DVB World 2023 – session reports

For each session:
- Title & host
- Goal
- Link to report
- Next steps

Statistics
127 registrations; 5 no-shows
36 session pitches
27 sessions (with merging and sharing)

Access all session reports, the full agenda, photo gallery and the participant list in the Unconference Hub.

Session Board

Time	Maritime Room	Classroom	Kitchen	Orangerie	Music Room	Machine Room	Living Room
10:45–11:45	SVTA OPEN CACHING + DVB-MABR = OPEN CASTING Guillaume Bichot	DVB-I: Updates, next steps, Q&A Peter Lanigan Paul Higgs	Haptics Ralf Schaefer Demo	DUBAN STATELOV BOOSTING SFN BY B&B ENHANCED SATELLITE FEEDS		DVB ACADEMY? BRING THE NEXT GENERATION IN	VIDEO CONTENT SECURITY - BEYOND DRM - OTT WATERMARKING FORENSIC APPROACH JAN FRELICK
11:45–12:45	DVB-I A LONG WAY MARKET STEFANO	PANEL Launch DVB-I Services & Products with CONFIDENCE! Ranjeet Kaur, DTG (Double book?) Emily Dubbs	Film grain synthesis Ralf Schaefer Demo	ARE YOU BE... SERV... HELP ME PCM &... (Further...) Raising DVB's people - where and How Emily Dubbs	BROADCASTING HDR WITHOUT DUPLICATING COSTS: EXAMPLES FROM BRAZIL, JAPAN AND SOCIAL MEDIA GUIDO MEARDI MUSIC ROOM	"Closing the gap with Amazon Prime" NATIVE-IP Yann Baroteau (Eutelsat)	JOINED UP DVB - SPONSORING A SET OF LIVE/LINEAR DTT SERVICES USING DVB SPECS JON PIESING
12:45–13:45			Lunch			Lunch	
13:45–14:?	RESILIEN... v. SUSTAINAB... THE GLOBAL WARMING MACWOCK	Ben "Can good-enough content be more SUSTAINABLE" DVB-I SERVICE How do we move from to deliver the profile WILLIAM COOPER SERVICE NOT REALITY	Volumetric Video Chance & challenge of DVB for next revolution in visual experience. More immersive. More interactive. More social. (Huawei) DVB can play an important role! DVB-I SUPER SERVICE Discovery by country RAJ PATEL		DATA CASTING RICH CLUCA MUSIC ROOM	OBM What Next?	
14:45–15:45	DVB SERVICES OVER REFERENCE TOOLS Jordi J. Gimenez (SG-MAG)	DVB... WE NE... VIDEO... IN TH... Make DVB access ready! - Andreas Tai JUST SPACE TO GO LIVE	TA: MOVING TOWARD A MARKET REALITY? TANGEDO PETITPREY	DUBAN STATELOV TARGETED AD INSERTION	Should these be more commonalities between broadcast standards? SIMONE FERRARA	DVB-Home Broadcast What For? → In Home DVB-I TV service redistribute → In Hospitality Network redistribution of DVB-I Service	
Coffee Break							
16:00–17:00	SPONSORING OPEN SOURCE PROJECTS TO ADD SUPPORT FOR DVB SPECS JON PIESING	BRAN... LEVE... TO SUSTAIN... AND DEMOC... MARKET... Richard Lin... Conan Maynard DVB-I TODAY? Reed Vogec		Reinventing the Wheel: DVB World 2024+ Eoghan O'Sullivan	New Codecs to market quicker (demo) Ashton Vinchon Music room		
17:00–18:00			Closing Circle			Closing Circle	

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SVTA Open Caching

Proposed by:

Guillaume Bichot (Broadpeak)

Session goal:

SVTA Open Caching API tutorial and discussion on how it could be used in the context of DVB-MABR

Report

Next steps

Session host will bring a proposal on SVTA open caching to the DVB-NIP and DVB-MABR technical groups.

