# C:\Users\chris.aldworth\AppData\Local\Microsoft\Windows\INetCache\Content.Word\DTVKit_Orange.pngDTVKit Governing Board Meeting: 30/03/2017

Present: Phil Evans (PE), Paul Martin (PM), Christof Winker (CW), Amy Cleary (AKC), Andrew Till (AT), Andy Carr (AC.)

Next Meeting: TBC

## Announcements

* Minutes should be circulated before the next meeting and approved by email. The minutes will be published on the website once approved.
* A meeting agenda was distributed prior to the meeting.
* Health and safety discussion.

## Apologies

Bo-Yang Wu (MediaTek), Paul Cox (Broadcom)

## Items

Agenda Items:

1. **Updated Membership Model**
   1. PE gives brief summary of update to get AT and AC up to date as follows:

* Product Member > No change in fees
* Distribution Member > Annual fees are as normal, membership fee by discussion
* Operator Member > No fee unless access to Sources is required then on a case by case basis
* Partner Member > No fees

New model means we will commit chipset vendors to do a porting layer into DTVKit.

Action: PE to discuss with Paul Cox about this and the other chipset members.

Action: PE amend agreement and give notice to members for agreement.

1. **To build on the DTVKit community by organising a conference. Discuss possibilities with GB members.**
   1. What? Workshop to develop the ecosystem for DTVKit. What our partners can provide to members – showcasing them at the event as an ‘industry insight’. And/or center around a specific technical topic, for example challenges around browsers?
   2. When? Shouldn’t be at IBC, people are too busy and distracted. SES?
   3. Why? Information exchange / Networking / Learn something
   4. Sebastian Bakker could help? Action: CW discuss with him.
   5. Budget: Aim to host for next membership year 2018/19. Action: AKC/PE scope out objectives and audience. Also, propose to include in next year’s budget at budget review this December. Funding from UKTI / WDA?
2. **Online Advertising Options**
   1. AKC has researched and decision made to go with DTVE. 2 banners running over a month time span. Banners have been designed in line with the new DTVKit branding and will appear on DTVE website once completed. AC suggested Linked-in advertising as another option. PM: how can DTVKit measure ROI? AKC: Like most things marketing based we are trialing this and if it doesn’t have the desired effect then we reassess. The ROI will be measured against the report from DTVE showing click-through rate and whether these convert into enquiries.
3. **Top 10 prospects list**
   1. GB members updated with prospects. AT – who can we add in order for Harman to help for example? AC: look at the objectives of each target and group them? Operators want different services to OEM’s…messaging will be different for each group.
   2. What is the strategy and who fits into each?
      * 1. OEM
        2. Operators – AC – android / non android etc
        3. Automotive – Harman
        4. Chipset
   3. Action: AKC publish this list to GB every month with updates.
   4. Action: PE/AKC Categorize using above categories.
4. **What does success look like for DTVKit?**
   1. PE: 25-30 members in 2 years’ time: critical mass to really focus on software development / roadmap. In last 12 months: Voxtok has made a huge difference to us with the supply of HbbTV 2.0 etc. Roadmap strategy happy with. Member strategy needs work.
   2. AC: which means that 90 people need be on the list for the DTVKit event. Does DTVKit spend more money on marketing or technology? PE: Roadmap makes members happy. Road mapping DVB is difficult because there is a limited amount you can put in there. HbbTV is at the point of stalling. CW: Package with browser and rich stack for hybrid customers is attractive. PE: Selling DTVKit is not our challenge. One sells the other: it goes hand in hand. AKC: This year’s budget focuses more on technology development.
5. **Roadmap**
   1. Working with Qt to allow pre integration of the Voxtok 2.0 with DTVKit: if you are having problems with browser we have a maintained version. Voxtok will maintain the API layer.
   2. Voxtok porting to Android (AOSP). Looking at putting DTVKit into that port.
   3. CI Plus 1.4. Commitment from OBS that it will be released into DTVKit.

If we port into the TV branch of Android, could that be used in the automotive branch? Action: Jason (OBS) and AT have a discussion about that with the architectural drawings.

CW: From talking to Victoria; Asian’s are scared of a small company. PE/AKC don’t see it that way. We bring in resource as and when we need it to keep the salary cost down and subsequent member’s fees. VT is still on a learning curve of course.

1. **Member Summary**

All 2015/16 members have renewed

New members for 2017/18: Kamo, Roku.

16 members total / 12 paying members

1. **AOB**
   1. PM: Strategy session ½ or full day with GB to discuss/plan how to attract new members. What are the goals? Developing the marketing message: presentation that DTVKit uses to sell membership. Can GB support us in making good first impression? Yes. Action: AC/PE propose agenda for this and agree a date with GB members.
   2. AC: Testing overview?

DTVKit itself includes a test harness and we also have a partnership with stb-tester. New test equipment: investment for DTVKit. OEM’s challenge is being compliant. That’s why Harriet is coming back. Make them visible. Maintenance of existing code needs to be made clear.