

DIGITAL BROADCASTING AND DIGITAL TV

15 MAY 2014 AT SHERATON GRANDE SUKHUMVIT, BANGKOK



Digital Broadcasting and TV – What we can hope to experience

Sebastian-Justus Schmidt

CNX Creative, Part of SPB TV

About us



CNX creative
Part of SPB TV group

SPB TV

SPB TV is a leading provider of comprehensive TV Everywhere services that deliver live and on-demand services across in-home and portable devices, including mobile phones, tablets, personal computers, and set-top boxes.

CNX Creative

CNX Creative is the creative part of SPB TV, responsible for UX and graphic design. CNX Creative makes interfaces for leading device manufacturers (Sony, Toshiba, Huawei, ZTE and others) and leading mobile operators (Starbuck, MTS, Beeline and others).

www.cnxcreative.com

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User Intelligence & Quality Monitoring

Know your audience

- Real-time analytics
- Statistics collection
- User behavior analysis
- Content consumption trends
- Recommendations

Interactive TV & Advertising solution

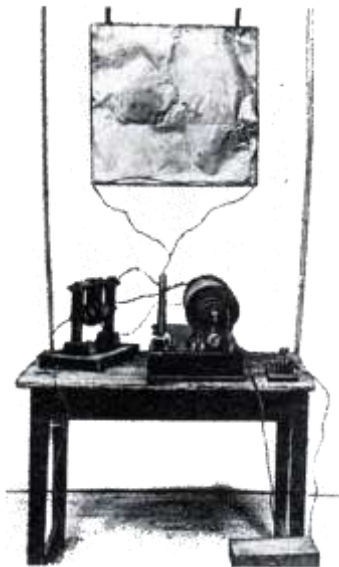
Increase subscriber loyalty

- Targeted and personalized ads
- Unique interactive features
- In-attract ad insertion

Customization at its best

www.spbtvsolutions.com

No clear picture



No clear transmission



Father of electromagnetic waves



First commercial success



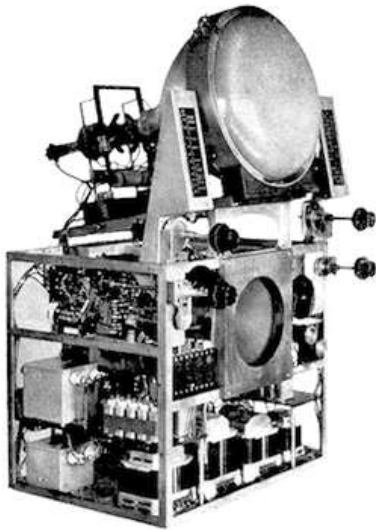
Father of Radio



Transmitter BBC 1921

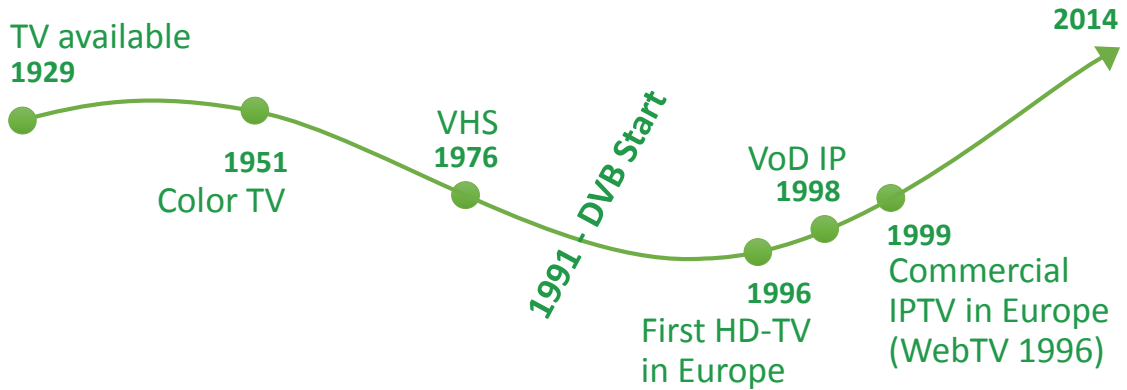


Content creation



...and finally TV

...and finally digital



A collection of text labels representing various digital TV standards and technologies, including:

