

HDFI 2024 ANNUAL CONFERENCE

LEADING INNOVATION IN THE AGE OF DIGITAL TRANSFORMATION

Milano Audiovisual Forum
29 - 30 Ottobre

Fiera Milano Rho
Centro Congressi Stella Polare

ULTRAHD
FORUM ITALIA
Beyond Definition

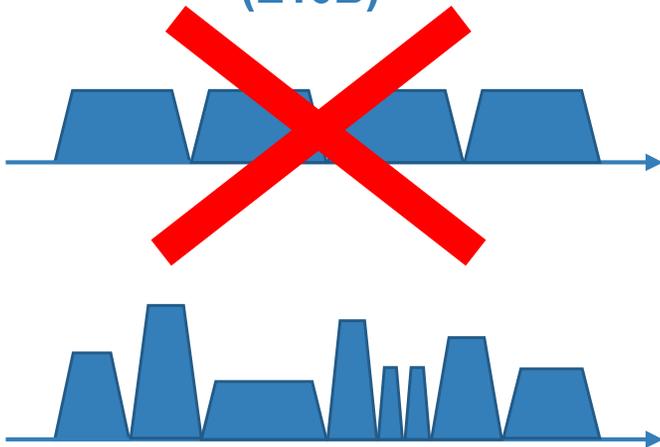


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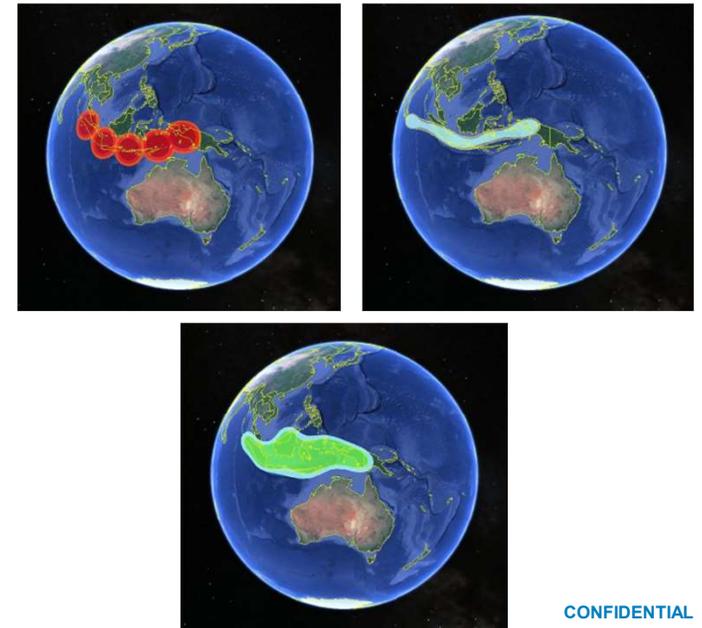
How the Satellite is evolving to keep pace with the changing audiovisual landscape

Flexibility

Payload
(E10B)



Coverage
(Quantum - Flexsat)



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How the Satellite is evolving to keep pace with the changing audiovisual landscape

LEO



 eutelsat

 OneWeb

Two market-focused business units



6,500 TV channels

2,130 HD channels

1 billion viewers

Delivering content to terrestrial networks
and Direct-to-Home reception

Enriching the viewing experience with satellite
multiscreen and revolutionary FTA services



