

Press Release

FOR IMMEDIATE RELEASE

The “German DVB-I Pilot” – a new cross-organisation initiative exploits the opportunities for a future-proof TV experience

Amsterdam, 7 September 2022

Stakeholders from the media industry, including broadcasters, device manufacturers, software providers and research companies announce the start of the “German DVB-I Pilot”. The project develops a common understanding of the DVB-I functionality and challenges as well as a standardised future scenario to include the complete DVB-I ecosystem. The initiative will showcase first results during IBC, at EBU’s booth in hall 10 (10.D21) and at the stand of the DVB Project in hall 1 (1.B73), from 9 to 12 September in Amsterdam.

DVB-I enables an easy access to video streaming offers of linear programmes over the internet, ensuring the same user-friendly experience than traditional TV broadcasting on TV sets. Due to DVB-I's standardised open approach, enhanced TV services can basically be delivered to any devices that have internet access and a media player, including smart TVs, tablets and smartphones. The key features of the specification are structured service lists which enable a harmonised user interface, low latency streaming and many options for additional services. They include HbbTV offers, programme guides, accessibility services, genre-based and event channels. Furthermore, with DVB-I, the IP streams can be combined with conventional broadcast over satellite, cable and terrestrial to provide a hybrid experience. In this manner, DVB-I paves the way for a transition to an internet-based media distribution.

The “German DVB-I Pilot” is already supported by 19 organisations, including ARD, bmt, Dolby, DVB, EBU, Fraunhofer FOKUS, LG, MIT-xperts, OnScreen Publishing, ProSiebenSat.1 Media, rbb, RTL Deutschland, Sofia Digital, Sony, TARA Systems, TP Vision, Vestel, WDR and ZDF.

Remo Vogel (rbb), Project Manager of the “German DVB-I Pilot” stated: “We’re pleased to see strong support from across the broadcast industry. With the pilot project we want to demonstrate a vision for a national market scenario, gather experience with the aggregation of service lists and identify technical gaps and requirements in the standard. The pilot project has a limited duration and does not, for now, include a decision for a market roll-out in Germany.”

The technical architecture includes service list aggregation and discovery via a Central Service List Registry (CSR). Further features are the inclusion of HbbTV as an integral part of the programmes today, solutions for DRM and subscription-based services, dynamically added event channels, region-specific channel sorting, EPGs with links to media libraries, playlists as channels, radio services, Next Generation Audio and much more.

At IBC, the “German DVB-I Pilot” is a partner at EBU’s booth 10.D21 in hall 10. Participants of the pilot will showcase the German DVB-I service list including a great variety of services on different devices e. g. smart TV, streaming client, smart watch and AR device. Furthermore the “German DVB-I Pilot” is demonstrated at the booth of the DVB Project, 1.B73.

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Images

<https://www.bmt-online.de/en/organization/#downloads>

About the participants of the German DVB-I Pilot

ARD Arbeitsgemeinschaft der öffentlich-rechtlichen Rundfunkanstalten der Bundesrepublik Deutschland)

ARD stands for “Association of Public Broadcasting Corporations in the Federal Republic of Germany”. This consortium includes nine self-governing regional broadcasters serving Germany’s 16 federal states and airing approximately 250 hours of television and 1,500 hours of radio programming per day. It also provides online services and teletext. The tenth consortium member is Deutsche Welle, Germany’s state-funded international broadcaster.

Bayerische Medien Technik GmbH

Bayerische Medien Technik GmbH (bmt) was founded in 1994 as a subsidiary of the Bavarian Regulatory Authority for Commercial Broadcasting (BLM) and the Bavarian Broadcasting Corporation (BR). Its work focuses on software developments (apps, HbbTV, TPEG products) and services (TV playout, FM transmitter network operation, frequency measurements) for private radio and television companies in Bavaria. Through a multitude of projects in the distribution of audio and video services for all partners of the dual broadcasting system, bmt has built up comprehensive expertise in the digital media sector.

www.bmt-online.de

Dolby Laboratories

Headquartered in San Francisco, Dolby Laboratories has offices around the world. From movies and series to apps, music, sports and gaming, Dolby transforms the science of sight and sound into spectacular experiences for billions of people worldwide. Dolby works with artists, storytellers, developers and businesses to revolutionise entertainment and communication through Dolby Atmos, Dolby Vision, Dolby Cinema and Dolby.io.

Fraunhofer FOKUS conducts research on digital transformation and its impact on economics, technology, and our society. For this purpose, FOKUS offers research services ranging from requirements analysis to consulting, feasibility studies, technology development right up to prototypes and pilots. The FOKUS Business Unit for Future Applications and Media (FAME) develops future technologies in the domain of AI and Deep Learning for Media, Multiscreen Applications, Internet delivered Media and Personalization. Moreover, FAME is an active member and contributor in various standardization bodies, especially HbbTV, W3C, MPEG-DASH and CTA. www.fokus.fraunhofer.de/fame

OnScreen Publishing (OSP) is a consultancy and software developer specialising in DVB-I applications. OSP has developed a unique end to end DVB-I platform including all metadata types plus client apps for HbbTV, Android and Apple devices. This platform is ideal for DVB-I trials and evaluation, allowing stakeholders to see the potential of DVB-I and crucially to demonstrate interoperability with other system providers. OSP has partnered with DTG Testing to create the DVB-I Test Suite, a comprehensive set of metadata and test cases to support receiver manufacturers.
<http://www.onscreenpublishing.com>

About Seven.One Entertainment Group

Seven.One Entertainment Group is a wholly owned subsidiary of ProSiebenSat.1 Media SE. Since October 2020, the smart entertainment company has combined all of the Group's station brands as well as its content, digital, distribution and marketing business under one roof. The Seven.One Entertainment Group is regarded as an innovation driver in the ad tech sector and stands for strong content brands that everyone in Germany knows - on all platforms.

