

Comments on ECC Deliverable
“Draft ECC Report on the Long Term Vision for the UHF broadcasting band”

0 Sources

Administration/Company/Entity: Broadcast Networks Europe (BNE)

Name and Appointment of contributor: Lars Backlund, Secretary General

1 General Comments

Broadcast Networks Europe and its members have been actively engaged in the TG6 work programme since it began. We broadly welcome the findings documented in the report, in particular with the recommendations and conclusions. In addition, we acknowledge the constructive approach adopted by the Chairman to address what remains a hugely complex issue.

Specific observations relating to the study and the report that are worthy of note are outlined below;

- The report has identified the long Term sustainability of linear content consumption and as such identified no substantive migration / shift of consumption behaviour to on-demand / non-linear consumption for the study period;
- The majority of the TV viewing, both linear and non-linear, occurs in the home and this will not change. Viewing outside the home is growing but it will remain marginal to the in-home viewing;
- Most of the TV viewing will remain on the large screen, while viewing on handheld devices will increase. In the home, the latter will be driven by the growing availability of WiFi;
- The need for additional market metrics to be defined for monitoring future consumption trends;
- The report recognises that the LTE eMBMS technology was not capable of replicating the DTT service due to technical limitations in the standard. In particular mobile radio technologies are not as spectrally efficient as DVB standards;
- The LTE Broadcast standard was introduced to the study group as a potential solution for the delivery of content as an alternative to existing terrestrial based broadcast standards – it is worth noting that whilst these technical enhancements may be possible these are not currently included in future ‘road-map’ developments of the 3GPP framework;

- The evaluation of the scenarios was mainly limited to ease of co-ordination of the scenarios between countries, this has the potential to distort the conclusions, and a more thorough evaluation of the scenarios would be needed before a significant change in policy / approach would be appropriate. To this end BNE provided detailed input guidance to the study group, see Assessment of Scenarios¹;
- With more time and focus, the group could have examined the capabilities of the various scenarios in more depth. However, we are satisfied that the limited analysis undertaken is fair and objective; and
- We welcome the inclusion of indicators to monitor the development of the audio-visual market. Policy makers will clearly need robust evidence to understand consumer trends and behaviour in the future.

Overall, we believe that the Executive Summary would benefit from the annotations included in the attachment in Section 2 below and that the changes proposed within the attached executive summary should also be reflected throughout the main body of the final report.

2 Proposals related to the ECC Deliverables

[**Note:** proponents are invited to use the following table to provide comments. It is also possible to provide as an annex the proposals with track changes and related justifications.]

Comment number	Section number/ Clause	Paragraph Figure/ Table	Type of comment (General/ Technical/Editorial)	COMMENTS	Proposed change
XX/1	Executive Summary		Editorial	All proposed editorial changes are included in the embedded document	 ECC Report 224 Executive Summary ir
XX/2	Whole document		Editorial	Consider formatting of References / Footnotes to standardise one or the other.	Footnote references throughout would be the preference.

¹ ECC TG6 – M3, Copenhagen, 11 – 13 February 2014, TG6(14) 025, Broadcast Networks Europe, Assessment of Scenarios.