Formed from the merger between Eutelsat
and OneWeb in 2023

Mobile, Fixed and Government connectivity
services

World's first GEO+LEO one stop shop

Fully global services in 2024

3X usage growth in 2023

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Fruition



Any **Time**



Any **Where**



Any **Device**

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Hybrid

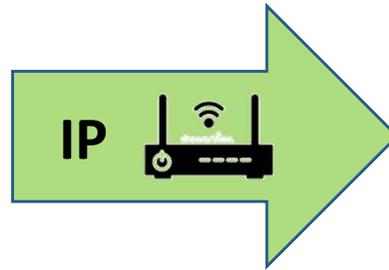


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Hybrid



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Native

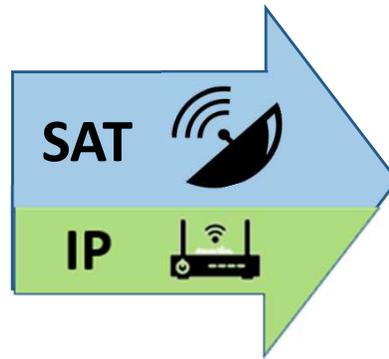


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Native

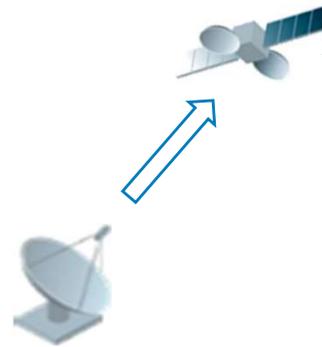


DVB-NIP: WHAT IT IS AND WHAT IT BRINGS

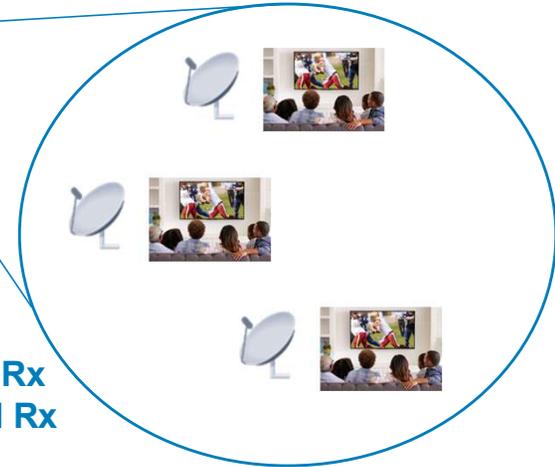
How?

MPEG Compression
High throughput/quality

Broadcast



Same signal for every Rx
Same (fix) cost to feed Rx



Video Assets
(TV Channels)

OTT



ABR Compression
Uneven throughput/quality (to adapt to Internet bottlenecks)



Unmanaged NW
(public Internet)



CDN costs
(+user +cost)



DVB-NIP: WHAT IT IS AND WHAT IT BRINGS

How?

MPEG Compression
High throughput/quality

DVB NIP
Broadcast
+ OTT



Video Assets
(TV Channels)