RBB (Rundfunk Berlin-Brandenburg) is the public broadcaster for Berlin and Brandenburg. RBB produces and broadcasts one television channel and six radio stations, in addition to providing a range of interactive multimedia services including websites, mobile apps, teletext, Smart TV applications and social media feeds. As part of the ARD (Association of Public Service Broadcasting Corporations in Germany), it contributes to several nationwide TV and radio channels and multimedia services.

RBB hosts and manages the ARD Play-Out-Center which is responsible for the playout of the ARD digital programme bouquet via DVB-S/T and the production and editing of in excess of one million SI data sets per annum covering all ARD TV and radio programmes. It has been producing and broadcasting interactive TV applications since August 2002.

With coverage of over 30,000 km², RBB provides services to almost 6 million inhabitants from its main broadcast centres in the capital Berlin, the media city of Potsdam-Babelsberg and regional studios. RBB employs approx. 1,800 staff and a large pool of freelancers.

RTL Deutschland

RTL Deutschland is Germany's leading entertainment company, spanning all types of media: TV and streaming, print and digital, radio and podcasts. It is home to some of the country's strongest media brands, from RTL to Stern, Brigitte to Vox, and Geo to NTV, and operates Germany's largest streaming platform, RTL+, with more than 3.4 million subscribers. RTL Deutschland owns 15 TV channels, 50 premium magazines, the Audio Now podcast portfolio and numerous digital offerings, such as Chefkoch and Wetter.de. RTL Radio is one of Germany's largest privately owned radio groups, with holdings in 17 stations including Antenne Bayern and Radio Hamburg. Thanks to targeted investments in tech and data, RTL Deutschland is well on the way to becoming the country's leading media company in terms of technology.

Sony Corporation

Sony Corporation is responsible for the Entertainment, Technology & Services (ET&S) business in the Sony Group. With the vision of "continuing to deliver Kando and Anshin* to people and society across the world through the pursuit of technology and new challenges," Sony will create products and services in areas such as home entertainment & sound, imaging, and mobile communications.

For more information, visit: www.sony.net

* Both Japanese words, Kando means emotion and Anshin has various meanings such as peace of mind, reassurance, reliability and trust.

Sony Europe B.V.

Sony Europe B.V. is a subsidiary of Sony Corporation and is headquartered in UK. We drive Sony's leading Entertainment, Technology & Services (ET&S) business for consumer and professional markets, as well as Imaging & Sensing Solutions business across Europe. From R&D and engineering, design, to sales, marketing, distribution and customer service, we work to deliver Sony's purpose to fill the world with emotion through the power of creativity and technology.

For more information, visit: www.sony.eu/presscentre

Sofia Digital is an international high-tech company based in Finland, having over 20 years of history delivering services for TV screens and interactive smart devices. As the developer of DVB-I reference application and DVB-I CSR, Sofia Digital is at the forefront of DVB-I development. Sofia Digital is offering award-winning end-to-end Sofia Backstage DVB-I solution, that can complement with best practices of pure OTT to Hybrid-TV environments, such as TV-guide services, HbbTV Operator Apps and mobile client apps.

TARA Systems is a technology driven software company providing components and services for embedded systems in the field of consumer electronic, industrial, automotive and mobile devices. We focus on reliable solutions for digital TV reception and media streaming as well as graphical user interface tools and developments. TARA Systems was founded in 1990 with the vision of developing innovative concepts, software components, and tools for consumer electronic (CE) devices. Today, millions of CE products rely on solutions developed by TARA Systems. More than 30 years of experience enable TARA Systems to offer their customers high quality innovative products.

TP Vision

TP Vision Europe B.V. ("TP Vision") is registered in the Netherlands, with its head office in Amsterdam. TP Vision is wholly owned by TPV Technology Limited ("TPV"), one of the world's leading monitor and TV manufacturers. TP Vision is a major consumer electronics player in TV and audio entertainment. TP Vision focuses on the development, production and marketing of Philips television sets (Europe, Middle East, South America, India and selected countries in Asia-Pacific) and Philips audio products (worldwide). We combine the strong Philips brand with our product development and design expertise, operational excellence and TPV's industry experience and position. We believe in creating products that provide consumers with a superior audio and visual experience.

Vestel

Comprised of 24 companies, Vestel Group is a multi-industry manufacturer that operates in consumer electronics, major domestic appliances, professional displays, automotive and battery solutions, and EV Chargers. Testimony to the global importance of Zorlu Holding across multiple technology sectors, Vestel is not only thriving at home in Turkey, but also through a further 14 subsidiaries that have been set up in various other parts of the world. Thanks to its renowned manufacturing and R&D complex, Vestel exports to 158 countries and keeps its position as a global player.

For more information: www.vestelinternational.com

WDR

WDR (Westdeutscher Rundfunk) is the German state of North Rhine-Westphalia's (NRW's) public broadcaster. Based on the number of employees, it is the largest media organisation in Germany and the second largest in Europe, after the BBC. It enriches the lives of the people living here – and offers them an opportunity to develop well-informed opinions and to personally experience events. Every day.

For more information: www.wdr.de

ZDF (Zweites Deutsches Fernsehen) is Germany's national public television broadcaster. Today, ZDF also operates the two thematic channels ZDFneo and ZDFinfo. In partnership with other public broadcasters, ZDF jointly operates the internet-only offer funk, the German channels PHOENIX and KiKA, and the European channels 3sat and ARTE. ZDF offers full-range generalist programming with a mix of information, education, arts, entertainment and sports. Its coverage provides both a broad view on the world and a comprehensive picture of Germany.