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«Workshop on mobile broadcasting - Technological developments, market opportunities regulations and policy

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Objectives

- Gathering market players and Public Institutions in a powerful Think Tank
- Coordinate the debate on the better conditions of development of Mobile TV
  - 3G, Broadcast and VOD
- Promote Mobile TV with Public Institutions to facilitate its development

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Members

Alcatel
Alliance TICS
Antalis TV
BenQ
Bouygues Telecom
Canal +
CISCO
Coriolis Telecom
DiBcom
Envivio
Eutelsat
Expway
France Televisions
Intel
Iwedia
Lagardere
M6
Mediametrie
MediaTVcom
Motorola
NEC
Nokia
NRJ
Orange
SACD
Sagem
Samsung
SFR
Siemens
SoPleased
Sporever
Streamezzo
TDF
TF1
Thomson
Towercast
TPS
VDL
Vivendi Universal

- Towards an European Dimension with *bmco*forum

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Working Group 1 – Spectrum & technology

GT1

- Spectrum
  - Identify the barriers (Technical, Regulatory)
  - Remove those barriers when possible
  - International coordination
- Technologies
  - Based on global standards: condition to create a mass market
  - to be adopted globally by Market Players and promoted by Institutions to foster economy

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Working Group 2 – Benchmark & Experiences

GT 2

- Identify the best practices
  - Technologies
  - Services
  - Contents
- Understand the models
  - Economy of network players
  - Economy of content players
- Pilot Project in France
  - 3G
  - DVB-H
  - T-DMB

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Working Group 2 – Benchmark & Experiences

GT 2

- 3G / Figures provided by Orange and SFR in France
  - Orange :
    - 22,3 millions sessions in 2005
    - 4,5 in December – 30 minutes / session
    - 300.000 active costumers (base 1.2 million clients in 3G)
    - 53 channels
    - "Risk of saturation of 3G Network in 2010 / 2012" (Orange CEO)
  - SFR :
    - 4,3 millions sessions en 2005 / 1,2 in December
- DVB-H experiment with TDF, Safran, Orange, SFR, TF1, France Television,
  - Experiment on 400 users
  - 180 minutes / month
  - 16 minutes / Session
  - Rush hour : 10:00 PM to 12:00 PM

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Working Group 3 – Devices & Networks

GT 3

- Devices and Networks
  - Devices
    - Devices Technologies for 3G / Broadcast / VOD
    - Energy issue (>3h)
    - Ergonomy
      - Screnn Size, sound quality, keyboard, antennas, add-ons …
  - Networks
    - Technology convergence
    - Return channel for Broadcast technologies
    - Regulatory issues (Who control what ? Access allowance …)

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Working Group 3 – Devices & Networks

GT 3

Software Aspects	Téléphone	TV
• Operating System (Symbian, Windows, Linux, Propriétaire)		
• Compression (H263, H264)	H264	H264
• Video streming	25 images/sec	25 images/sec
• Middleware (JAVA, BREW, WIPI, Open TV, MHP, M3W…)		
• Interactive system (XHTML, MHEG, MPEG4/BIFS, MPEG4/Laser, Flash, SVG)	Studies in process	Studies in process
• Local applications (browser, games, PDA features …)	Games	Games
• Content protection (CAS, DRM, SmartCard)	standardization strongly expected	PayTV Model
• Channel switch	max 4 sec	1 sec
• Data acquisition for EPG		broadcast channel

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Working Group 4 – Cooperation 3G/Broadcast/VOD

GT 4

- Same players facing to a multi-channel distribution
  - 3 technologies, 3 opportunities : 1 coherent answer
- Convergent issues
  - Network technology
  - Software
  - Devices
  - Contents
  - Regulation

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Working Group 5 - Regulation

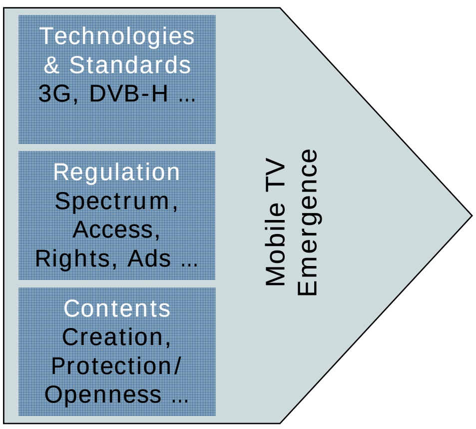
GT 5

- Regulation
  - Convergence
  - Rights management
  - Advertising
- Relation with European Commission
- Relation with other Forum or Think Tanks
- Advertisement

Challenges now

- Facing to main risks
  - National spectrum management issues
  - Infrastructures not open to service providers enough
  - Too barriers to access the market for content players
  - Cost of infrastructure & devices too high due to too many standards …
- If Europe doesn't create that market, others will do … for us
- TV Mobile stakes more important than Voice Mobile in 1990/1995

We need an European vision



Convergence

- Opportunity to create a Mass Market in Europe
- Opportunity for European Economy
  - Content
  - Services
  - Industry
- Risks to be just at the end
  - of the chain
  - of the value chain

International competition