



## **Future of Broadcast Television Summit Joint Declaration**

# **A Global Approach to the Future of Terrestrial Television Broadcasting**

**November 11, 2011**

**Shanghai, China**

## **FOBTV Shanghai Declaration**

It has been nearly a century since the birth of broadcasting. Amid the tremendous changes and innovation taking place in communications, the broadcasting and television industry will evolve and continue to play a critical role in bringing information and entertainment to all: to the rich and the poor; to rural communities and city dwellers; to viewers in their homes and on the move.

The attribute of wireless delivery of media content to an unlimited number of receivers makes terrestrial broadcasting a vital technology all over the world. Broadcasting is, in fact, the most spectrum-efficient wireless delivery means for popular real-time and file-based media content.

We, broadcasting and television practitioners from all over the world, are gathered in Shanghai today to plan the continued evolution of television broadcasting and, in some respects, a revolution.

From monochrome to colour TV, and from analogue to digital, television technology has undergone revolutionary changes. In the analogue age, colour television technology fragmented into three major systems (PAL, NTSC and SECAM, with many sub-variations). In the digital age, the splintering has continued across the globe with multiple, separately developed digital systems. While television has prospered, it has not been possible for the world to take full advantage of the convenience and economies of scale of a single broadcast standard.

Today, technological innovation may be able to break down many of the long-standing barriers that have prevented common systems. This would enable us to remove the gaps between the different television signal formats and transmission systems used around the world.

Digitization has opened the door for a broadcasting renaissance. We need to explore new ways of cooperation, seek the progressive unification of standards, and realize technology sharing, so that the efficiency and convenience enabled by digitization will be realized – not reduced by system fragmentation.

The 21st Century is an era of integration of broadcasting, Internet, and communications, all of which have evolved in parallel. Consumers are calling for more convenient and user-friendly services. The development of digital technology opens the possibility of cooperation among all the different networks and transmission systems.

The world's resources are limited, and we need to avoid unnecessary spectrum and resource consumption fueled by competition between different sectors or delivery platforms. We must seek the best balance among economic prosperity, technological advances and sustainable development, and we hope to explore the possibility of cross-sectoral,

cross-border and cross-regional cooperation. Low power consumption, low-cost and environmentally-friendly technology and industrial development models should be our common goals.

Guided by these goals, we undertake our common initiative to:

**Define the requirements of future terrestrial broadcast systems**

We recognize the critical importance of mobility in future broadcast systems and desire that mobile, handheld and portable devices be capable of working across borders and across different communications networks. We also recognize the benefits of deploying higher-resolution systems toward a closer representation of reality, and human friendly services for those who require special needs. Furthermore, the collaboration between broadcast and Internet content will play a vital role in providing attractive services. The broadcast industry is committed to developing necessary technologies to create and deliver new media and information services by taking advantage of future broadcast systems. We also know the critical role played by broadcasting in times of emergency.

**Explore unified terrestrial broadcast standards**

We aim to promote cooperation among broadcasters, communications companies and manufacturers of broadcast equipment and all types of receiving devices. We recognize the potential of modern communications technology to fulfill the needs of a connected society. For widely demanded information and entertainment content, communities will continue to be served by terrestrial broadcasters. We seek to maximize proper and efficient use of spectrum resources, as well as exchanges and cooperation among communication systems and broadcasting on both a technological and business level. We support full exploration of the benefits of common tool sets and interface points in the development of new digital systems and standards that can be globally supported and eventually deployed worldwide. By fully exploiting the advantages of different technology systems, we aim to explore global standard unification and to achieve industrial convergence with technology integration.

**Promote global technology sharing**

A future broadcast ecosystem, with collaboration among broadcasters, research institutes, and manufacturers, will foster new broadcast technological innovation. We seek the elimination of broadcasting technological gaps. We realize that advances in broadcasting technologies should benefit both developed and developing countries. Global technology sharing should be an integral part of the future broadcast system standardization.

We, the undersigned, pledge our support for this joint declaration and look forward to future collaboration to chart the future course of the television industry as a converged future that benefits viewers, broadcasters and manufacturers around the world.

**Mark S. Richer**  
**President,**  
**Advanced Television Systems Committee (ATSC)**

**Anthony Caruso**  
**Director, New Broadcast Technology Department**  
**CBC/Radio-Canada**

**Bernard Caron**  
**Vice President,**  
**Communications Research Center (CRC)**

**Philip Laven**  
**Chairman,**  
**Digital Video Broadcast Project (DVB)**

**Lieven Vermaele**  
**Director, Technology & Development,**  
**European Broadcasting Union (EBU)**

**Ho-Jin Lee**  
**Senior Vice President,**  
**Electronics and Telecommunications**  
**Research Institute (ETRI)**

**Fernando Bittencourt**  
**General Director of Engineering**  
**Globo TV Network**

**William Meintel,**  
**President,**  
**IEEE Broadcast Technology Society**

**Kevin Gage**  
**Executive VP & Chief Technology Officer,**  
**National Association of Broadcasters (NAB)**

**Pingjian Xia**  
**President,**  
**National Engineering Research Center of Digital Television**

**Keiichi Kubota**  
**Director-General,**  
**NHK Science and Technology**  
**Research Laboratories**

**John S. McCoskey**  
**Chief Technology Officer,**  
**Public Broadcasting Service (PBS)**

**Liliana Nakonechnyj**  
**President,**  
**SET-Brazilian Society of Television Engineering**