



# **Free-to-air .....**

*Peter MacAvock (EBU)*

The EBU has **73**  active Members

in **56**  countries

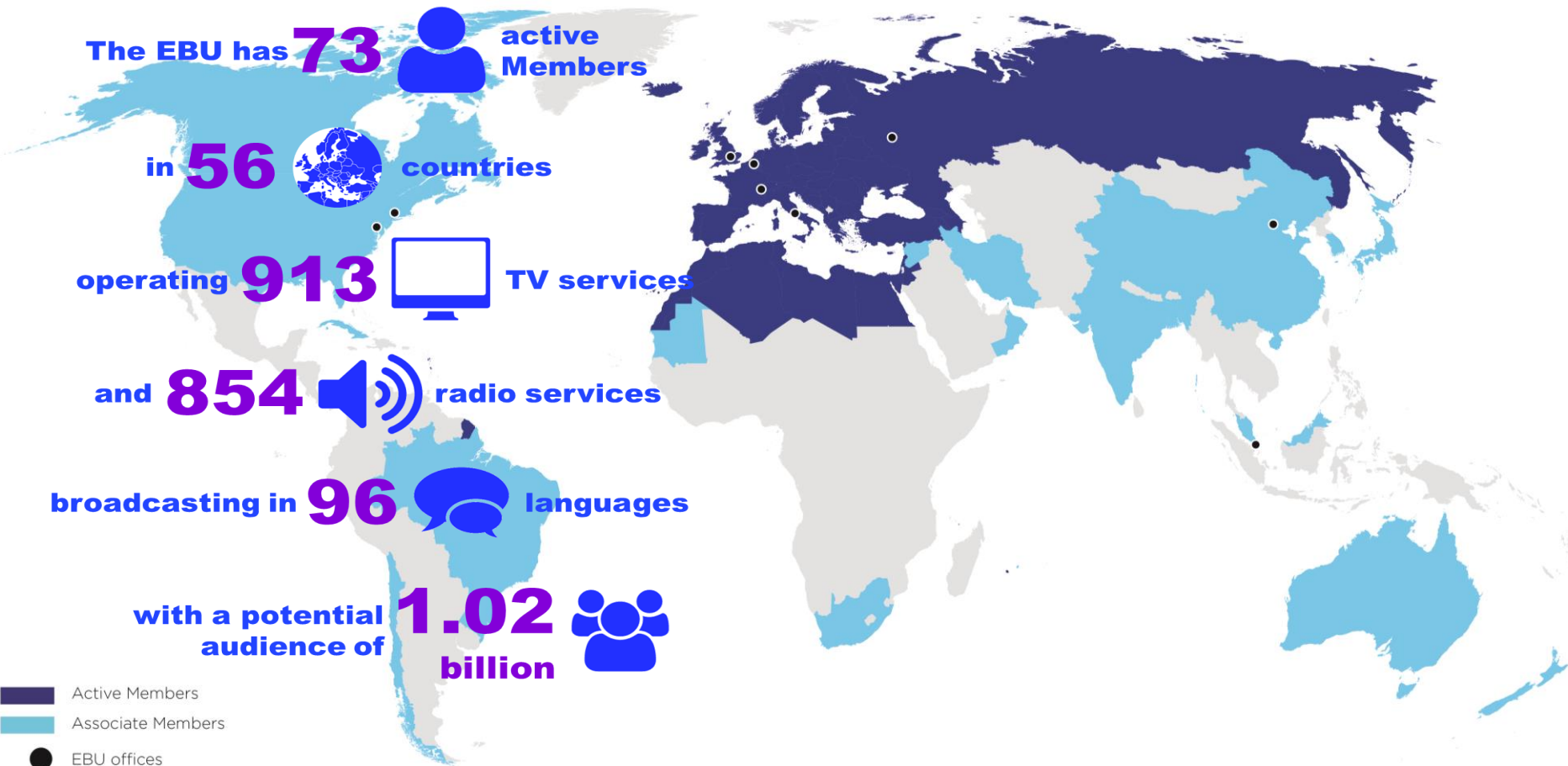
operating **913**  TV services

and **854**  radio services

broadcasting in **96**  languages

with a potential audience of **1.02**  billion

-  Active Members
-  Associate Members
-  EBU offices



# EBU Technology & Innovation

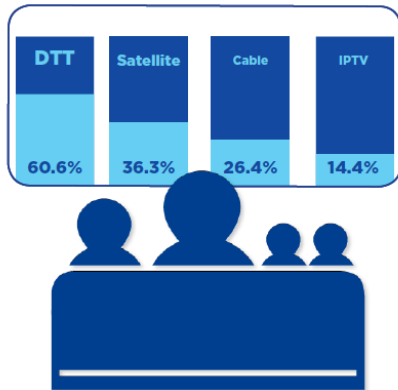
- Coordinate R&D across EBU Members
  - As budgets decline, Members can't afford to do it on their own
  - Globalisation requires that EBU map out broadcasting's future
- Identify strategically important technologies and nurture their development
  - DVB, MPEG, HbbTV .....
- Centre of excellence on many topics
  - UHD TV, spectrum, etc.

# Things you might not know ...

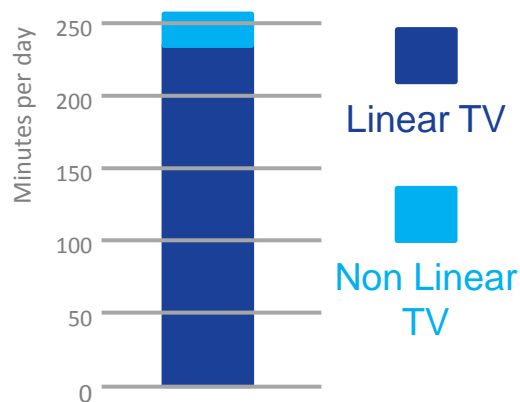
- Public Service Media sites amongst the most popular online brands in their respective countries\*
  - We know a thing or two about media delivery over Internet
- OTT is really popular, but linear TV remains the cornerstone of TV viewing
  - And it remains steady amongst core audiences
