MEETING INFORMATION

Objective:	*Discuss and make key decisions for DTVKit strategy*
Date:	07/03/2019
Location:	Freesat, 23-24 Newman street, London, W1T 1PJ
Time:	14:00 – 17:00
Attendees:	Phil Evans (PE-DTVKit), Charlotte Parkes (CP-DTVKit), Paul Martin (PM-OBS), Paul Cox (PC-Broadcom), Richard Smith (RS-EKT), Andy Carr (AC-Freesat), Andrew Till (AT-Harman)
Apologies:	Emmanuel Vigot (Hisilicon)

AGENDA ITEMS

Items

1. Previous meeting minutes
2. DTVKit summary including:
   - Financial overview (PE)
   - Membership Overview (PE)
   - 2018/19 Budget (PE)
   - Roadmap (PE)
   - Prospects (PE)
3. Marketing (CP)
4. AOB – Next meeting date.

1) Previous meeting minutes

All participants confirmed they had read and agreed the antitrust statement

- DTVKit will be attending NAB this year, there are no current plans of having a meeting room or stand.
RS - DTVKit is welcome to use the EKT space on their stand.

- NDS and Open TV are pulling back from the market; this may open up an opportunity to target their customers. We are currently in discussions with Nagra regarding them becoming a DTVKit member.

- There needs to be a more cost-effective way of carrying forward unspent budget from the year before, as the extra money gets taxed by the government, it was agreed that irrespective of tax a small buffer should be accumulated.

- Spanish and Mandarin version of the website:
AC: This needs to be made a priority; he has a contact who would be able to translate Spanish.
PE: Need to ensure that when updates on the website happen, the other areas of content are updated.

1) DTVKit Summary

2.1) Financial Overview
- Marketing spend has increased from £15k, which is a £7k increase from the previous year.

- Travel has decreased to £7.5k, and this is a £6k reduction of the prior year.

- Salaries remain the same, which is a total of £52k

- Overall we ended the financial year with a profit of £14,500, corporation tax was £2288.

2.2) Membership update
- Abox42 and Harman will not be renewing. Abox42 are not selling set-top-boxes anymore, therefore they do not need DTVKit software. Harman has changed their business model, therefore do not require the DTVKit solution any longer.

- In 2018 we gained three new members, this includes Amlogic, Antik and Hwacom.

- Amlogic porting layer was complete in Q4 of 2018.

- HiSilicon porting layer was also completed in Q4 of 2018.

2.3) Budget Proposals
- The marketing budget is to be raised by £10k; this is to accommodate the costs of exhibiting in Hall 1 at IBC 2019. EKT offered the stand at a very reasonable price, and the stand will be positioned at the back of EKT's stand. Therefore there will be no association with EKT. The stand will be offered out to members. However, the terms and conditions of using the stand need to be established. Governing board agree that it is fair to charge the members.
AT- Include a map of the location of the stand on the website.

Action: To create a set of terms and conditions for members using the stand for meetings.

- Research and Development into DVB-I and ATSC 3.0 - need to think about whether this is worth investing in. Lots of larger companies are investing in ATSC 3.0, and this is a potential area for development; this would help DTVKit branch out into different markets.

PC - Currently it is difficult for DTVKit to get into new integrations. It is challenging to have a long term roadmap as things within the market can change so quickly. How much are we currently spending to maintain the code that we have at the moment?

PE - All of this is within the budget, but we need to have a set number for this. Our most significant maintenance costs are the platform layers.

AC - Are there lots of bugs within DTVKit?
PE - The number of bugs is hard to trace; this is due to members not reporting bugs when they occur, they choose to fix the bugs themselves; there are roughly between 10-100.

AC - You can maintain and expand this, create a new plan for new features, and have a roadmap on how you can deliver these.

AT- Need to ensure that you have a clear definition of what 'product' means, this can have a different interpretation within different cultures.

Action: PE to make a list of what the DTVKit DVB stack does; it has so much more than just DVB. It needs to be more clear what we can do within our solution.

Action: Start looking into longer-term projects on the roadmap, which has a duration of three to four years, instead of the shorter term projects.

2.4) Budget 2019
- Shortlisted for Google

Still currently waiting for a decision, as far as we know we have been shortlisted down to the last two. The proposed business model includes a source code release in Android. Currently, there are concerns that this would break the collaboration model that has been built. There are also concerns that Google engineers have a lack of knowledge.
Any changes or advancements will be discussed with the board before anything is confirmed.

Action: PE to talk to Google to get clarity on what will happen to the community aspect of our business model. Google like the business model, but it is unsure of how the situation will plan out. For now, we need to carry on as we are.

2.5) Proposed Roadmap
- CI Plus 2.0: the cost of certification is 40k/50k. However this may be cost effective as a way of offering a standard box to multiple markets needing CAS.

- Voice Control: DTVKit is looking to integrate with platforms such as Alexa and Google Home. The end goal is for the set-top-box to be able to understand complicated commands. The voice control will be Discvisions solution.

- DVB-I and ATSC: These are not on the roadmap as these are both long term; they are part of the strategic roadmap.

- Improved 'Non-Android' solution: Currently, DTVKit's principal focus has been expanding Android TV components, however governing board members have stated that they are looking for a faster way to get to market with an effective 'Non-Android' solution.

Action: PE to set up a discussion with RDK at NAB and discuss the possible solutions of moving forward/collaborating with them.

Action: To investigate improving our current 'Non-Android' solution, and see how this can be improved to benefit our members.

Action: Create separate roadmaps for Android and Google updates. Furthermore, there needs to be a tactical roadmap and a strategic roadmap.

Action: PE to write a more precise definition of what the multi-process RPC wrapper does for DVBCore

Action: Look into apps and frameworks that deliver Netflix and YouTube.

2.6) Prospects
- Google: In discussion with Google, still are waiting for what the outcome is.

- NAGRA: Having conversations with senior members staff, looking highly likely that they will join.

- Wyplay: Been having discussions with Wyplay, they seem interested in our solution.

- Tata: They are looking to become members. However, they do not want to pay the membership joining fee.

3) Marketing
- Advertising: DTVKit will be completing advertising on Digital TV News for the year, and will also be doing more Linkedin advertising throughout the year.

- Tradeshows: Attending NAB, SES and IBC. For IBC currently in discussions for exhibiting where we will have an attached meeting room, which will showcase an Android TV demo.

- Website: New pages for each of the software components will be added. For key areas of content translate it into Spanish, Portuguese and Mandarin text.

Action: Create a presentation for SES.

Action: Find more opportunities for brand exposure. DTVKit needs to make themselves available for chances to speak at tradeshows. Furthermore, DTVKit needs to message companies for interviews, opinion pieces and Q&A's.

Action: Change the membership agreement so that it states members must be on the DTVKit website, and they must feature that they are a member on their website.

4) AOB
Next meeting date: To be in June or July 2019.

Action: To organise having governing board meetings more regularly then annually.

Action: To have a discussion with Skyworth to invite one of their staff to become a member on the board. AC to make the introductions.

Action: DTVKit to create a clear plan of how we position ourselves within the market, we need to get more input from our partners for help. Spanish operators are looking for a solution – this could provide an opportunity to open up new markets for DTVKit.