

The value and  
contribution  
of DTT to  
build a better  
future for  
Europe



# The European Cultural Band – Innovation Roadmap

2025

**DTT SERVICES**

- a. Mixed DVB-T / DVB-T2
- b. MPEG-4 / HEVC growing and MPEG-2 legacy
- c. HD / SD / UHD
- d. Hybridization with IP services via HbbTV

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**PMSE SERVICES**

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**RADIO ASTRONOMY AND OTHERS**



## 1. Enhanced user experience

- **More image definition (UHD, UHD2)**
- **Better definition (HDR, HFR, WCG)**
- **Better sound quality (NGA)**
- **Enhanced compression**

## 2. Seamless access to linear / OD contents

- **HbbTV**
- **DVB-I**

## 3. A native mobile experience

- **5G Broadcast**
- **Downlink-only Services**

2040

increased energy efficiency

**DTT SERVICES**

- a. All services transmitted in DVB-T2
- b. All services compressed in HEVC or VVC
- c. Combining HD, UHD and UHD2 according to each country's needs
- d. Transparent and seamless hybridization via HbbTV and DVB-I
- e. Closer to real life image thanks to HDR, HFR and WCG
- f. Immersive and personalized sound with NGA

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**5G BROADCAST**

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**DOWNLINK-ONLY SERVICES**

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**PMSE SERVICES:** satisfying increasing demand for cultural and media production

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**RADIO ASTRONOMY AND OTHERS**

## BNE vision for 2025 – 2029

As the EU embarks on its new mandate, the upcoming initiatives in digital, audiovisual, electronic communications and spectrum policy must remain supportive of a strong terrestrial broadcasting sector.

**European sovereignty and cultural industry are at stake.**

BNE calls on policymakers to:

- ✓ Develop an **ambitious European policy for broadcasting innovation**, focused on 5G Broadcast implementation, including receiver requirements, and on interactive (HbbTV) and UHD technologies.
- ✓ Confirm terrestrial broadcasting's **long-term spectrum access**, through 2040 and beyond, to the UHF band, which is a vital resource for European public service and content delivery in an energy efficient way.

This is fundamental to strengthen terrestrial broadcasting's essential contribution to EU priorities, including **media freedom, pluralism and independence, freedom of expression, cultural diversity, fight against disinformation, children protection, digital sovereignty, security on communications, and environmental sustainability.**