- WiFi is still the “wireless” broadband network of choice for viewers (and thus broadcasters)
  - Broadcasters don’t consider MNO-operated wireless broadband as a key access network

# DTT in Europe

**118 million** households rely on DTT



**3 hours** of watching per day



**80%** growth in 5 years

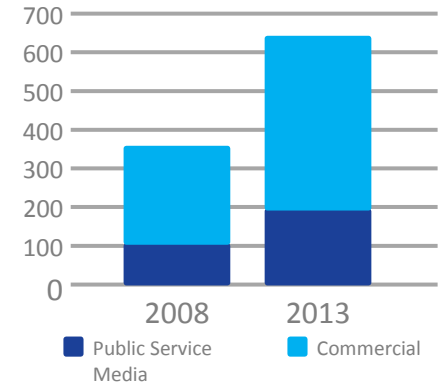




Photo [courtesy of Flickr user Sugar Pond](#)

# How is Analogue Switch Off (ASO) going?

- It depends .....
  - Market share of DTT rising in Poland, but falling in Switzerland
- Basic rule
  - Make sure the whole industry is part of ASO process
  - Win-win for all!!

# Some trends

- Immersion:
  - UHD TV – 4xHDTV with better sounds targetting bigger TV's >50".
- Personalisation:
  - Recommendation Systems and OTT on your TV set from a broadcaster, not just Netflix/Apple.



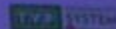
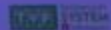
Polish TV trying 4k,  
immersive audio  
service through a  
HbbTV application



TVP  
Testy technologii 4K na  
Platformie Hybrydowej TVP



HYBRYDOWA





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