



# Mobile TV – 10 Commandments

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# 10 Commandments for Mobile TV .....

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*The following is a set of personal predictions (commandments) on Mobile TV based on the experiences and analyses of the DVB Project Office – the office that runs the day-to-day activities of DVB. It does not represent the views of the DVB Project or its members.*

*These views are presented here to spark debate on this exciting new opportunity.*



# THE TEN COMMANDMENTS

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# just in case you were worried ....

*I'm more like (a younger) Getafix,  
and I want to:*

- o take you through some key considerations for mobile TV*
- o make 10 predictions on what's going to happen*
- o and come up with the "magic potion" for Mobile TV*
- o see what you think .....*



# 1. Devices

*Mobile television will be mostly viewed on “mobile handsets”*



## Some thoughts:

- There is broad industry agreement that dedicated PDA devices will be incorporated into mobile telephones over time
- Laptop PCs are ideal for mobile television but mainly for free-to-air services and the user-pay model is the most popular way of securing revenues in the short term
- We mustn't forget iPods, PSPs and the like

## 2. Viewers

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*Mobile TV will be mostly viewed by 18-35 year olds*

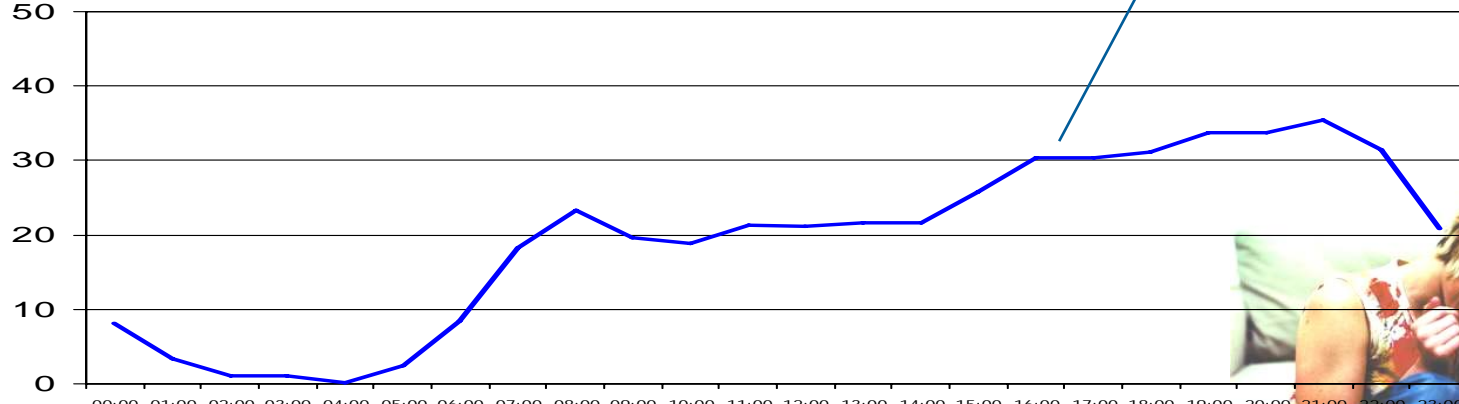
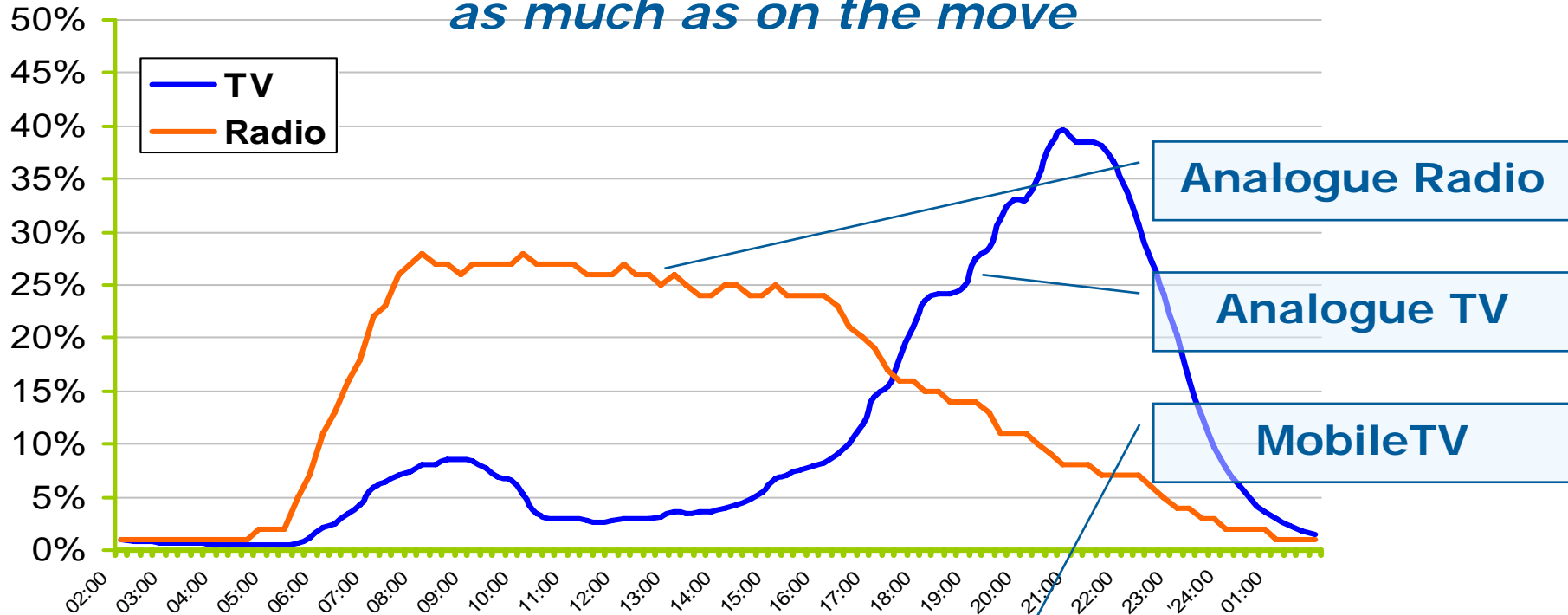
### Some thoughts:

