



Working for the Future

In this era of rapid technological change, EBU Members (and all broadcasting and media organisations) are faced with a multiplicity of technical and strategic challenges, such as:

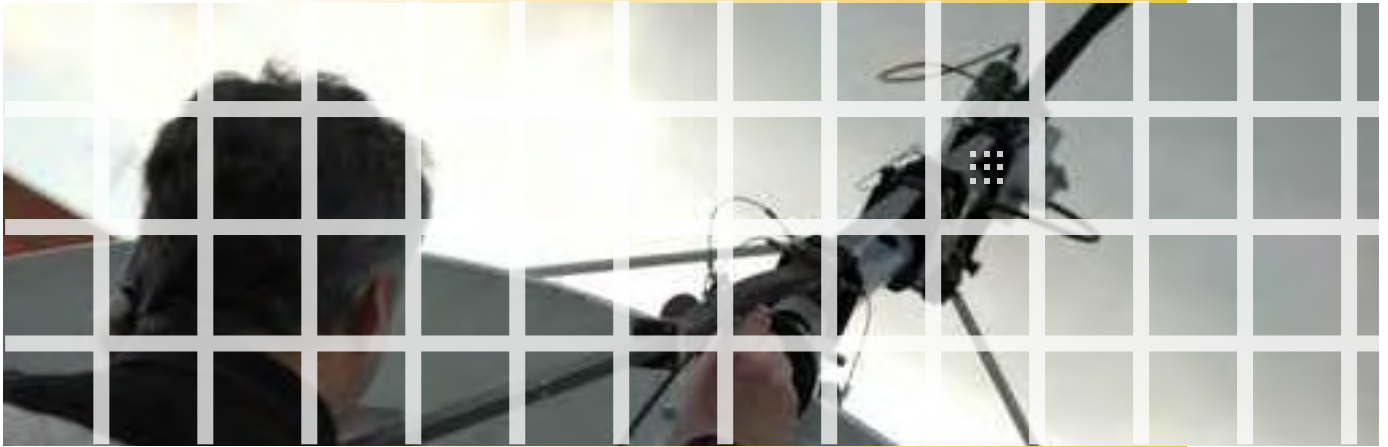
- Which digital production and delivery system(s) should be adopted?
- When is the right time to invest in digital delivery networks, and switch over from analogue transmissions?
- What policy should be adopted for new services, such as HDTV, mobile TV, IPTV, and open Internet?
- What should be done about the open software initiatives?
- Are additional frequencies needed for mobile TV and/or HDTV?
- How can copyright be protected in the digital era?
- How can production systems be modernised using IT? How can new technologies be used to enhance the efficiency of production processes?
- Can the costs of digitising archives be met? Can the public be given access to archives?

Working with the Members

All of these strategic issues are being studied by the EBU – together with detailed work on the underlying technologies. Although the EBU Technical Department plays a major role in facilitating this work, most of the technical input comes from EBU Members – who freely share their expertise and experience with other Members. These joint activities allow EBU Members to get better value-for-money from their own technical resources, by sharing both the effort and the results. These results are then disseminated to all EBU Members – not only to the technologists, but also to inter-disciplinary groups.

A key element of the EBU's technical activities is the provision of information to EBU Members. This is achieved by various mechanisms such as:

- EBU Project Groups working in production, distribution and networks, conducting technical studies, preparing specifications and carrying out trials and tests.
- EBU Technical Review, available at http://www.ebu.ch/trev_home.html;
- EBU seminars, workshops and conferences



The EBU has been closely involved in the development of new technologies – and has played a key role in the formation of cross-industry groups, such as DVB, World DMB Forum, Digital Radio Mondiale, DigiTAG and the TV-Anytime Forum.

As a fundamental principle, the EBU encourages the use of open standards for production and distribution systems, thus:

- allowing EBU Members to work with other broadcasters
- promoting inter-operability of equipment and software from different suppliers
- simplifying interchange of programme material
- reducing costs for broadcasters and for consumers

EBU Profile

The European Broadcasting Union is the largest association of national broadcasters in the world. We promote cooperation between broadcasters and facilitate the exchange of audiovisual content.

The EBU works to ensure that the crucial role of public service broadcasters is recognised and taken into consideration by decision-makers.

Facts

Founded in **1950**

75 active members, from **56** countries in and around Europe

43 associate members around the world

Member broadcasters reach an audience of **650** million weekly

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EBU Technical

MEDIA TECHNOLOGY & INNOVATION



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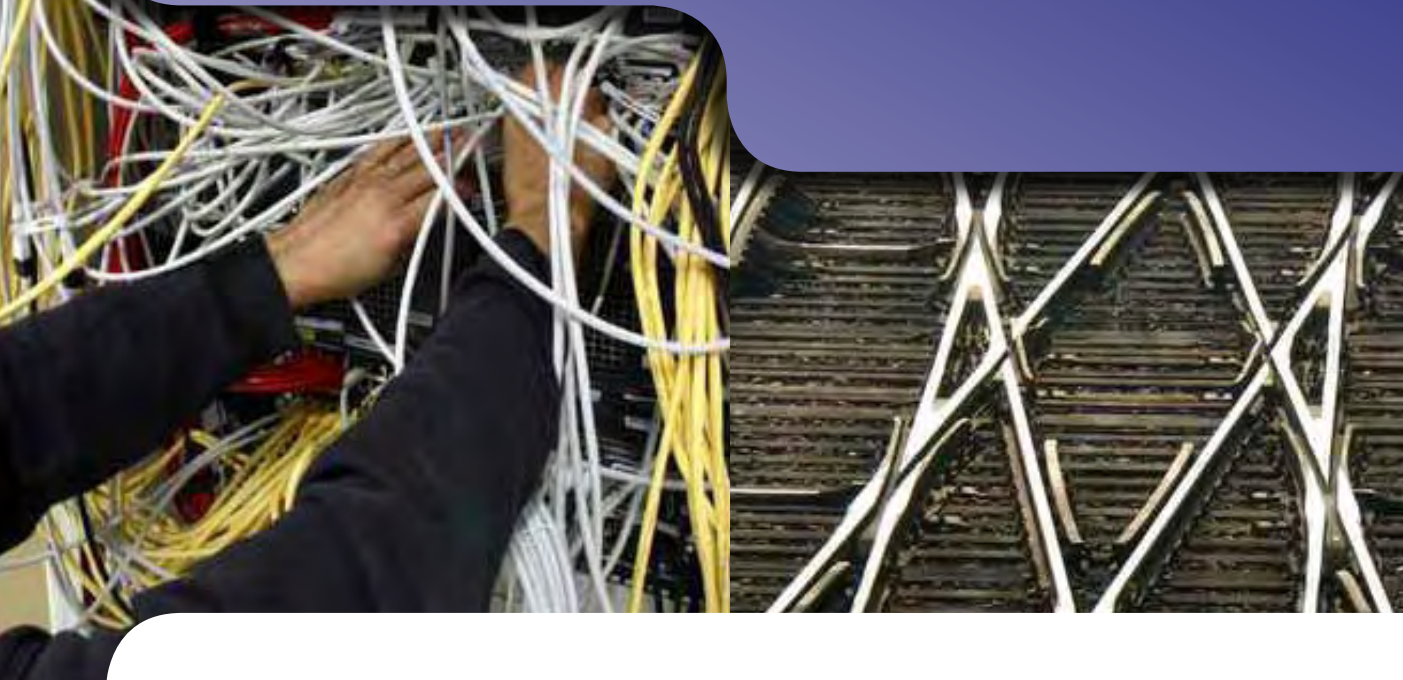
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