



MobileTV

What's at stake?

Peter MacAvock (DVB)

ANACOM, Aveiro, 9th July 2007

The following presentation represents my views
and shouldn't be seen as those of the DVB
Project.

Although they're naturally heavily influenced by
DVB



The 3 facets of Mobile Television



... 270 Member Companies ... 45 Published Standards ... 130 Million Receivers Deployed ... On-Air On 6 Continents ...

1. Regulation

- Frequency availability
- Other Roaming considerations

2. Technology

- Transmission standards (DVB-H, T-DMB, Qualcomm MediaFLO)
- The importance of service layers

3. Business Models

- Free-to-Air vs. Pay-TV

A few thoughts before we start

MobileTV is not necessarily just in handsets

- particularly if you have free-to-air content available

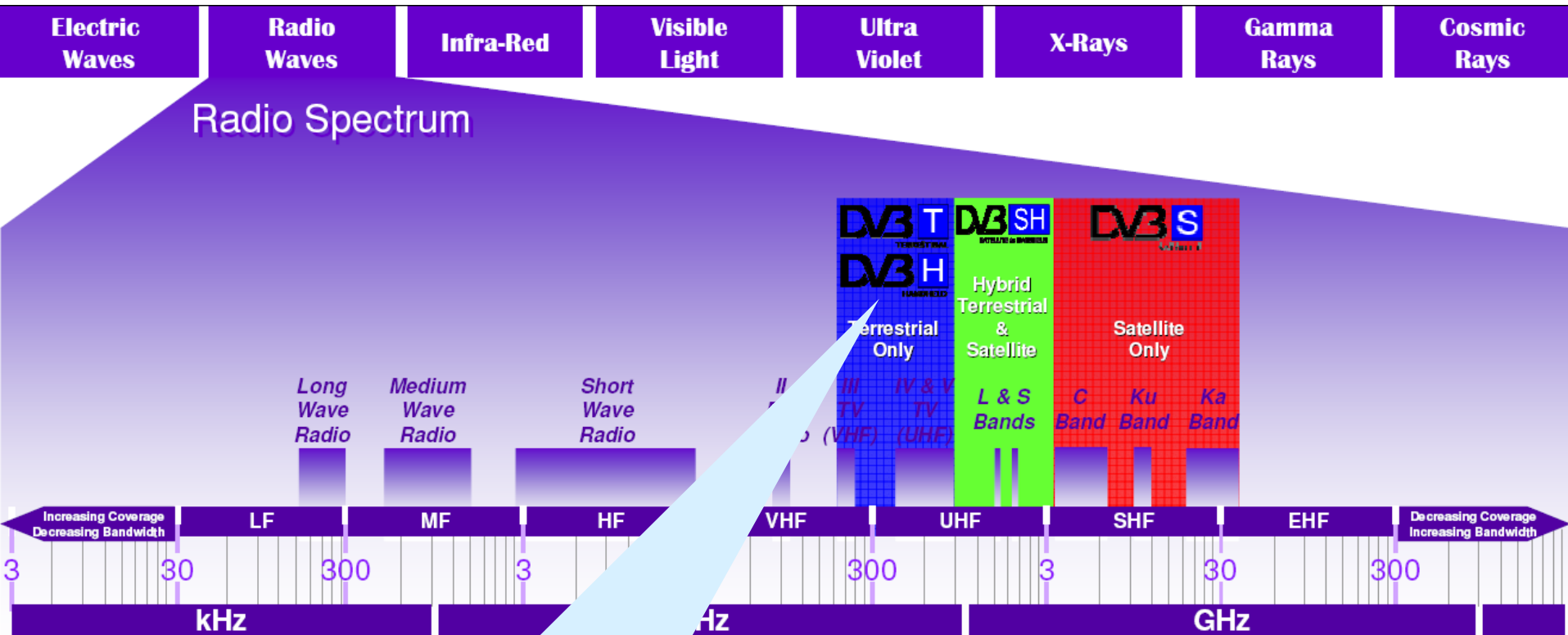
This presentation concentrates on broadcast-centric MobileTV delivery means

- telecoms means for delivering mobileTV just as valid
- but most support appears to be for broadcasting techniques

I'm going to ask far more questions than I can answer

- that's why we're here

Radio Frequency Spectrum



Problem is that there's analogue TV as well as DVB-T and requests for DVB-H

Regulatory Questions

- With the heavy use of VHF/UHF spectrum, how do I fit in MobileTV?
 - Analogue TV (PAL, SECAM) was supposed to fill UHF spectrum
 - Digital TV (DVB-T) found interstitial channels and then really filled it
 - MobileTV comes along and tries to find even more
- At a trans European level how can I facilitate roaming?
 - Frequency planning is still a national responsibility, finding frequency availability across Europe is almost impossible
 - DVB-SH seeks to exploit availability at S-Band, but at what cost for network build
- But technology standards is just as much of a problem
 - Contiguous frequencies a waste of time without interoperable standards
 - Industry can't agree on some core elements – more later!



The 3 facets of Mobile Television



... 270 Member Companies ... 45 Published Standards ... 130 Million Receivers Deployed ... On-Air On 6 Continents ...

1. Regulation

- Frequency availability
- Other Roaming considerations

2. Technology

- Transmission standards (DVB-H, T-DMB, Qualcomm MediaFLO)
- The importance of service layers

3. Business Models

- Free-to-Air vs. Pay-TV

Standards so many to choose from

Broadcasting Based

- DVB-H (and now DVB-SH) (DVB Project)
- T-DMB (Korean KBC, WorldDMB)
- S-DMB (Korean MIC)
- ISDB-T one-seg (ARIB Japan)
-

Para encontrar este ficheiro no site www.anacom.pt siga este caminho ou cole a URL (link) abaixo no campo address do seu navegador (browser), e pesquise por "petermacavock_apre.pdf"

[Página Inicial](#) >

Url: <http://www.anacom.pt/render.jsp?categoryId=2>

Última actualização: 10.07.2007
Publicação: 09.07.2007
Autor: ANACOM