DVB-I update, next steps, Q&A

Proposed by:

Peter Lanigan (TP Vision) and Paul Higgs (Huawei)

Session goal:

Update attendees on DVB-I status and provide context for later sessions

Report (and link to slides presented)

Next steps

Participants in the session agreed to consider where they can contribute, how they can use DVB-I, and how they want to shape the future development of DVB-I.

All about haptics

Proposed by:

Ralf Schaefer & Patrick Fontaine (InterDigital)

Session goal:

Understand if there is an interest in including haptics in a DVB study mission.

Report

Next steps

Session host (RS) will check with the chair of the object-based media study mission whether the topic could be taken on board there. An alternative could be the study misson on volumetric video

Boosting SFN networks by enhanced DVB-SIS satellite

Proposed by:

Dusan Statelov (Maindata)

Session goal:

To enhance and promote the DVB-SIS (Single Illumination System) standard internationally

Report

Next steps

It was noted that the DVB-SIS standard needs fixes, clarifications and implementation guidelines and that it pre-dated the introduction of mandatory Verification & Validation in DVB. Host will explore with Technical Module as to whether V&V could now be launched for DVB-SIS

The DVB Academy?

Proposed by:

Elfed Howells (Huawei)

Session goal:

A discussion on how to bring in the next generation of DVB experts

Report

Next steps

– Cultural change in DVB. Change the way in which we promote DVB to attract younger, and more diverse, participation;

– Bring the proposals outlined in the report to the PCM

Video content security beyond DRM

Proposed by:

Jan Frelek (Redge Media)

Session goal:

Consulting participants to explore if DRM security is enough, if OTT watermarking is relevant, and if these matters are subject to standardization.

Report

Next steps

Session host will explore further which aspects are in the DVB domain and therefore desire some specific actions, and which not. If the DVB domain is relevant, certain standardization between the links in the technology chain of OTT watermarking is to be considered.

DVB-I: the long way to market

Proposed by:

Stefano Braghieri (Mediset-MFE)

Session goal:

Describe the activities performed since 2020 in deploying DVB-I PoCs and Open Commercial Trials (Italy, Germany, Ireland) –and discussion of next steps.

Report (and link to slide deck)

Next steps

– Continue supporting Standards evolution (DVB & HbbTV)

– Continue Technical Activities

– Solve all non-technical topic, i.e. Regulatory

– For Italy, work on UHDBook 2.x , i.e. the Italian Profile

– Promoting DVB-I

Film grain synthesis

Proposed by:

Ralf Schaefer & Thierry Filoche (InterDigital)

Session goal:

Collect comments and questions on film grain and show a demo on film grain

[Report](#)

Next steps

Session host will bring information back to the DVB Commercial Module, where a discussion on film grain was already under way.

Are you being served ? Help me spend DVB-PCM budget // (Further) Raising DVB's profile - where and how

Proposed by:

Elfed Howells (Huawei) & Emily Dubs (DVB Project Office)

Session goal:

Where should DVB PCM budgets be spent, and with what market focus?

Report

Next steps

Several actions will be brought to PCM:

Outreach to regulators, 2nd tier streamers, longtail DVBT channels,

PoC with a cable provider and demo of DVB-I applied to ATSC 3.0 services?

Strengthen DVB's presence in Africa, India, and South America in addition to retaining our current footprint (create a heat map)

Broadcasting UHD HDR without duplication channels (Brazil, Japan, social media)

Proposed by:

Guido Meardi (V-Nova)

Session goal:

Discuss how we can generate more HDR content.

Report

Next steps

– Solicit interest from operators, broadcasters and streamers

– Host a DVB seminar/webinar on the subject

Closing the gap with an Amazon prime

Proposed by:

Yann Barateau (Eutelsat)

Session goal:

Brainstorming and open debate around broadcast and OTT, listing all features of a complete OTT service and crosschecking them against those available in the broadcast work (particularly in light of DVB-NIP)

Report

Next steps

• Continue the work within DVB groups so that DVB-NIP, DVB-HB and other DVB standards can easily profit from now classical OTT features (content protection, monetization, catch-up/start-over, and many more…)

• Reinforce relationship and technology integration between DVB-NIP and the existing 5G/Media consortiums such as 5G-MAG and 5G-Emerge

Joined up DVB – sponsoring a set of live/linear OTT services using DVB specs

Proposed by:

Jon Piesing (TP Vision)

Session goal:

Explore interest and requirements if DVB were to provide a set of live/linear test streams

Report

Next steps

– Ask TM/CM whether there are any specifications that could benefit from V&V which pre-date the V&V rule

– Kickstart a Github project that can loop the existing V&V assets.

