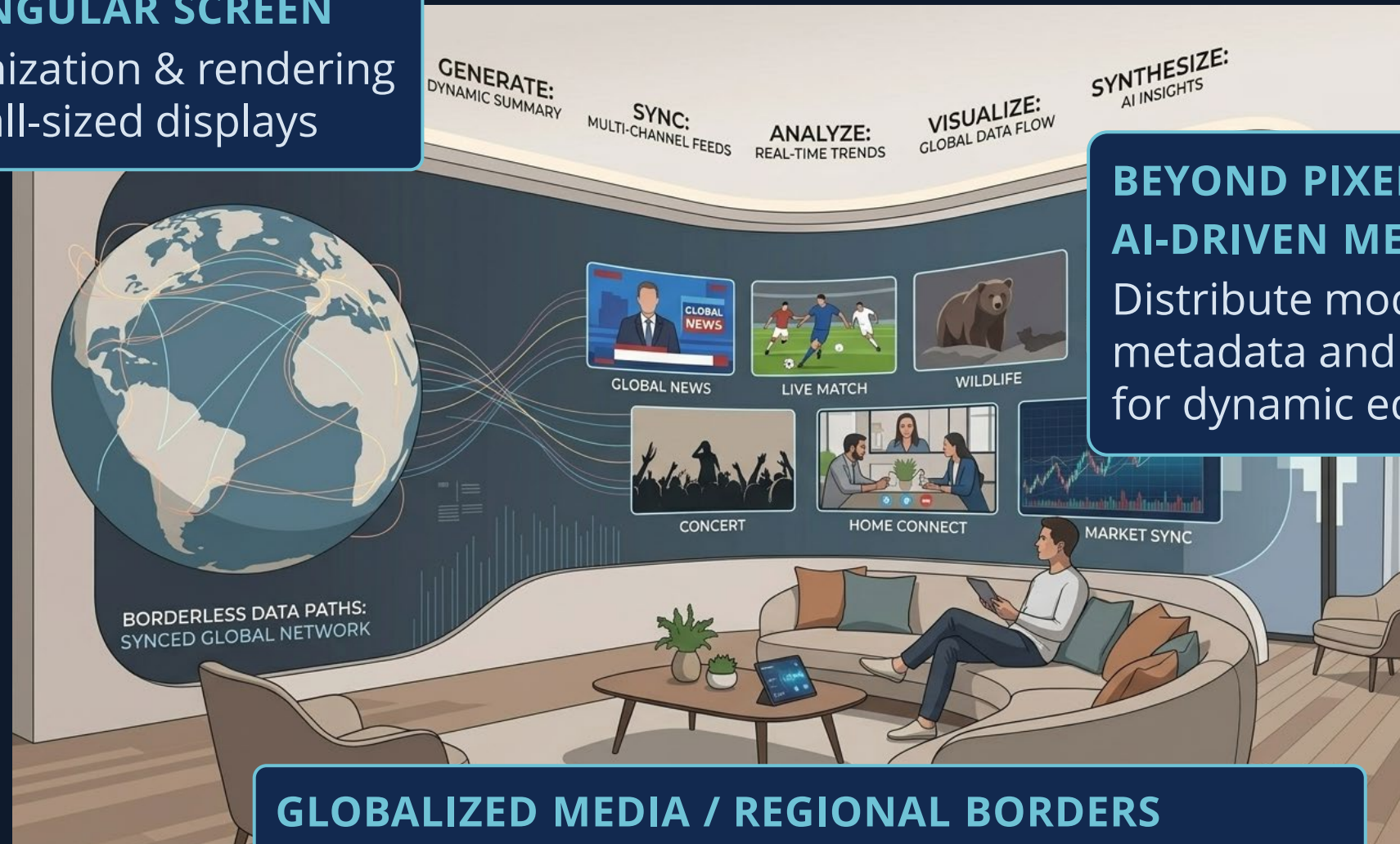
» Unified standards ensure seamless and commercially viable media delivery.

BEYOND CURRENT HORIZONS

Potential challenges for post-2030 media

BEYOND THE RECTANGULAR SCREEN

Standardize synchronization & rendering across borderless, wall-sized displays



BEYOND PIXELS — AI-DRIVEN MEDIA GENERATION

Distribute model weights, semantic metadata and real-time prompts for dynamic edge rendering

GLOBALIZED MEDIA / REGIONAL BORDERS

Balance global IP delivery with localized prominence, public safety alerts, and geo-restricted rights

Thanks!



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NAB 2024 Paper Highlights Promise of Interworking between DTT and 3GPP Systems



Full paper available for download: <https://dvb.org/news/event/dvb-nab-2024/>

