

The Video Ecosystem

Session 4: Next generation Video and Audio – Content Consumption

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→ Important Factors ...

- Standard Compliance & Interoperability
- Power Consumption & Programmability
- Availability & Pricing

→ Standard Compliance & Interoperability

- Innovation
- Multi-Vendor climate & no monopolies
- Interoperable ecosystem
- Market Maturity

→ Power Consumption & Programmability

- Lower power consumption = lower cost
- Programmability delivers flexibility
- Lower risk
- Logistics get easier

→ Availability & Pricing

- Video goes 100% digital
- STBs & reference designs are available
- Consumers will require more features
- Pricing driven by market demand