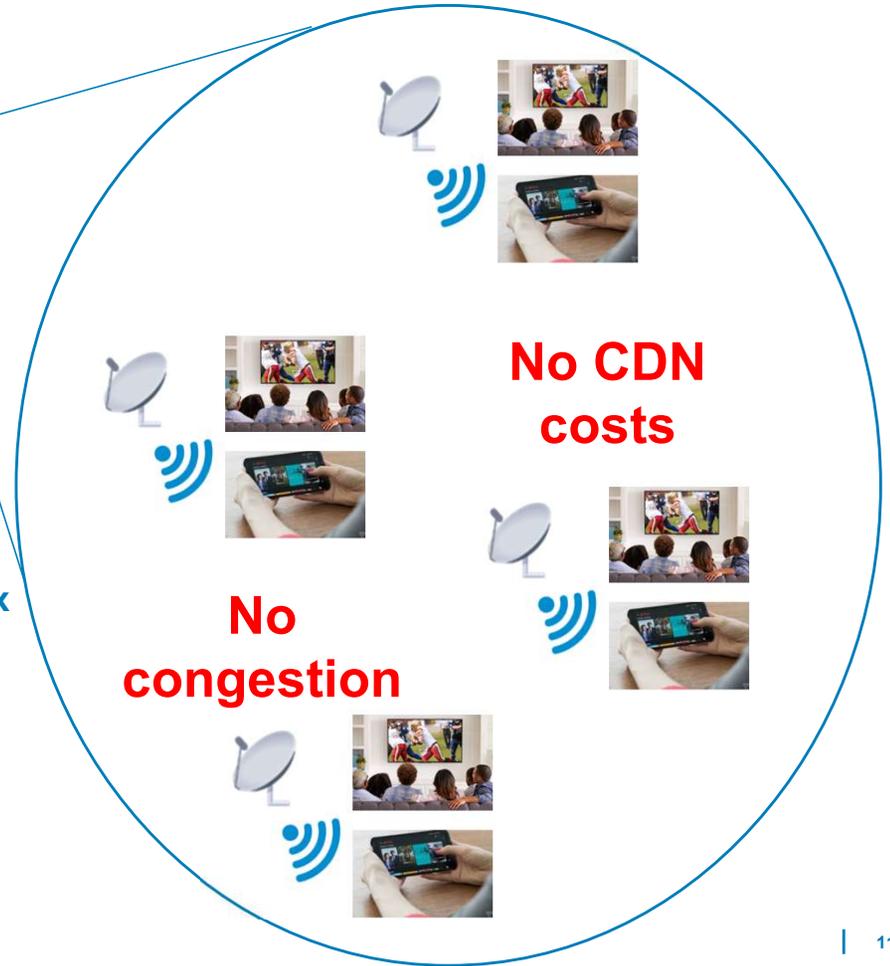
DVB MABR

ABR Compression

OTT/IP format – but no
bottlenecks so constant quality



Same signal for every Rx
Same (fix) cost to feed
multiple Rx



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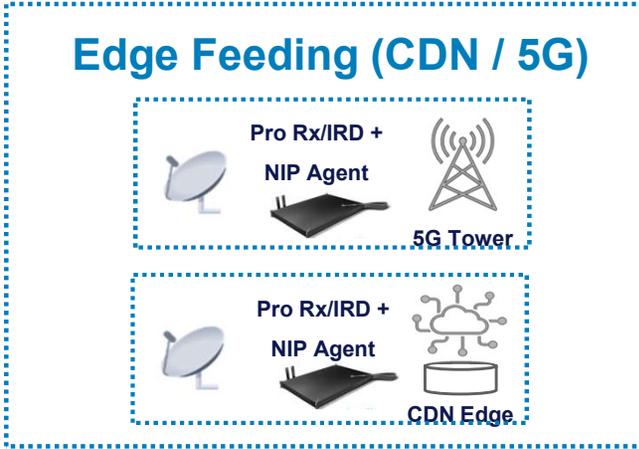
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DVB NIP[®]

Native



DVB-NIP: USE CASES (1/2)



DVB-NIP: USE CASES (2/2)



Education



Mobility



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DVB-NIP: from « ETSI Standard » to Commercial Deployments



Instituto Nacional de Radio y Televisión del Perú

- **First ever commercial deployment (Skyflow)**
- DTH 2.0 + Educational
- DTT + DTH distribution on a shared Txp



EUTELSAT 117°W

30% of the population previously lacking TV and Internet are covered by the new Service

