

Mobile TV

Experiences from the Finnish Pilot

Workshop on Mobile Broadcasting
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Use Contexts for Mobile Video Services

Broadcast

"The same content
for everyone
at the same time"

On-demand

"My content just
when I want it"



Download

"Saving content
for later use"

Communication

"Enhancing the
phone call"



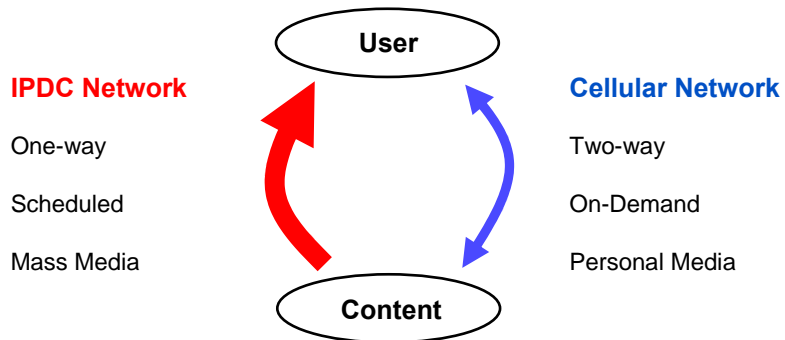
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IP Datacast supplements the Cellular Network



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More Channels in Mobile TV MUX

IP & DVB-H

Small Screen:

150-300 kb/s per Channel
→ 30-50 Programs per Multiplex



MPEG-2 & DVB-T

Big Screen:

5 Mb/s per Channel
→ 3-4 Programs per Multiplex



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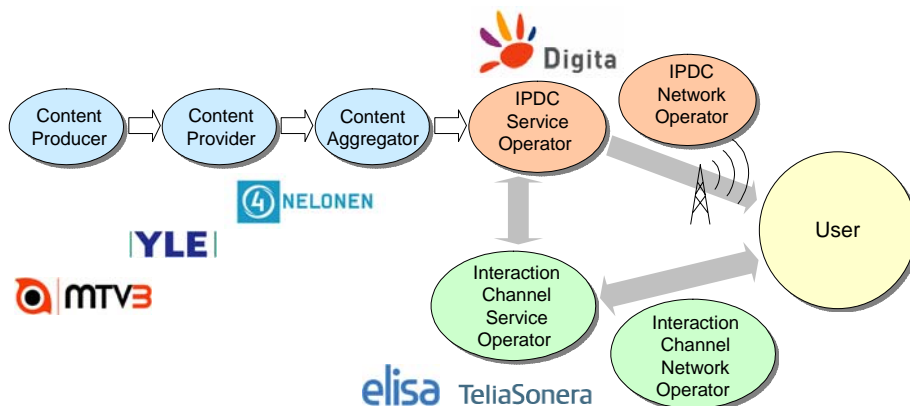
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Finnish Mobile TV Pilot in a Nutshell

- Covering Helsinki metropolitan area
- 500 pilot users of two mobile operators
- Using Nokia 7710 mobile device with DVB-H receiver
- Access to domestic TV channels and premium services, foreign theme channels and services especially made for mobile TV
- The pilot users paid for using the services:
 - Basic network access fee, 4,90 Eur/month
 - Subscriptions to premium services and events
 - Basic TV channels nevertheless still free to air



Value Chain of Finnish Mobile TV Pilot



Pilot User Groups

- "Active Users" (ca 100 persons)
 - Watched mobile TV twice a week, about 30-40 minutes per session
 - Approximately 85 % of total viewing volume
- "Light Users" (ca 100 persons)
 - Watched mobile TV once a week, about 10 minutes per session
 - Approximately 10 % of total viewing volume
- Others (ca 100 persons)
 - Little usage of mobile TV
 - Less than 5 % of total viewing volume

Source: Finnpanel Oy



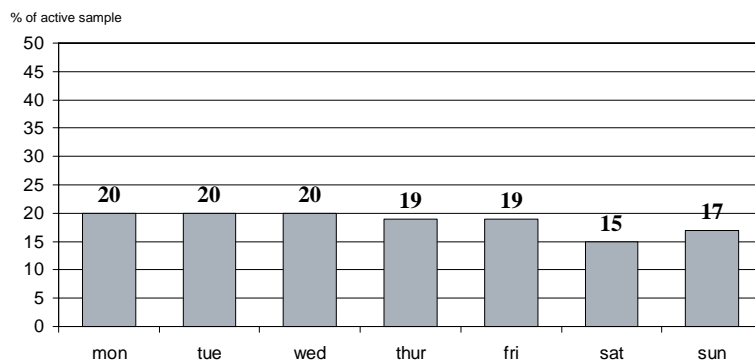
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Mobile TV Viewing on Separate Weekdays



