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HDFI Working group: milestones, role and contributions

Gino Alberico

Rome, 4 November 2021

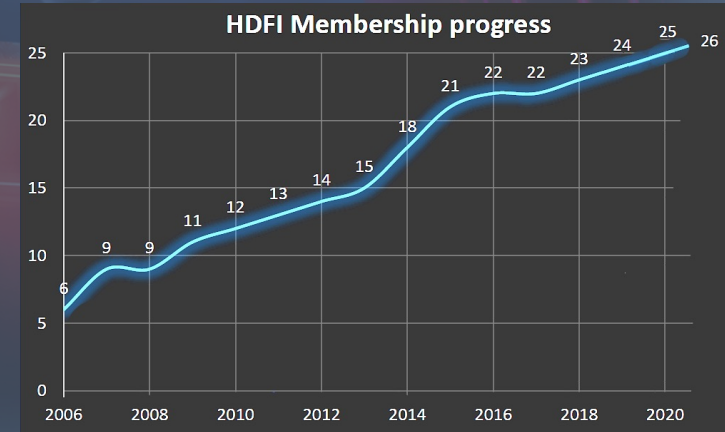


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An overview of 15 years of activity



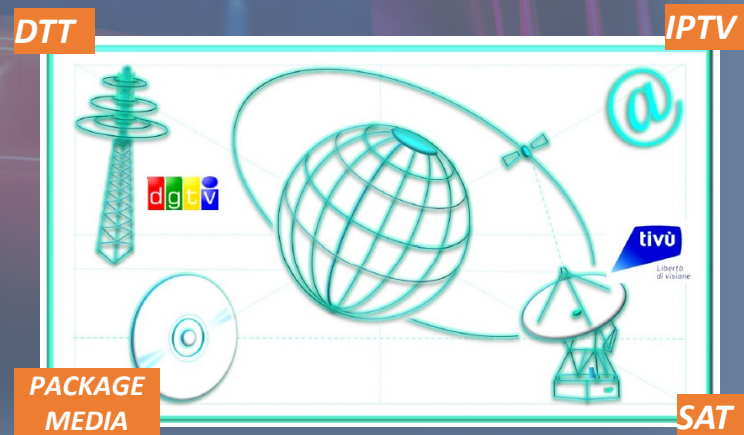
Rome,
Sept. 19, 2006



Working Group – ROLE

- Explore **technological innovations** available on the market in a short-term horizon
- Examine **technical problems, critical issues**
- Offer **recommendations** to the industry
- Collaborate with:
 - International standardization bodies (**DVB, ETSI, ISO/MPEG, OIPF, HbbTV, ...**)
 - Institutions (**AGCOM**), representatives of the audiovisual sector and industrial chain (**Confindustria Radio TV, Tivù, CEI, ...**)

Main result of WG activity:
production of the HD Books
the 'technical library'



HD-Book Collection

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HDFI Working group – AD-HOC GROUPS

JTG

Joint Technical Group:

- development and maintenance of the UHD-Book collection
- new topics for future activities

HbbTV

HbbTV:

- **life-cycle & maintenance**
 - apps maintenance
 - interaction between on-air services from different operators

JTTG

Joint Technical Testing Group:

- dealing with Test Protocol
- currently in sleep mode

MDEX

Media Distribution Experience Group

- analyze technical issues related to the quality of service in the OTT value chain
- (reflector list merged with the 'Observatory' strategic group)

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HDFI Working group: a fundamental contribution to the association

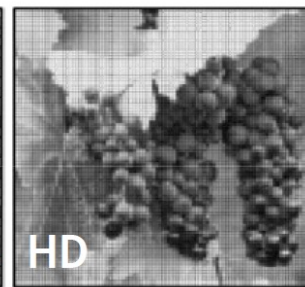
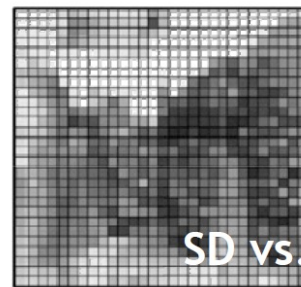
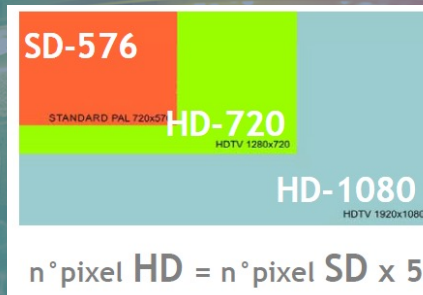
In the beginning it was the SD



2006 - 2008

Then we started to write
on the slides:

‘Why HDTV?’



