



HDFI TALKS ABOUT INNOVATION

3 WEBINARS

25th June – Introduction to OTT

16th July – OTT Scalability and Latency

8th October – OTT UX and Regulation

Benito Manlio Mari
Presidente

INTRODUCTION TO

25 Giugno 2021



SCALABILITY AND LATENCY

16 Luglio 2021



UX AND REGULATION

8 Ottobre 2021

ULTRAHD FORUM ITALIA

Beyond Definition

15th
ANNIVERSARY

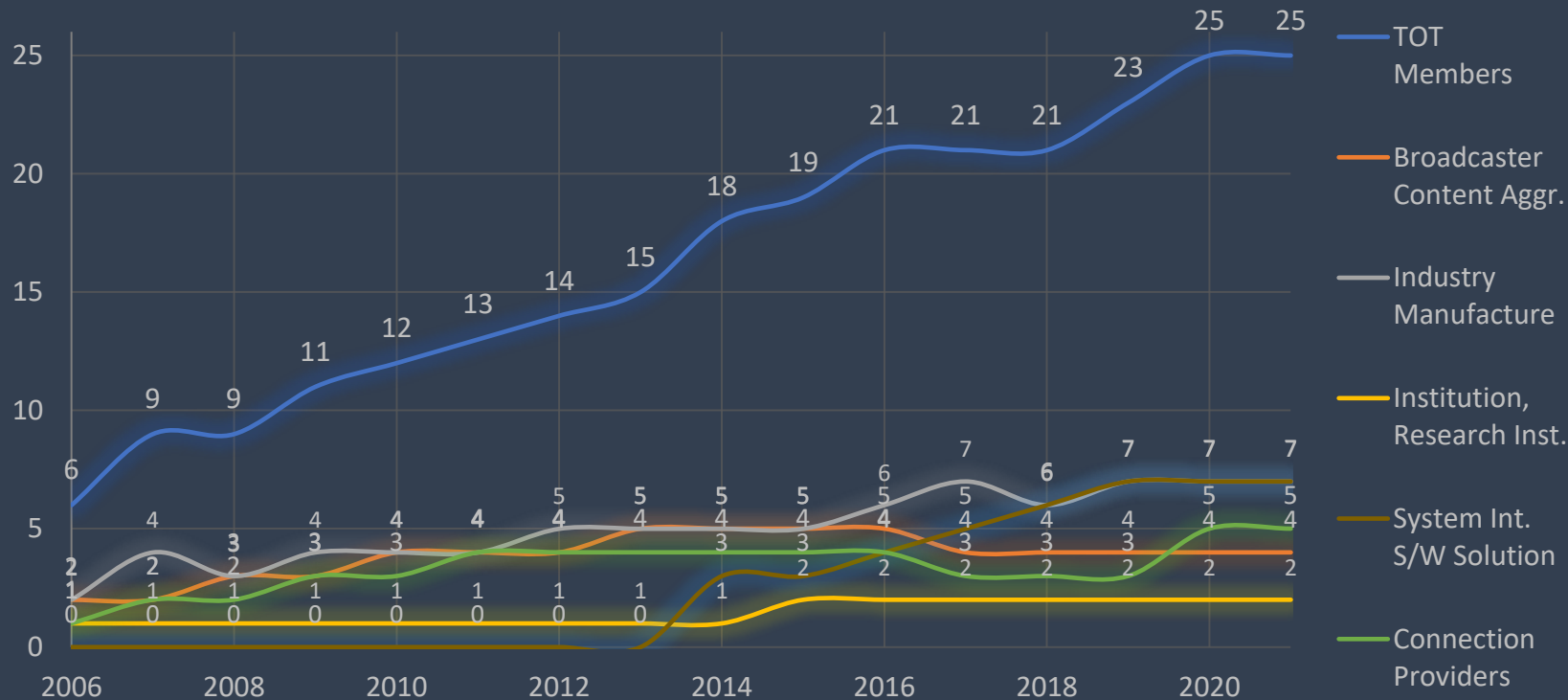
Twenty- five leading organizations in telecommunications industry take part in HD Forum Italia, an no-profit association to promote and develop new technologies in the audiovisual market and in the Italian multimedia sector.

Since 2006, HDFI has been credited as a steering body in audiovisual technology for the Italian landscape, accompanying evolution and growth of the national television system, in coherence with European and global scenarios.

Membership Porgress (2006 - 2021)



HDFI Membership progress



Map of Members Vs. Categories (up to June 2021)

15th
ANNIVERSARY

ULTRAHD
FORUM ITALIA
Beyond Definition

Broadcaster, Media Co. Content Aggregator	Industry, Manufacture	Institution, Research Institute	System Integration, Software Solutions	Connection Provider	Full Representatives (Value Chain)
Mediaset	Dolby	Fraunhofer	Fincons	Eutelsat	
RAI	LGE	FUB	ENG	El Towers	
Sky	Panasonic		Eurofins	Fastweb	
Tivù	Samsung		Kineton	TIM	
	Sony		Lutech	MainStreaming	
	TP Vision		Nagra Vision	Persidera	
	Vestel				
4	7	2	6	6	25



HDFI stands for value chain representation

The creation of the working and discussion tables represents a unique opportunity to compare requirements and solutions across the supply chain to harmonise the ecosystem

Main Tasks (up to June 2021)

15th
ANNIVERSARY

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Alliances & Partnership



JTG (with partner: CRTV)
JTG (with partner: Tivù)



Relationship
with Institutions



Ministero dello
sviluppo economico



UHD Book
(Editorial Team)



Communication
Events & Conferences

Competence
Center



HDFI Observatory
OTT linear services

HDFI • 2021 EVENTS

EVENTS TIMEPLAN

**HDFI
TALKS ABOUT
INNOVATION**

INTRODUCTION TO



Webinar 1
25 June 2021



SCALABILITY AND
LATENCY

Webinar 2
16 July 2021



UX AND
REGULATION

Webinar 3
8 October 2021

HIBRID EVENT

Westin Excelsior Rome



Gold Partner



Webinar Session Partner



**15° Anniversary
Conference**
4 Nov 2021



REGISTRATI ALL'EVENTO

<https://www.hdforumitalia.it/webinar2021/>

Map of Members Vs. Categories (up to June 2021)

15th
ANNIVERSARY

ULTRAHD
FORUM ITALIA
Beyond Definition



A confronto OTT e broadcasting rispetto ai temi della
“Quality of Experience” (UX e QoS) e della regolamentazione

HDFI • 2021 ANNUAL CONFERENCE

15° Years Anniversary



The theme

Media del domani: tecnologia, contenuti e consumo

15 anni di HD Forum Italia e oltre

Tomorrow's Media: technology, content and consumption

15 Years of HD Forum Italia and beyond

IN PRESENCE EVENT

Westin Excelsior Rome



**15° Anniversary
Conference**
4 Nov 2021

15° Years Anniversary Conference

- The follow-up to the webinar discussion, which brings together the elements that emerged from the pathway and adds technological demonstrations
- HDFI is celebrating 15 years of activity by reviewing the association's journey and significant milestones to date.



**buon Lavoro !
enjoy the session !**

**15th
ANNIVERSARY**