Source: Finnpanel Oy

Active sample size between 255 and 351 during the whole period (April-June 2005)



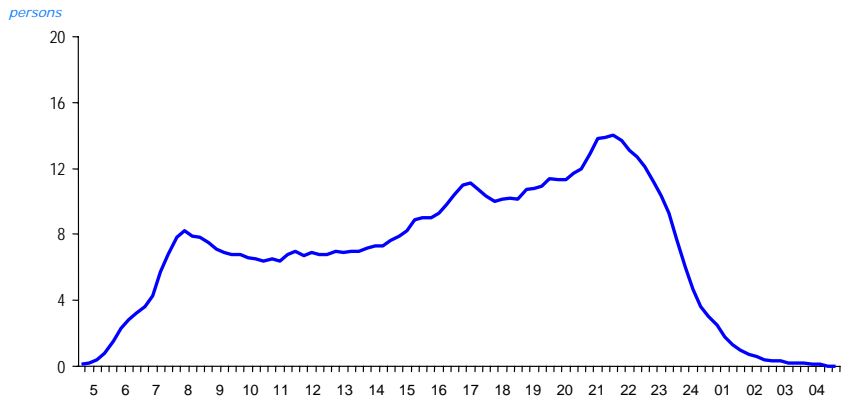
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Mobile TV Usage on Average Weekday



Source: Finnpanel Oy

Active sample size between 255 and 351 during the whole period (April-June 2005)



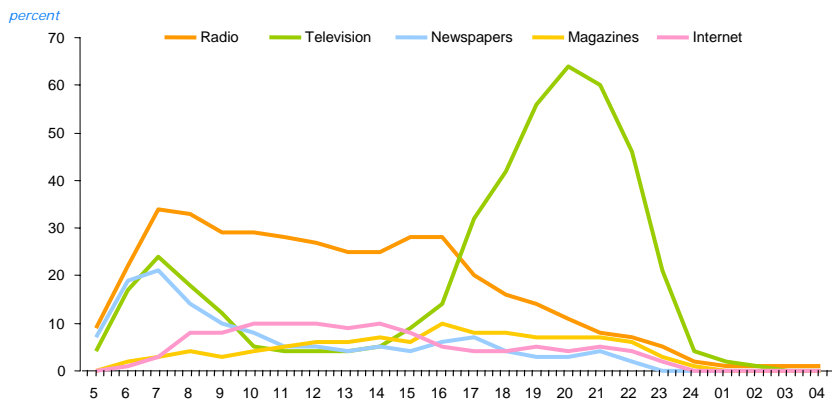
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Compared with Other Media



Source: TNS Gallup, Intermediatutkimus 2004



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Audience Shares in June

- Domestic Brands 75 %
 - TV1, TV2, MTV3, Nelonen, Subtv
- Sports Channels 10%
 - Urheilukanava, Eurosport
- News Channels 7%
 - CNN, BBC World, Euronews
- Others 8%
 - MTV3 Extra, Viva Plus, Fashion TV, IndicaTV

Source: Finnpanel Oy



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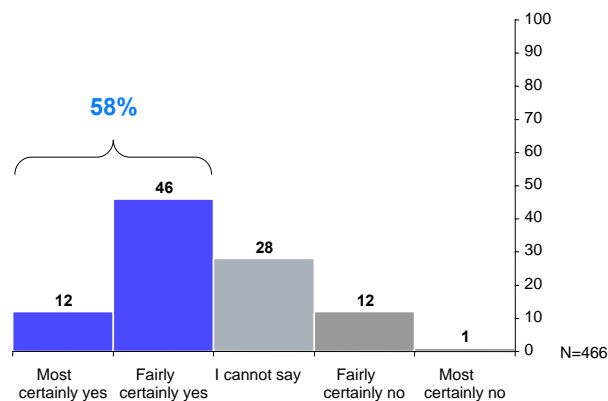
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Will Mobile TV become Popular ?