SD vs. HD

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25 Nov. 2009: Liaison with Tivù

Tivù and HD Forum Italia
signed the agreement for
the editing of the
HD-Book SAT



tivù
sat

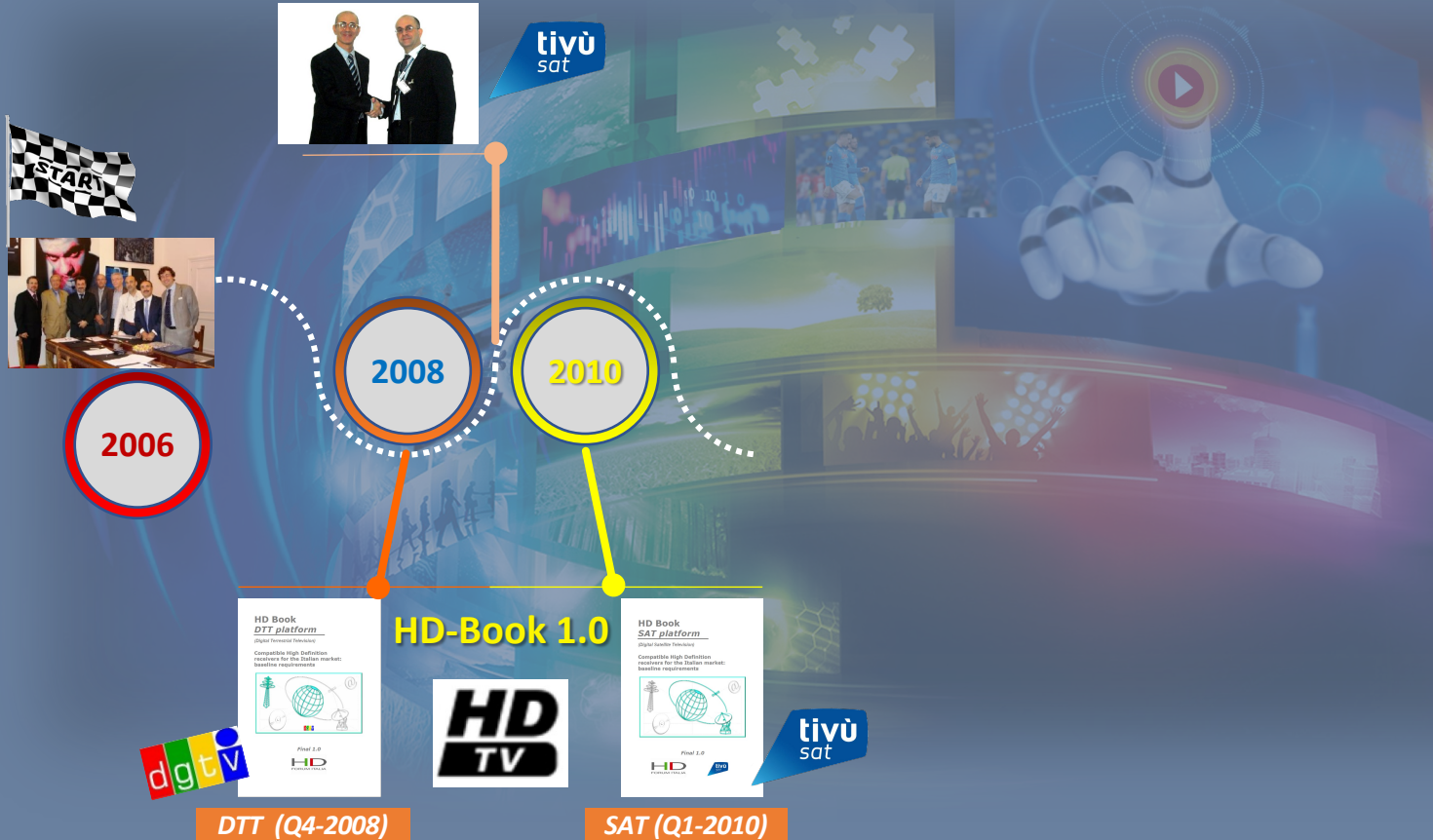


Cristiano Benzi
HDFI Chairman

Alberto Sigismondi
Tivù Counselor

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HDFI Working group - TIMELINE



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WORKING GROUP: a fundamental contribution to the association

