

Mobile TV

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Statements

- Arqiva's and O₂ Oxford trial, and other trials around the world show there is clear demand for TV and Radio while mobile over broadcast technologies
 - 16 plus TV services
 - National and local radio
- We must have cost effective networks and efficient use of spectrum
- It would be best for Europe from a market proposition if the same handsets can be used in each member country
- The technologies must allow many business models to be constructed, so highly flexible
- The ability to present content from different delivery mechanisms as a seamless experience on the end device, alignment between broadcast and cellular transport.
- The laws of physics show that UHF is the sweet spot for mobile networks to hand held devices due to good propagation and receive antenna size.
 - VHF is the best from the cost of the network but receive antenna on device has to be external.

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UHF (UK)

- Mobile TV is not the only service looking at UHF
 - More terrestrial DTT both SD and HD wants access to this spectrum
 - So the regulator has to consult slowing down the process
- Mixing different topology networks in the same band is not trivial
 - DTT uses 10 m receive height, high sites and high power
 - Mobile TV 1.5 m receive height, sites in the sub urban areas and low power
 - Do they mix?
- The release blocks from analogue switch over will not become free until 2012.
- Accelerating analogue switch off is not trivial
 - RRC06 complete (hopefully) this year
 - 1100 sites which need to have antenna modifications or new antennas
 - The majority of the 25,000,000 homes in the UK still use analogue sets in bedrooms and still 5,000,000+ homes are analogue only
 - We have a major education process to go through with the UK population
 - One of the major complaints to UK MPs is about TV stations going off air



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If we want mobile TV in the UK pre 2012 what do we do?

- Look at alternative spectrum?
- Accelerate analogue switch off?
 - This will take one to two years even to consult on
- Used interleaved spectrum?
 - This will take one to two years even to consult on and will be difficult to achieve during the analogue switch off programme

What do we do?



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- Thanks Simon Mason



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