
**ITU-D Regional Development Forum
for the Arab Region:
“Access to spectrum, including
broadcasting services – trends and
technologies”**

Mobile TV

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**What does the Mobile TV
mean?**

- What is the end user's terminal ?
- How to get content to the user ?



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Mobile TV or video ?

	Download	Streaming	Broadcasting
	Non linear audiovisual content services		Linear audiovisual content services
Mobile phone	Mobile video		Mobile TV
Notebook, etc			

Linear, nonlinear: Reasons for differentiation:

- Degree of choice and control of users
- Impact on society



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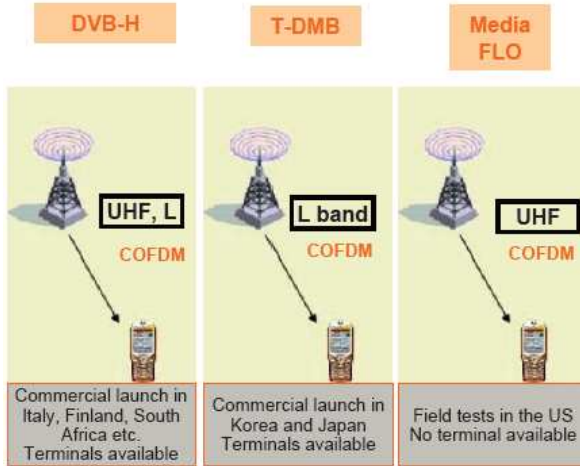
Technologies

- Based on broadcasting
- Based on mobile networks
- Based on satellite



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Based on broadcasting



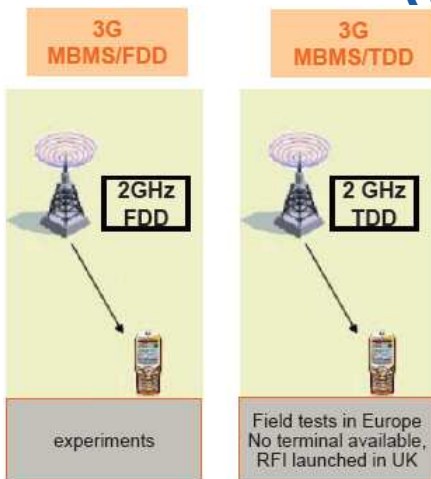
DVB-H, T-DMB, Mediaflow have to share broadcast bands with other broadcast services.



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Based on mobile Network (3G)



MBMS/FDD & TDD and DVB-SH are TV broadcast services in 3G bands.

MBMS/TDD band is often already included in existing 3G licenses (TDD 3G band segment.)



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Based on satellite

DVB - SH



DVB-SH requires new licences (Mobile satellite service 3G band segment.)

Outlook for mobile TV

Mobile operators' point of view:

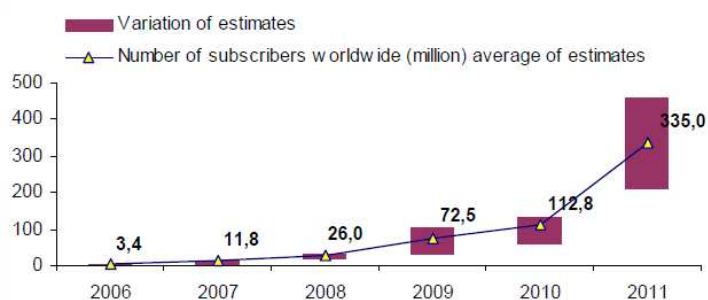
- Opportunity to increase the revenue. (new services)
- The dominant international mobile markets saturated.

Broadcast service providers' point of view:

- Opportunity to increase the revenue too. (new services)
- Access to mobile subscribers (more than 2,3 billion users in a worldwide)

Look back on forecasts (2006)

Broadcast Mobile TV Subscriber Uptake: Perplexity among Analysts



Estimates by: In-Stat, ABI, NSR, Datamonitor, Informa Telecoms&Media, eMarketer, Strategy Analytics, Gartner



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The present

There are currently 40 million people watching a broadcast mobile TV. (Arthur D. Little consultancy)

- 18 million in Japan
- 17 million in South Korea
- 1.2 million in China
- 1 million in Italy



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Key factors for success

- Spectrum
- Authorizations
- Standards and interoperability
- **Content**

Content in other way:
DVB-T FTA portable reception mode
versus DVB-H PayTV package for
example.

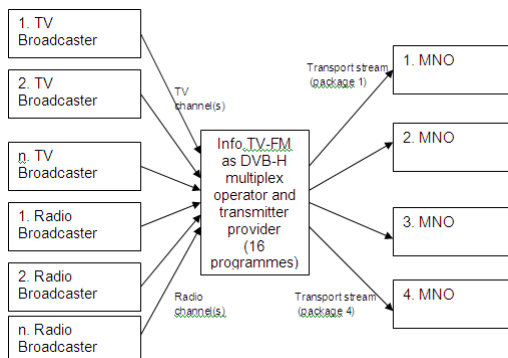
Business model



Business model

- **Discrete model** – the mobile operator offer the service by own cell network without any broadcaster network.
- **Principal model** – the mobile operator build the broadcaster network or rent it.
- **Bypassed model** – the broadcast provider offer the service by own broadcast network, the mobile operator give the uplink only.
- **Converged model** – the mobile operator and broadcaster provider work together and built the network by the value chain.

Business model (Poland)



- The DVB-H operator provides this service as a **wholesale** one.
- Use the **existing infrastructure or rent**.
- Offer the **same conditions to the four mobile operators**, and do the same towards the content providers.

Question of the frequency DVB-H and dividend (EU)

TV channels (UHF)

21	22	23	24	25	26	27	28	29	30
31	32	33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48	49	50
51	52	53	54	55	56	57	58	59	60
61	62	63	64	65	66	67	68	69	

Faint green
DVB-H
channels,
Green: typical
DVB-H
channel
Red: digital
dividend for
mobile
services too.

Thank you for your attention