2010

When BROADBAND was 'just' an **ADDENDUM**

2012

HD-book 2.0
DRM+Generic BAS
MPEG-DASH, CENC
https streaming

AREA DIMOSTRAZIONI
BROADBAND MEDIA DELIVERY

l'Italia DIGITALE
GIORNATA CONFERENZE NAZIONALI SULLA TV DIGITALE TERRESTRE

OVER-THE-TOP SERVICES

BROADBAND ADDENDUM

OPEN, INTEROPERABLE, INTERACTIVE and now HYBRID

DGTv Conference Milano
Maggio 2010

DIGITAL TELEVISION PLATFORM

OPEN, INTEROPERABLE,
INTERACTIVE... AND NOW HYBRID

BROADBAND ADDENDUM

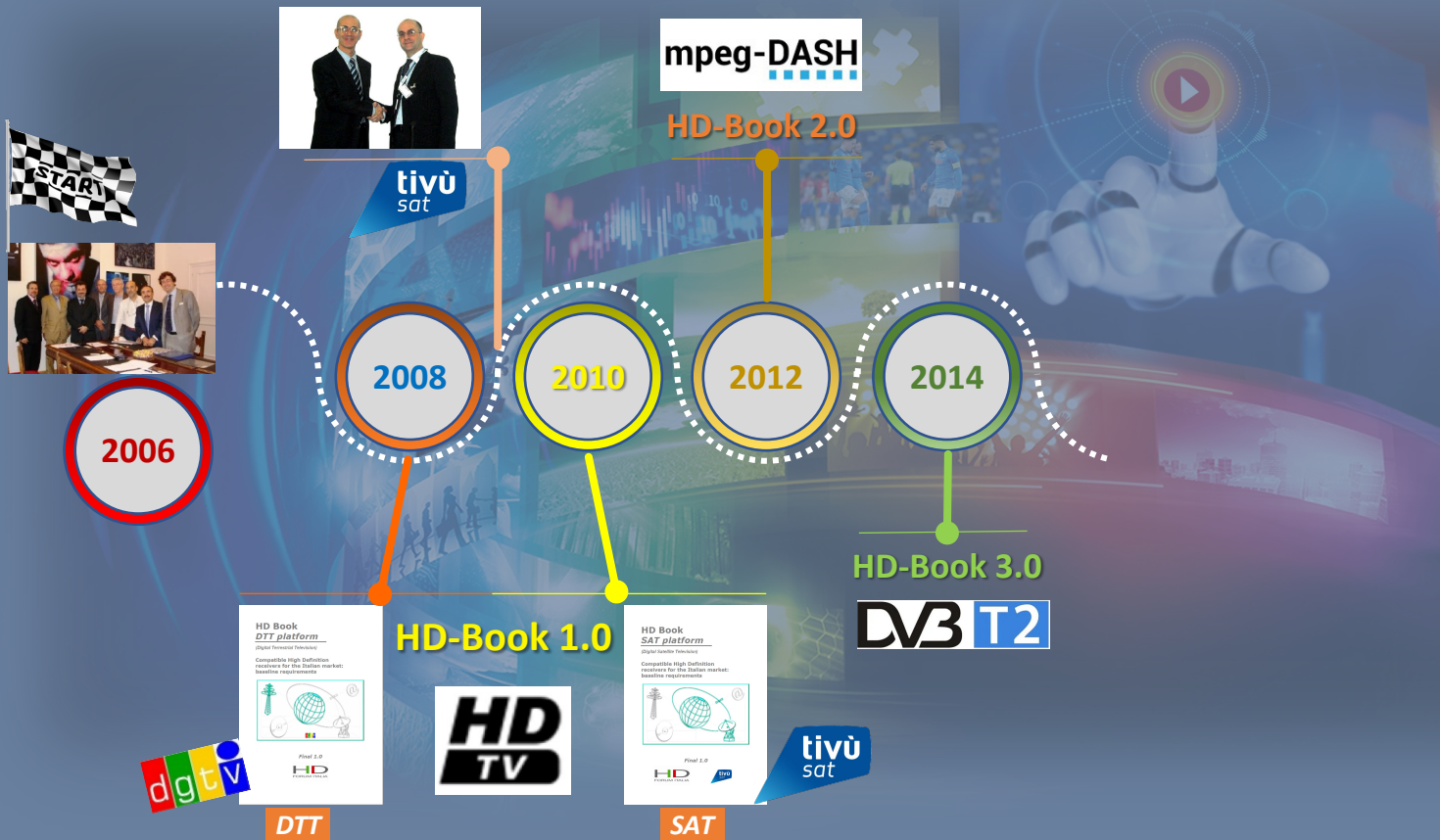
BROADBAND MEDIA DELIVERY

HD BOOK DTT 1.0
HD BOOK SAT 2.0

European TV Forum Lucca
Giugno 2010

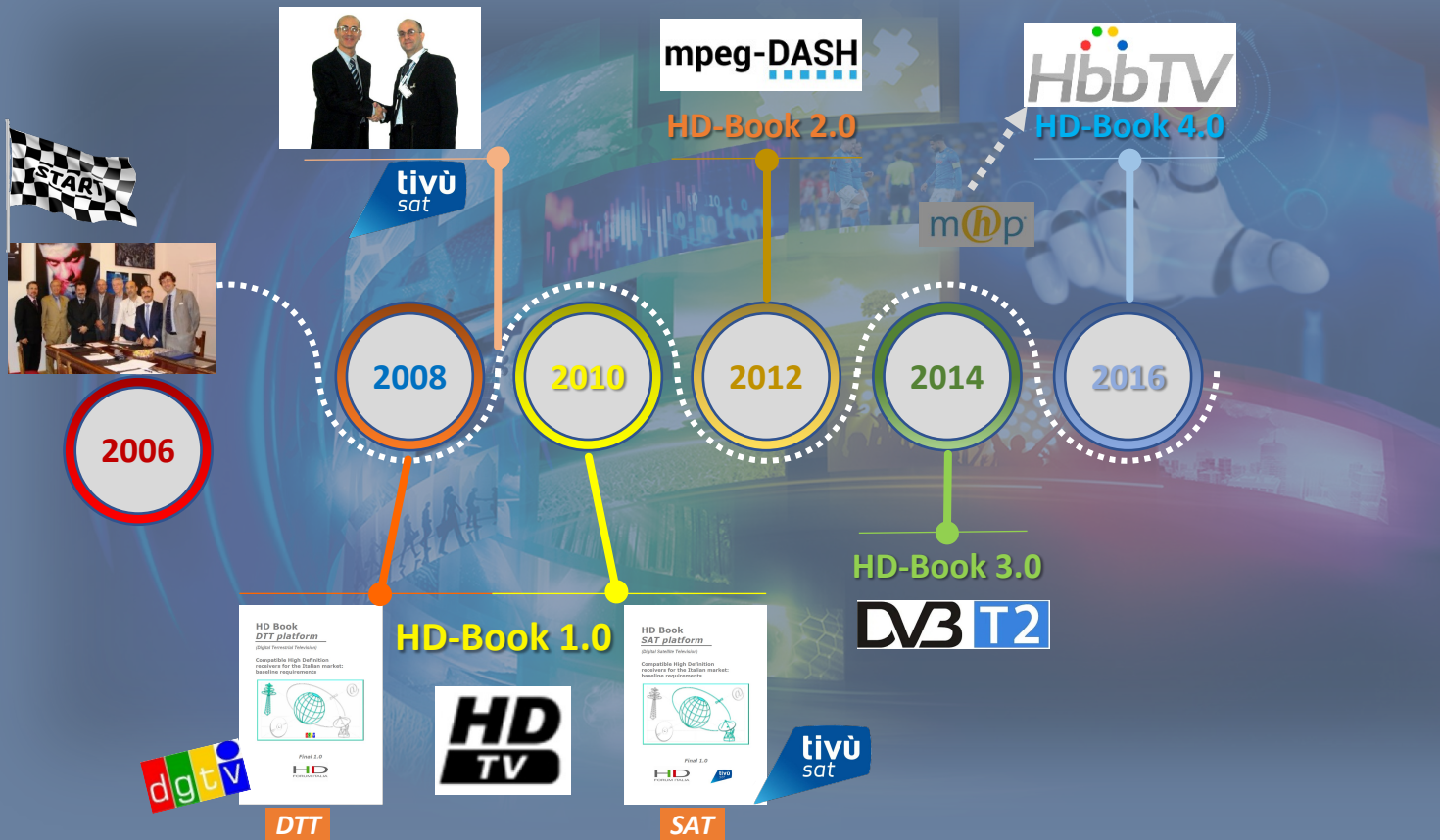