- **Yes** – assuming that functionality, pricing and content are in-line with consumer's expectations
- More than half (58%) of the pilot users believe that Mobile TV will become popular in the future



Source: Research International



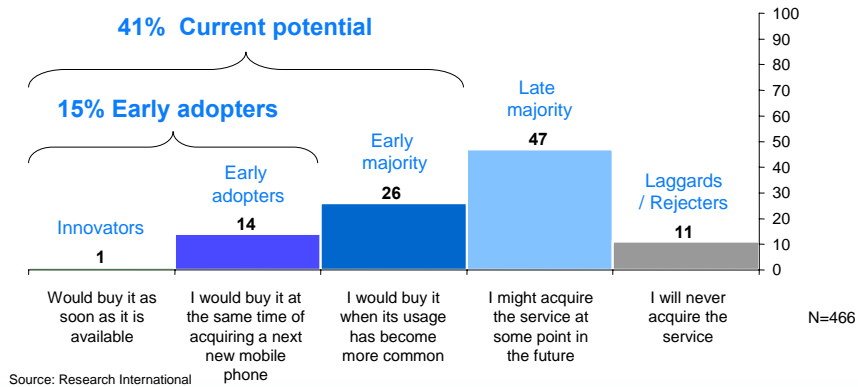
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Innovation Adoption Curve



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Typical Early Adopter of Mobile TV



Source: Research International



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Core Factors in Service Adoption

Satisfaction of Content

Suitable content plays a critical role in service adoption

Usability of the Mobile-TV Service

Easy and intuitive service usability provides a foundation for service adoption

Technical Performance & Reliability

Good technical functionality and reliability is needed for a positive user experience

Handset Usability & Acceptance

High satisfaction with the phone provides a good foundation for the application trial

Source: Research International



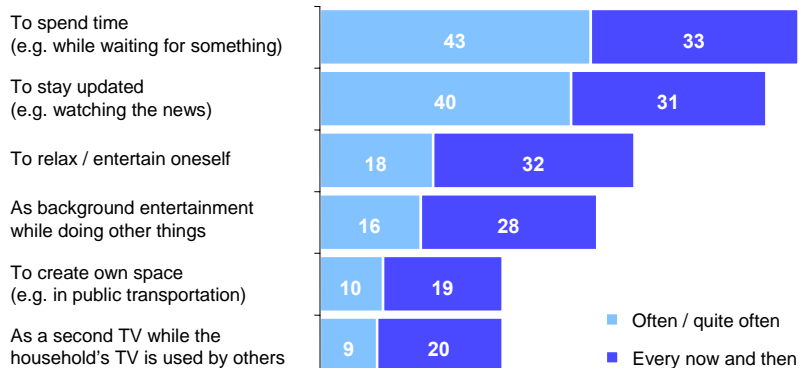
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Mobile TV used to pass time and stay updated



Source: Research International

N=466



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Key Findings of the Finnish Mobile TV Pilot

- 58 % of the pilot users think Mobile TV will become popular
- 41 % of the pilot users are potential buyers of the service
- 7 % of the pilot users subscribed to premium services
- Sports, news and entertainment – ad-hoc and anywhere
- Mostly used on public transportation, at home or at work
- The pilot users watched Mobile TV 5 - 30 minutes a day
- "Mobile TV can't add more than 50 € to price of new phone"
- "5-8 €/month would be a reasonable price for Mobile TV"
- Monthly fee favoured pricing model



Finnish Mobile TV Pilot Services by Elisa

- Video Clip Playlist
 - Communities send and schedule video clips, and offer additional services for interaction channel
- Local MMS News
 - Users send their own pieces of news, i.e. videos, images or texts, from their camera phone
- Enhanced Radio
 - Visual elements, e.g. artist images and additional information, automatically combined with regular radio



Possible Trends 2005-2010

- From “content flow” to “content lake”
- Citizen publishing
- Consumer empowerment
- Video search engines
- Portable video consumption
- Interactivity part of broadcasting
- Profiled program guides
- Peercasting

Source: ETNO



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Opportunities for Mobile Operators

Additional value for Mobile TV:

- [Transparent interactivity](#)
- [On-demand additional services](#)
- [Mobile Triple Play](#)
- [Community Communication?](#)



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