– A PCM discussion about the minimum stream required for DVB-I evangelization (generic, DVB-sourced, for demonstrations)

Can 'good enough' content be more sustainable? // Resilience vs sustainability - the global warming challenge

Proposed by:

Ben Schwarz (CTOiC) & Peter MacAvock (EBU)

Session goal:

Identify contributions to sustainability from "good enough content" and "good enough delivery", and the potential conflict with the goal of resilience.

Report

Next steps

- Continue to communicate with Greening of Streaming about common issues

- YLE should talk to Greening of Streaming about Finland as a use case

- DVB may decide on specific actions after CM (the following day)

DVB-I Service Discovery // DVB-I Super Service Discovery by Country

Proposed by:
William Cooper (Service List Registry) // Raj Patel (Yotta Media Labs)

Session goal:

Review DVB-I service discovery.

Report

Next steps

RP to develop his approach into a formal proposal.
A demo Service List Registry query builder is available at:
https://slrdb.org/demo

A chance and a challenge of DVB for the new video (Volumetric video, Social Video and etc.)

Proposed by:

Xinrui Yang (Huawei) & Ralf Schaefer (InterDigital)

Session goal:

Open discussion to connect all partners' ideas for future work in DVB.

Report

Next steps

1) To define the experience (KPI) of popular use cases of volumetric video such as MPEG V-PCC and MIV into the ongoing study mission in DVB.

2) To start a new study mission in DVB to define the common concept for the next generation of video services and identify potential use cases and requirements.

Datacasting

Proposed by:

Rick Clucas (V-Nova)

Session goal:

To explore the interest in pursuing datacasting specifications within DVB.

[Report](#)

Next steps

A good discussion but no interest among participants to take it forward.

what we can do with it? Who can be the potential customer? What's the market? What can end users do with it? What can operators do with Datacasting?

OBM – what next?

Proposed by:

Elfed Howells (Huawei)

Session goal:

Find out from the DVB World audience, what they would like DVB to do next on Object Based Media.

Report

Next steps

Bring the opinions (outlined in the report) of the session back to the OBM study mission and ensure that these opinions are included in the study mission report.

DVB Services over Reference Tools

Proposed by:

Jordi J. Gimenez (5G-MAG)

Session goal:

Understand the DVB tools for DVB-I services that could be used to validate the work of the Joint Task Force between DVB and 5G-MAG.

[Report](#)

Next steps

Follow up with DVB Verification & Validation (V&V) activities on available tools.

Making DVB access-ready // DVB-I and accessibility

Proposed by:

Andreas Tai (a2a11y) // Jon Piesing (TP Vision)

Session goal:

Discuss making DVB solutions access-ready under four headings: conformance, user journey, user community, DVB-I standard gaps.

Report

Next steps

DVB to approach CCMA, WDR, BBC to contribute to creating a description of what would need to be tested for TTML in DASH.

If successful, do a gap analysis considering what is available (e.g. HbbTV) and then DVB to explore creating and reviewing test content to fill the gap.

DVB to contact the UK DTG Accessibility Group and Nordig about possible cooperation.

DVB should investigate if it could host work on guidelines for access to accessibility features in DVB-I.

DVB to investigate test content for DVB-TTML in the broadcast and approach Nordig and France Televisions.

Targeted Ad Insertion // Targeted Advertising: moving toward a market reality?

Proposed by:

Dusan Statelov (Maindata) // Angelo Pettazzi (Kineton)

Session goal:

Identify areas where efforts could be made to better market TA.