- Mobile TV will become one of the value-added features included in mobile handsets
- Trials showed that viewers (especially the younger ones) were not put off by the small screen
- Could this be a way for broadcast content to reach the “iPod generation”?



# 3. Viewing patterns

*Mobile TV (incl. Radio) will be watched at home just as much as on the move*



# 4. Content

*Viewers want to watch the same content on Mobile TV as on linear fixed TV*

## Some thoughts:

- The Arqiva/O2 Oxford trial indicates “session time” of c.24minutes. Ideal for standard linear content and (wait for it) advertising
- Most popular genres are – News, Soaps (particularly lunchtime), Music, Documentaries, Sport
- Major branded content can't afford NOT to be involved on Mobile TV



# 5. Networks

*The balance between telecommunications operators and broadcasters offering mobile services will depend greatly on the local regulatory regime*

## Some thoughts:

- Italy is the first to launch DVB-H services: broadcasters can't charge customers, and telecommunications operators can't broadcast => synergies required ...
- Differences in local regulatory regimes (including frequencies) will hamper roaming



## 6. Broadcast v. On-Demand

*The Mobile TV “experience” will be a combination of broadcast (e.g. live DVB-H) and on-demand (e.g. “podcast”) TV*



### Some thoughts:

- This scenario will favour technologies capable of drip-casting and PVR functionalities
- The combination of live-broadcast (for news/sports events) and on-demand (for soap operas) will present some technical and commercial challenges
- DVB-H is (thankfully) ideally suited to the combination of broadcast and on-demand Mobile TV

# 7. Standards

*Multiple standards will co-exist in the short term  
consolidating over time*



**DMB-T/H**

## Some thoughts:

- Broadcasters are less used to the concept of multiple standards than telecommunications operators
- Mobile TV services must generate revenues, thus the winning standards will exploit their unique medium, provide the best economies of scale and retain the flexibility to maximise earnings going forward
- Open standards will prevail – DVB-H

## 8. The battles to be fought

*Standards wars are nothing compared to the battles to be fought between content owners and telecommunications operators*

### Some thoughts:

- Spectrum “auctions” or beauty contests will largely determine the victors
- Local regulatory restrictions could play a role
- Governments and regulators will have a difficult task in refereeing these true convergence battles!



# 9. Media Formats

*Two media formats will be used for mobile TV*



## Some thoughts:

- It's not possible to bring these close together
- US already has two competing DVB-H platforms using different media formats
- Multiple CA/DRM solutions exist and will continue to exist unfortunately  
(I warned that these were personal views)

# 10. Frequencies for Mobile TV

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*Mobile TV can't wait for analogue switch-off for frequencies, but it's going to take a big effort on everyone's part to help avoid this .....*

## Some thoughts:

- There is too much momentum behind Mobile TV to ask it to wait for 6 years (2012)
- A co-ordinating approach is required to facilitate roaming. Local content isn't an excuse for excluding the possibilities for roaming
- The availability of frequencies must be affordable for the operators – a realistic approach to this fledgling industry is required

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