

November 2004

Mobile TV

What is Mobile TV

Mobile TV is simply that: the ability to receive television-like content through a mobile device. Whether it's getting news bulletins, market updates, your favourite soap or the latest sports news, in the near future, it will be possible to watch TV broadcasts on the move via your mobile phone.

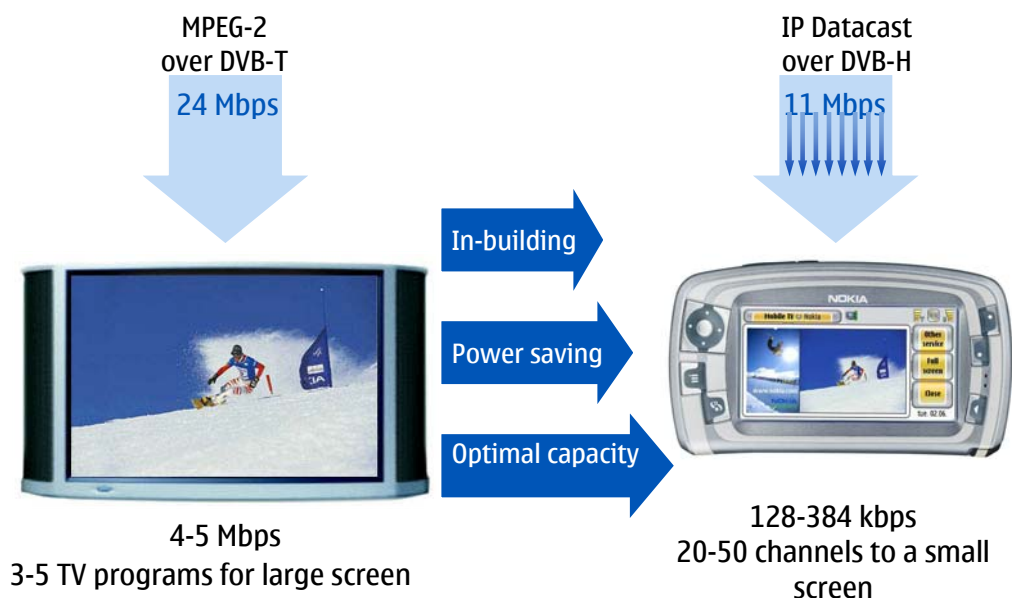
Mobile phones today are about more than simply making calls or sending messages. You can listen to the radio, take pictures and video and play games while on the move. Mobile TV is set to be the next big thing.

How Mobile TV works

The key to making Mobile TV a reality is in combining traditional broadcast standards with features specific to handheld devices: mobility, smaller screens and antennas, indoor coverage and reliance on battery power.

The technology used is called IP Datacasting over DVB-H, a combination of digital broadcasting and internet protocol, which enables service reception in handheld devices. Handsets require an additional radio receiver, which is separate from the cellular receiver, to receive a signal. The DVB-H receiver is integrated in a similar manner as Bluetooth receivers in mobile phones.

The system would operate separately from GSM or 3G services as users would receive content as it happens – like normal TV - as opposed to on demand.



Handset

The system is currently being trialled on the Nokia 7700 with TV reception coming from a battery accessory called Nokia Streamer (i.e. the DVB-H receiver). Neither is commercially available, but Nokia's first Mobile TV device based on Series 60 Platform will be commercially available in 2006.

November 2004

Benefits for viewers

According to the European Interactive Advertising Association, television represents almost half (41%) of people's media consumption. Making television accessible on a mobile device means bringing familiar and popular content to people wherever they are.

A recent survey conducted by BMCO (Broadcast Mobile Convergence) in Berlin found that 80% of people would be interested in the idea of accessing TV via their mobile phones and would pay for such a service.

Benefits for the industry**TV Companies / Producers**

- Re-use of popular content and new distribution platform, plus additional revenue opportunities
- Opportunities for new content / format - specifically made for mobile TV

Advertisers

- Additional outlet for communicating brand messages

Mobile Operators

- Excellent service that will interest their customers and provide opportunities for interactive services

Broadcast Network Operators

- Fits incrementally into their broadcast services portfolio and represents a natural growth opportunity

Who is involved in bringing Mobile TV to market?

In September 2004, Motorola, NEC, Nokia, Siemens and Sony Ericsson announced their co-operation in the Mobile Broadcast Services work started under Open Mobile Alliance (OMA) to specify the enablers needed to bring broadcast services to mobile devices and open up the market for new exciting mobile services and terminals.

In Germany, Nokia, Philips, Universal Studios and Vodafone have joined forces to create the bmco project group, a joint project to explore the new opportunities surrounding Mobile TV.

When will Mobile TV services be commercially available?

Mobile TV services are already being introduced in Japan (although using different technology) while in Europe the market for commercial broadcast services is expected to start to during 2006.

In the UK, ntl's Broadcast division and O2 have announced the UK's first usability trial of multi-channel television to mobile phones.

In Finland, broadcast, content and mobile communications companies, including Nokia, have come together to implement a pilot that will test a commercial broadcast service for mobile devices.

In the United States, Crown Castle and Nokia will pilot DVB-H technology in order to bring TV-like services to mobile devices. The pilot has started in October in the Pittsburgh, PA, area and it aims to prove and test the feasibility of DVB-H technology and related service systems in the United States. Later on, the pilot will be expanded to test consumer experiences and acceptance of mobile phone TV service.

For further information on Mobile TV, please visit:

<http://www.nokia.com/nokia/0,,57503.00.html>