- DVB-T (terrestrial)
- ISDB
- DVB-T2
- ATSC (terrestrial/cable)
- AVS
- UHF
- ISDB-S (satellite)
- HEVC
- DVB-S2
- DVB-S2X**
- DTMB (terrestrial)
- AAC
- ISDB-C (cable)
- H.262/MPEG-4 AVC
- 1seg (handheld)
- ISDB-T (terrestrial)
- DVB-S (satellite)
- DTMB
- VHF
- DVB-C (cable)
- MP3
- ...digital choice**
- DMB
- DVB-C2**
- DVB-SH (satellite)
- MP2
- CMMB (handheld)
- 1seg
- T-DMB (terrestrial)
- H.262/MPEG-2 Part
- ATSC
- SHF
- ATSC 2.0
- AC-3
- ISDB-T International
- S-DMB (satellite)
- DVB-H (handheld)
- ATSC-M/H (mobile/handheld)
- SBTVD/ISDB-Tb (Brazil)
- HE-AAC**

User's about Digital TV

The screenshot shows a Yahoo! Answers page with the following content:

- Question:** "What are the advantages and disadvantages of Digital TV?"
- Best Answer:**
 - Advantages:**
 - Narrower bandwidth signal transmission (you can fit more resolution on each channel)
 - Less broadcast transmission power needed
 - More compatible with modern technology such as computer TVs
 - More precise, sharper, less blurry for higher resolutions
 - Disadvantages:**
 - Fragile signal (more susceptible to RF/EM interference)
- Other Content:**
 - Advertisement for "Connectivity Review"
 - Advertisement for "Find an installer"
 - Article snippet: "The Benefits of Digital TV"
 - Article snippet: "Digital technology is revolutionizing the way we watch television. Compared to traditional analog TV, it brings many exciting new ways to enjoy your TV."

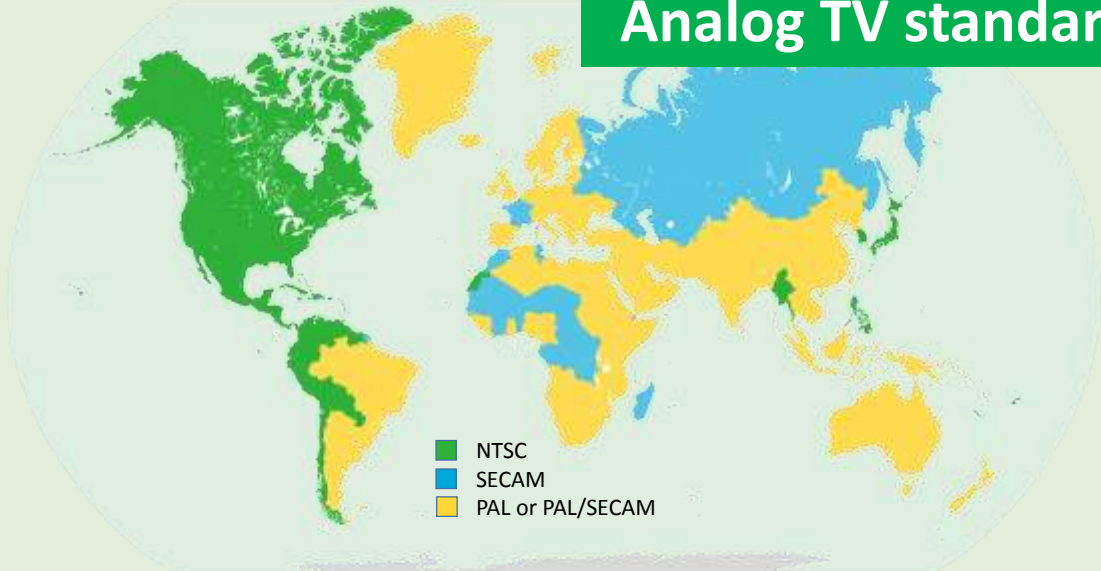
“switch to digital TV”