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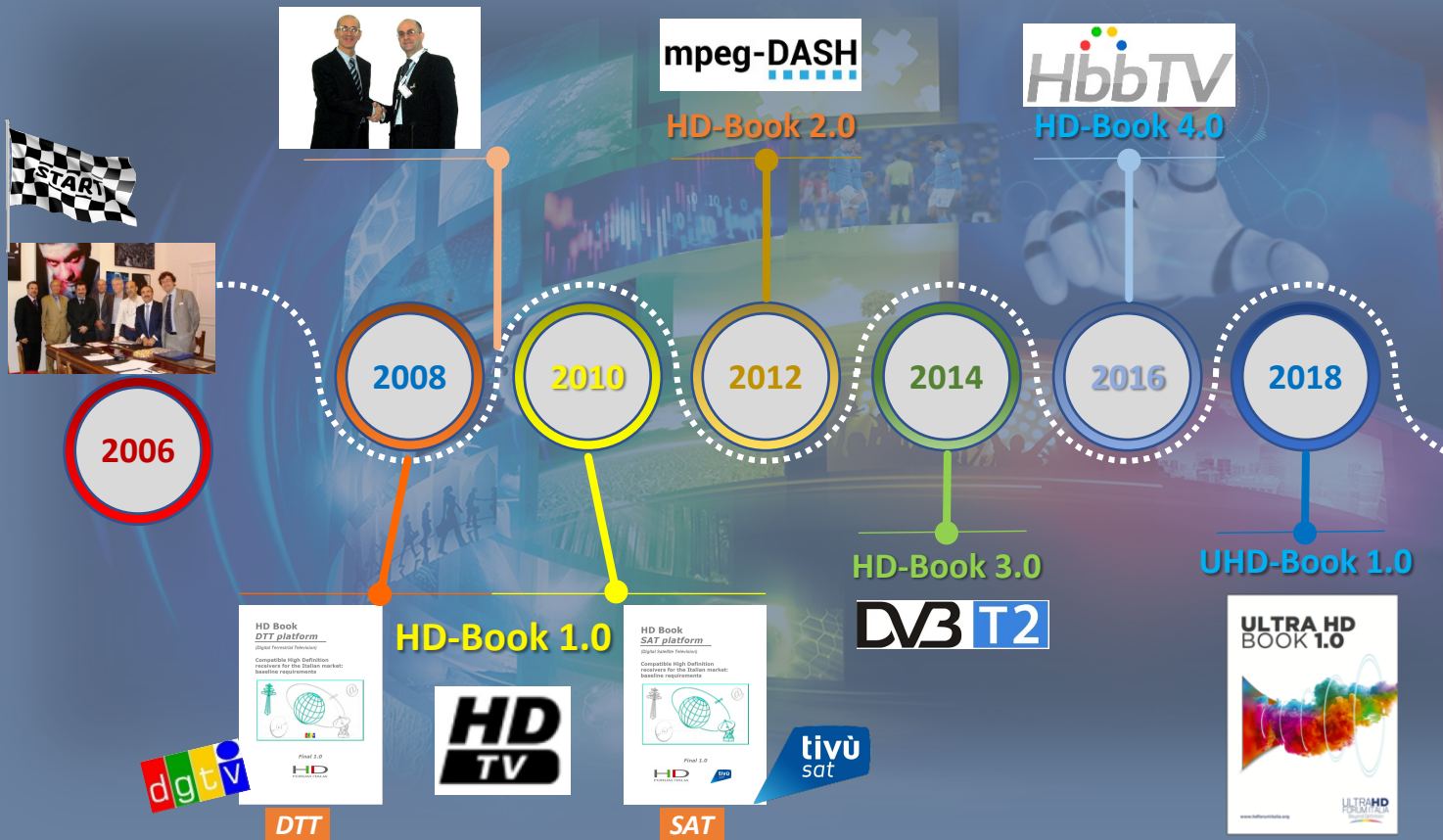
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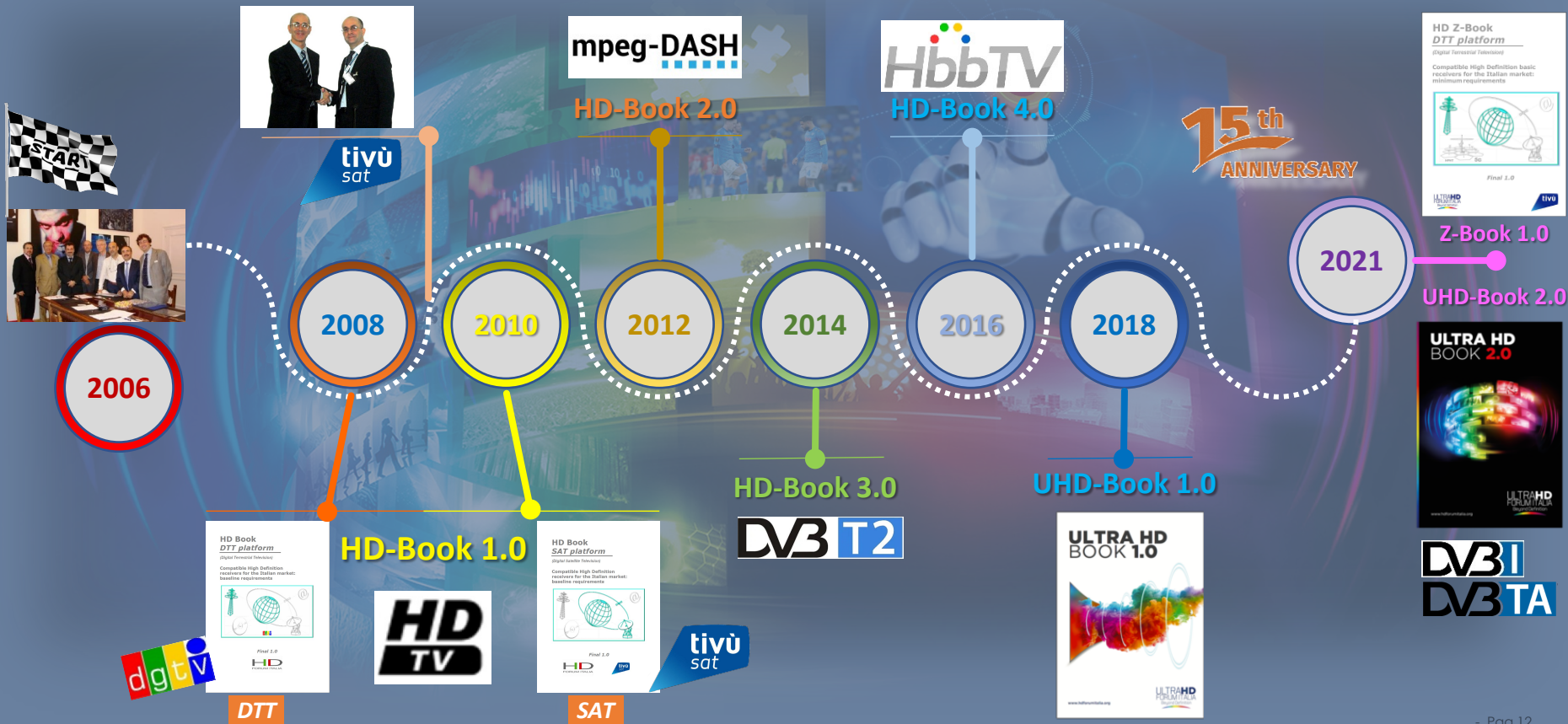
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WHAT NEXT?

