

The European Cultural Band

*An innovation roadmap for
European citizens and businesses*



THE VISION

Culture and media content remain **universally** available and accessible to all European citizens regardless of their location, age and wealth, in an energy efficient way. Through terrestrial broadcasting, the linear TV experience of the future is enhanced while linear and on demand services are blended for a **seamless** and **easier** viewing experience.

THE RESULT

Enhanced user experience

- ⌋ More and better image definition via cutting-edge technologies (UHD,UHD2, HDR, HFR and WCG*)
- ⌋ Improved audio experience via NGA*
- ⌋ Supported by the most spectrum efficient transmission and coding standards

HbbTV brings both services together to the same device



DVB-I allows seamless switching and discovery



Seamless access to linear and on demand content

Native mobile experience

- ⌋ 5G Broadcast allowing free-to-air broadcast
- ⌋ Downlink-only services for regulated media activities and non-media services.

What it takes to get there

From broadcast network operators in collaboration with their customers, the content editors and media authorities

- Ensure direct link with the citizens through complementarity of networks
- Build on technical bricks which are either in rollout phase or at least standardized and trialled
- Provide audiovisual services that deliver public policy goals wherever and whenever users want, with the level of quality they want, with a business model adapted to public service and commercial needs, compatible with PMSE and other lower UHF band uses.

From policy-makers

- Providing long-term regulatory certainty to business, broadcasters, investors and citizens: No Change regarding the allocation of the 470-694 MHz band in the WRC-23, and no further discussion until, at least, WRC-31
- Supporting the innovation in the band: HbbTV mandatory in TV sets, 5G Broadcast chipsets mandatory in mobile devices, free-to-air mode enabled in devices containing 5G Broadcast chipsets.

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