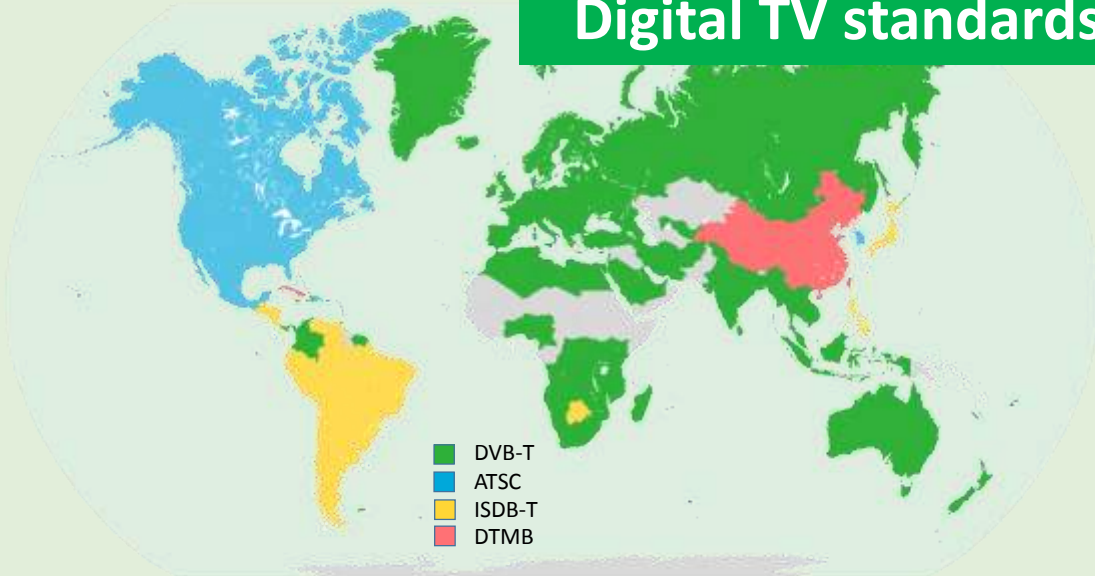


you are in control

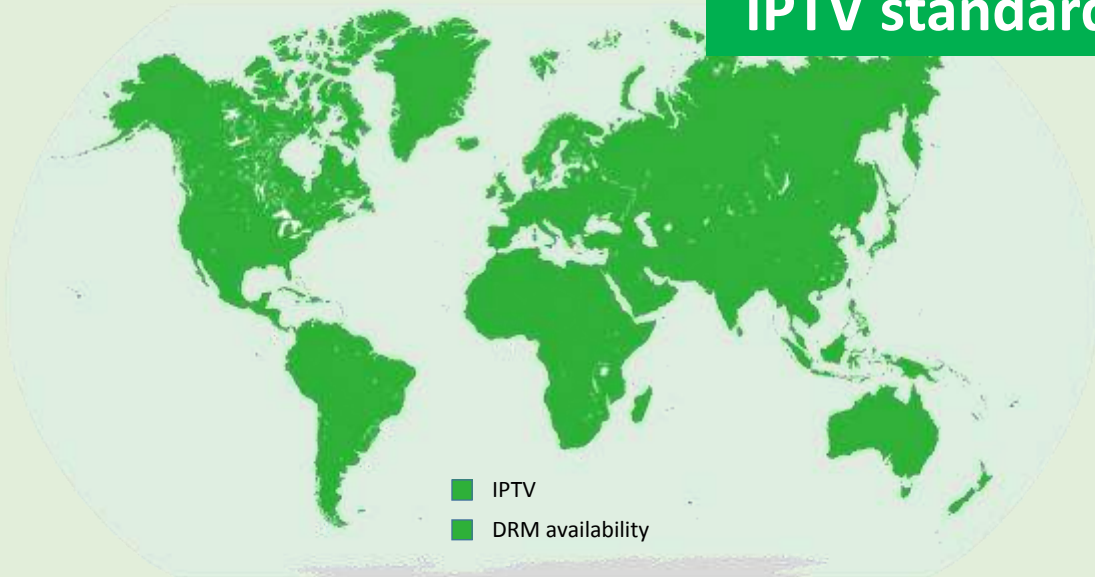
Analog TV standards



Digital TV standards



IPTV standards



TV Anyhow

Broadcaster -> Telecommunication

Operators -> Broadcaster

Cable companies -> Telecommunication ->
Broadcaster

TV \$

The business model:

- Advertisement
- Prime Content

The future driver

Search of content
Convenient access
Interactivity
Targeted Advertisement
Social connected



likely winner 2020

Exciting times