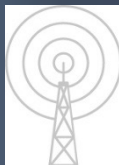


**Maintenance of the
Book Collection**

NEW TOPICS

- Multiple distribution platforms
- New video codecs
- Multiple devices

Multiple distribution platforms



- Traditional Broadcast
DTT, SAT, ...

DYNAMIC FORMAT SWITCHING

changing content format
within the same service



- DVB-I
- Native IP
- Home Broadcast

Full-IP



- 5G-Broadcast
- Cooperative Intelligent Networks

New video codecs

under consideration in DVB:

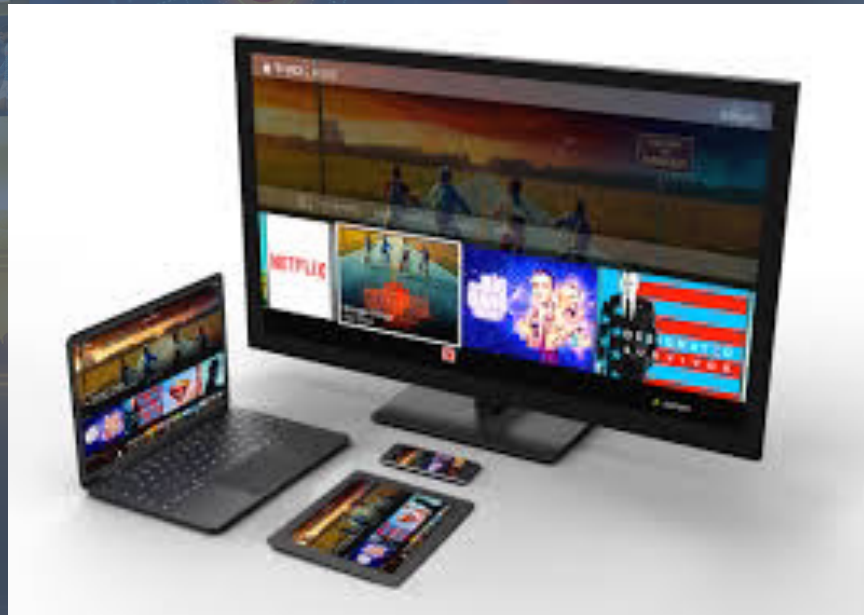
- AV1 (AOMedia)
- AVS3 (China)
- VVC
- LC-EVC

Multiple devices

- Smart TVs
- PCs
- Tablets, Smartphones

Issues

- Service discovery
- Service «hand-over»
- Homogeneous **loudness**



A FUNDAMENTAL CONTRIBUTION TO THE ASSOCIATION

Main achievement after a 15 years path

Having put a multitude of companies around the same table representing all the players in the supply chain

- Operators
- Content and service production industry
- Consumer electronics

Benefits of an Associations such as HDFI

- Better organization and coordination of the audiovisual sector
- Ability to speak with a single and authoritative voice to industry, consumers and also to institutions



Thanks for your attention