12 TV Channels

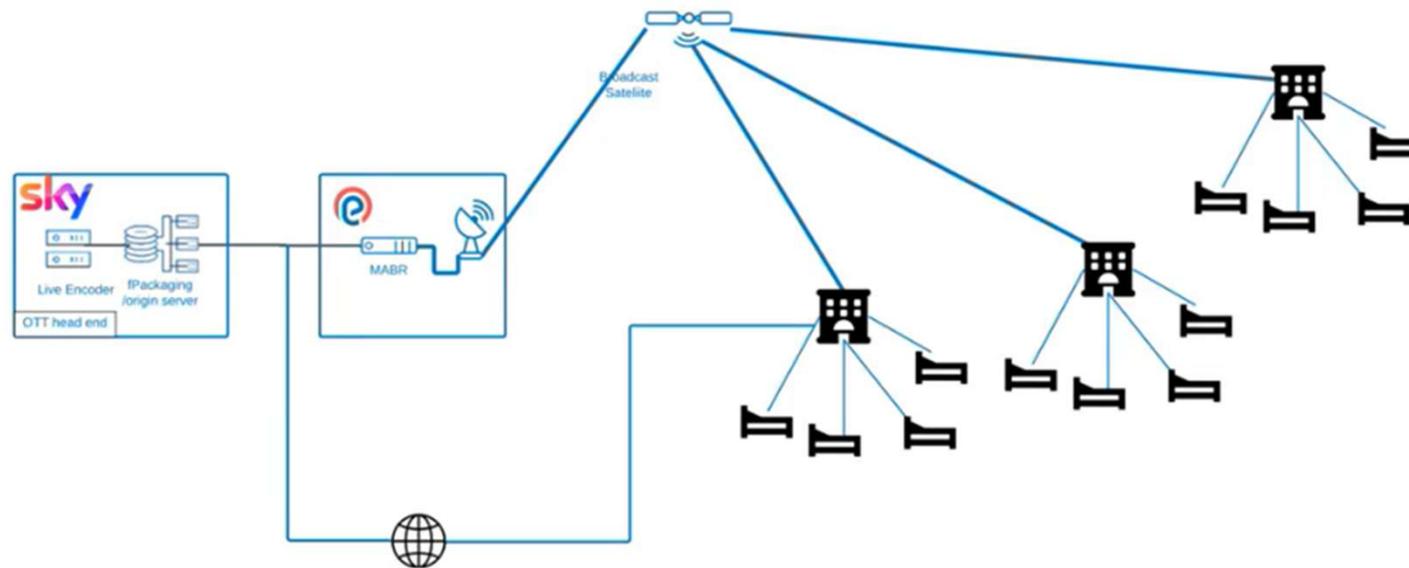
VOD Services

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DVB-NIP: PoC for the Hospitality Market

- ▶ DVB-NIP to bypass **congestion** on Hotel Backbone for popular LIVE content

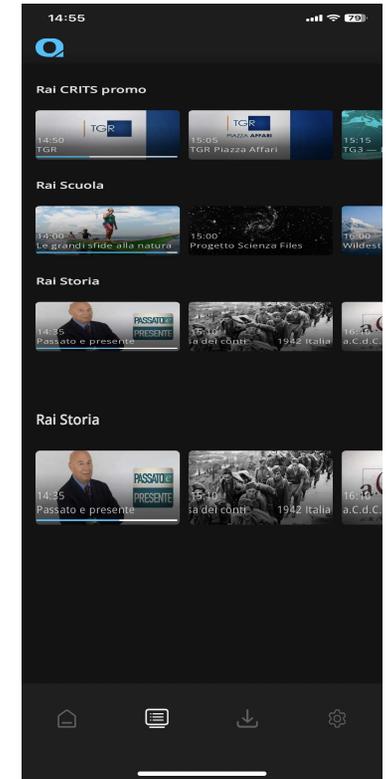
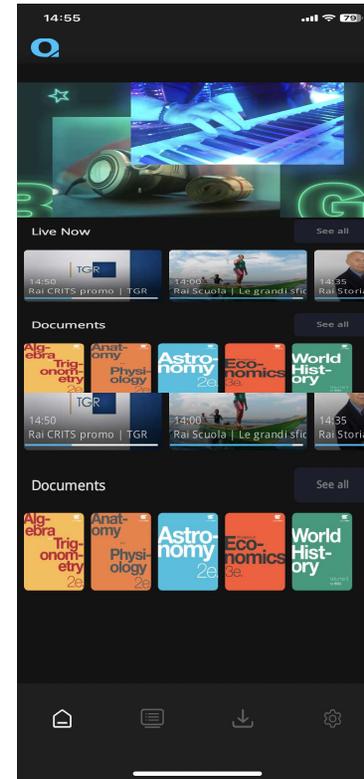


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DVB-NIP: PoC on DTH 2.0 → DVB-NIP + DVB-I

- ▶ Distribution of RAI Radiotelevisione Italiana LIVE TV Channels
- ▶ Channel List and EPG delivered in DVB-I



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Green



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Green

