How DVB Continues to Underpin Television's Move to IP

By Emily Dubs

The DVB Project's remit spans the full range of technologies for delivering digital television—from satellite, cable, and terrestrial transmission to the IP-based and hybrid systems now reshaping the field—and is maintained on behalf of a membership drawn from every part of the media value chain. This report looks back on twelve months of activity across that portfolio. One area dominated the year, however, and this report focuses on it: DVB-I.

The past year saw years of specification work and market preparation around DVB-I converge into real deployments. At the time of writing, the first national platform launches are imminent, building on maturing specifications that made them possible and DVB's parallel progress beyond service discovery.

In mid-2025, DVB-I was still a technology of trials and proofs of concept, with the notable exception of Eutelsat's Sat.tv platform, an early commercial deployment of the technology to organize and manage satellite services. The months that followed saw significant progress. In May 2026, Freeview New Zealand announced Freeview NextGen, set to be the world's first nationwide free-to-air platform built on DVB-I. The goal is to unify broadcast and broadband services under one guide, preparing the way for IP distribution while keeping the familiar free-to-air experience intact.[1] Set to launch on TCL and Hisense TV sets before the end of 2026, it clearly shows DVB-I moving from concept to reality for national television platforms.

Germany advanced on a parallel track. A liaison agreement with Deutsche TV-Plattform, signed at IBC2025, formalized closer cooperation; DTVP published a DVB-I Implementation Profile for Germany in March 2026; and in May the German DVB-I Round Table approved the "DVB-I Book Germany," setting the technical, regulatory and organizational ground rules for a launch targeted for late 2026 or early 2027. Elsewhere, France's FAVN began preparing a trial to test DVB-I as a common discovery layer across the country's terrestrial, satellite and broadband platforms;[2] Ireland's RTÉ moved onto a closed user trial for its Saorview platform, Italy continued its pioneering role in moving towards a DVB-I "bollino" certification mark while its market trial continued, and Freeview Australia announced the launch of technical tests. In China, large-scale verification ran across five cities alongside a live pilot at the 2026 Winter Olympics.[3]

The surrounding ecosystem kept pace: the DVB-I Implementers Task Force became one of DVB's most active groups, an open UI competition drew polished third-party clients, and a new plain-language white paper explained the standard to business and policy audiences.[4]

As these deployment activities advanced, the specification continued to mature. In June 2026, the Steering Board approved a substantial DVB-I update package. At its center, BlueBook A177r8[5] introduced a comprehensive security framework for the first time—certificate management and service list protection—along with the ability to carry DRM server information within the service list.

These security additions also open the way to native, app-less DRM. Combined with player behavior defined in the revised Implementation Guidelines (A184r3[6]) and DVB-DASH (A168r10[7]), they let DRM-protected linear services play on unmodified TV sets without a companion app, realizing what had been demonstrated only as a proof of concept a year earlier. The package also added CMCDv2[8] reporting, mDNS-based[9] discovery for managed networks, and portrait-format artwork for handheld devices, while leaving existing deployments untouched.

The first revision of the Accessibility Implementation Guidelines (A185r1[10]) was opened for public comment in autumn 2025 and finalized in the June package. Earlier, DVB published AVMSD service-prominence test streams to help implementers meet European prominence obligations,[11] and added T/UWA 005 HDR dynamic metadata to the video and audio coding specification (A001 / TS 101 154[12]), with matching signalling in DVB-SI (A038r19[13]).

Satellite delivery featured in another of the year's threads. DVB-NIP, which carries native IP services over broadcast networks to homes with low or no connectivity, continued to move into the field on satellite networks. After an initial deployment in Peru, further rollouts are on the horizon, including Mexico and territories across Africa and the Middle East. To add further value for implement-

ers, a newly launched DVB study mission is examining addressable advertising in one-way, NIP-based environments. The goal is to enable better-targeted advertising in free-to-air satellite homes that lack a reliable return path. Such work keeps DVB's satellite specifications firmly in focus.

Staying with satellite, fresh simulations confirmed the strong performance of DVB-S2X and DVB-RCS2 for non-geostationary satellite constellations, now extended from low to medium Earth orbit.[14] In a further development related to addressable advertising, DVB launched an industry survey on addressable advertising in broadband streaming, feeding into possible future work to specify solutions for server-guided ad insertion. Finally, a new white paper set out when and why DVB uses a "toolbox" approach, cautioning regulators against mandating an entire toolbox where a subset will serve.[15]

Beyond the technology, there was renewal within the DVB Project itself. Members elected a new 36-company Steering Board for 2025–2027 and re-elected Remo Vogel as Chair; new chairs took over the IPR and Promotion & Communications modules, respectively: Stéphane Tronchon (InterDigital) and Peter MacAvock (PCL). New member organizations continued to join across the value chain. The community gathered at DVB World 2026 in Amsterdam, where the unconference again turned discussion into concrete follow-up work.

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