Toward a Global Broadcast Standard
Agenda

• Overview of FOBTV
• Goals
• Organization
• Activities
• Summary
FOBTV Summit

- November 10 & 11, 2011
- Shanghai, China
- Hosted by NERC-DTV
Joint Declaration on 11-11-11 at 11:11:11
Joint Declaration Signatories
Joint Declaration

• Objectives
  – Define the requirements of future terrestrial broadcast systems.
  – Explore unified terrestrial broadcast standards.
  – Promote global technology sharing
Joint Declaration

• Why Broadcasting?
  – Broadcasting is the most spectrum-efficient wireless delivery means for popular real-time and file-based media content
  • Infinite scalability: Wireless delivery of media content to an unlimited number of receivers makes terrestrial broadcasting a vital technology
Joint Declaration

• Why a global standard?
  – Mass production drives down cost
  – Show the commitment of the broadcasting industry to embrace new technologies and leverage interest from global technology developers to develop next generation products
  – Handheld and mobile devices travel across borders
Joint Declaration

• Why now?
• Broadcasters around the world face numerous challenges:
  – Industries are driven by new technology
  – Spectrum is being sought after for broadband putting pressure on the broadcast industry
• Next Generation Technology can provide a win-win-win solution
Memorandum of Understanding (MOU)

• April 2012
  – MOU signed by thirteen founding organizations
    • ATSC, CBC, CRC DVB, EBU, ETRI, Globo-TV, IEEE-BTS, NAB, NERC-DTV, NHK-STRL, PBS, and SET
MOU: FOBTV Goals

• Develop future ecosystem models for terrestrial broadcasting taking into account business, regulatory and technical environments.
• Develop requirements for next generation terrestrial broadcast systems
• Foster collaboration of development laboratories
MOU: FOBTV Goals

• Select major technologies to be used as the basis for new standards

• Request standardization of selected technologies (layers) by existing SDOs such as ATSC, ARIB, DVB and TTA
  – FobTV is not a standards development organization (SDO)
FOBTV Structure

• Management Committee (MC)
  – Chairman: Mark Richer (ATSC)
  – Vice-Chairman: Phil Laven (DVB)

• Technical Committee (TC)
  – Chairman: Wenjun Zhang (NERC-DTV)
  – Vice Chairman: Yiyan Wu (CRC), Namho Hur (ETRI), Toru Kuroda (NHK)

• Secretariat
  – NERC-DTV
Future of Broadcast Television Initiative Workspace

New Since Jul 14, 2012

Documents (0)  Events (0)  Ballots Opened (0)
Ballots Closed (0)  Comments (0)  Groups (0)
Emails (0)  Status Changes (0)

About Kavi Workspace

Kavi Workspace provides all of the tools needed to collaborate on standards development.

Start Participating

Once you have joined a group, this page will show any items requiring your attention. You can also visit the groups page, click on the tabs along the top to see more of information on:

- Ballots: a summary of recent ballots is also present on the All Groups page
- Recent Documents: documents from groups in which you participate and recently published documents from other groups
- Email: read online archives of email discussions

You can also visit each group’s home page to view activity specific to that group. Just like on the My Groups page, the tabs across the top of the group home page will give you additional information on calendars, comments, ballots, etc.

Need Help?

We’re here to help. Contact us for assistance.

For general information on how to use Kavi Workspace, be sure to check out the online training videos.
Use Case Scenarios

• Ad Hoc Group Co-Chaired by Peter Siebert, DVB and Jim Kutzner, PBS
• 36 use cases
• Use cases compiled into preliminary summary document
• Work ongoing
Technical Committee

• Tasks:
  – Develop technical requirements based on use case scenarios
  – Issue Request for Proposals (RFP) based upon technical requirements
  – Evaluate proposals
  – Reporting the results of analysis to the MC
  – Recommend major technologies to be used as the basis for new standards
  – Develop minimum specifications of technologies recommended to be the basis for new standards
  – Recommend path for standardization
Summary

• This is a defining moment for Terrestrial Broadcasting
  – Spectrum-efficient wireless delivery of media content to an unlimited number of receivers makes terrestrial broadcasting a vital technology
  – Terrestrial broadcast technology must advance to be relevant
  – A global standard is necessary
  – FOBTV will provide the international collaboration necessary to define the core set of technologies for a next generation global standard