Report

Next steps

CM-TA is now sleeping since TM-STREAM is addressing DVB-TA Part 3; there is no plan to develop new CRs for Part 3, however the Verification & Validation (currently being performed by DVB) will be important for market implementation.

Potential cooperation with the Addressable TV Initiative may be needed at a later stage when they address TA for DVB-DASH (Part 3).

5G broadcast could be a next step, so perhaps a joint Group with 5G-MAG for future work on how TA can be addressed in the context of 5G.

Should there be more commonalities between broadcast standards

Proposed by:

Simone Ferrara (V-Nova)

Session goal:

Discussion to understand whether there can be commonalities between specifications globally.

Report

Next steps

1) Creating key feature description of DVB state of the art.

2) Review mapping of DVB technologies to other SDOs.

3) Identify if there are any specific areas for collaboration.

DVB Home Broadcast - what for?

Proposed by:

Ralph Edeine (Eutelsat)

Session goal:

Expose the benefits of DVB-HB standard , latest specifications update, main uses cases (Broadcast services to DVB-I services redistribution in a local network.

Report

Next steps

Lot of exchanges on the "DASH-friendly Transport Stream" approach.

Request to provide more test streams in various codecs and frame rates (50p/60p), implementation guidelines, exchanges with the AVC groups

Good feedback on the hospitality use cases => question on changing the name "Home Broadcast" to a more generic one

DVB-I metadata - prepare to go live

Proposed by:

Gordon Maynard (OnScreen Publishing)

Session goal:

To share experience from trials to help plan for live DVB-I services

Report

Next steps

There were no specific actions but this was a useful exchange which supports the idea of an implementors' group to continue the sharing of information.

Sponsoring open-source projects to add support for DVB specs

Proposed by:

Jon Piesing (TP Vision)

Session goal:

Identify candidate open-source projects for DVB to pay for support of DVB specs ; improve how we have done this.

Report

Next steps

None identified.

Why not DVB-I today? Leveraging technology to create an ideal world?

Proposed by:

Remo Vogel (rbb) // Richard Lindsay-Davies & Ranjeet Kaur (DTG)

Session goal:

To identify the market enablers for early DVB-I deployment and a clear set of actions to drive momentum. Participants were particularly request to consider barriers to deploying DVB-I in 2024.

Report

Next steps

1. Form a stakeholder group to drive momentum. (Jim Higgins RTE?/DVB Project Office?)
2. Recruit and mobilise DVB-I champions. (DVB-PCM?)
3. Identify and communicate with key influencers and decision-makers. (through 1.?)
4. Promote DVB-I to regulators at ERGA. (DVB-PCM?)
5. Promote benefits of harmonisation across markets of DVB-I. (DVB-PCM)
6. Promote DVB-I to content providers. (DVB-PCM)
7. Communicate the benefits of DVB-I returning broadcast audience data. (DVB-PCM?)
8. Promote DVB-I mini-LCN capabilities. (DVB-PCM?)
9. Define and promote DVB-I personalisation across multiple devices with a PoC. (DVB-PCM?)
10. Validate common profile compliance. (Nicolas Frame?)
11. Collect telemetry requirements (QoS, Monetisation, ABR, Audience Measurement). (Marco Pellegrinato?/DVB-CM?)
12. Educate and train industry professionals in DVB-I. (DVB Project Office?)

Getting new codecs to market – quicker

Proposed by:

Arthur Vinchon (Allegro DVT)

Session goal:

focused on the implementation demos of MPEG-5 LCEVC presented in the Music Room to discuss how it can be easily deployed in the market.

Report

Next steps

Invite people to participate in current DVB activities around NGVC Phase 2.

Reinventing the wheel: DVB world 2024+

Proposed by:

Eoghan O'Sullivan (DVB Project Office)

Session goal:

A SWOT analysis of the DVB World unconference format to help improve the event in 2023 and beyond.

Report

Next steps

Session host and the Project Office will use these inputs to help shape a better proposition for 2024.