



MobileTV

What's at stake?

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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

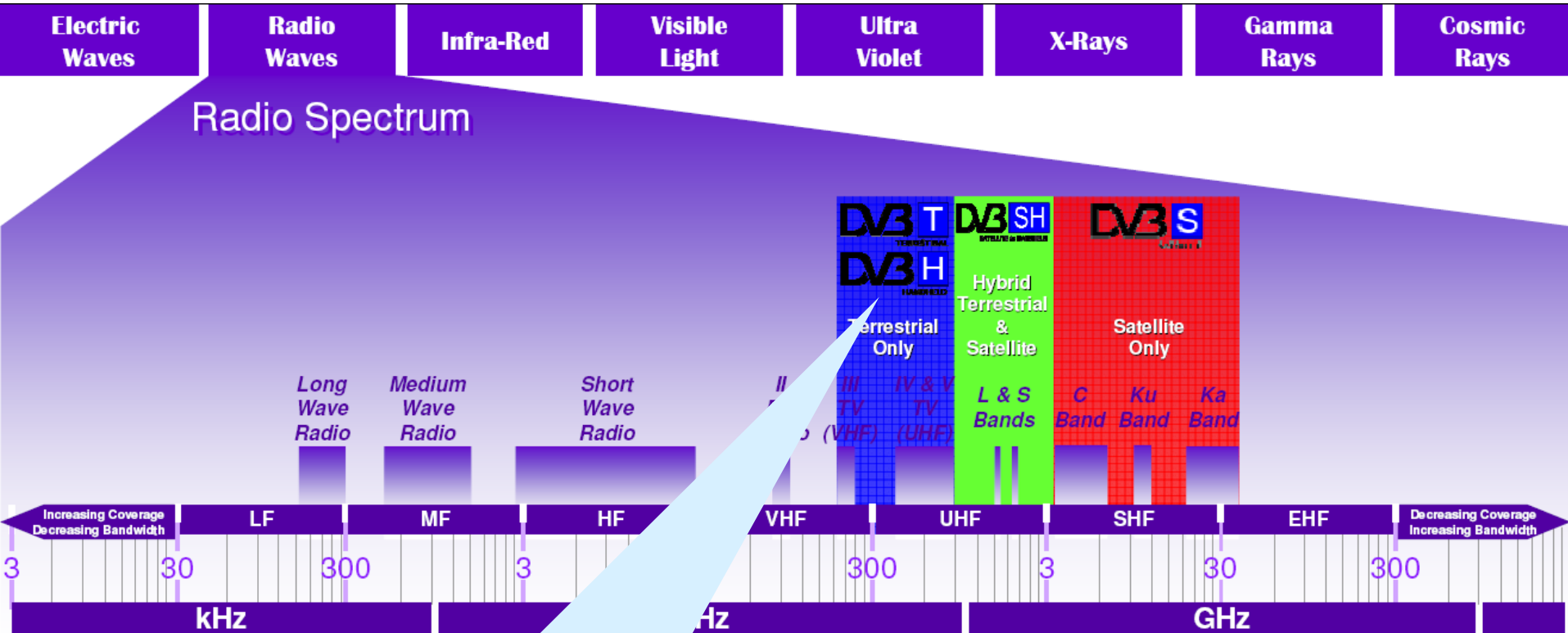
This presentation concentrates on broadcast-centric MobileTV delivery means

- 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!



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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)
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