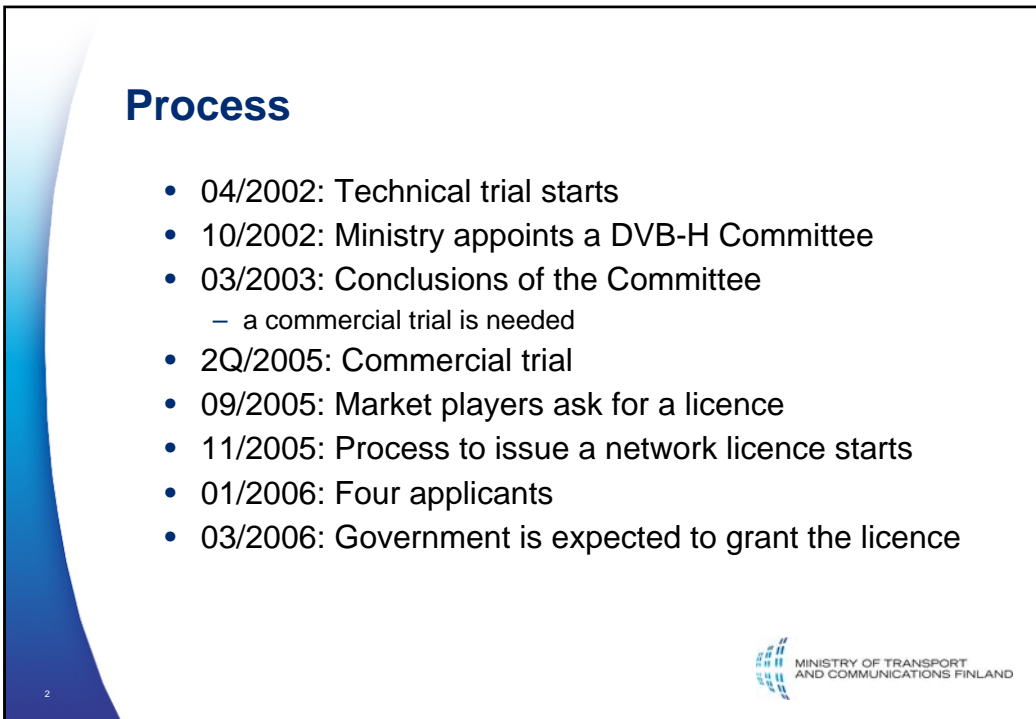




DVB-H in Finland

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Process

- 04/2002: Technical trial starts
- 10/2002: Ministry appoints a DVB-H Committee
- 03/2003: Conclusions of the Committee
 - a commercial trial is needed
- 2Q/2005: Commercial trial
- 09/2005: Market players ask for a licence
- 11/2005: Process to issue a network licence starts
- 01/2006: Four applicants
- 03/2006: Government is expected to grant the licence



Challenges

- Technological convergence vs. legislation
 - Network operating licence
 - Programme licence
 - lighter procedure in DVB-H in the future?
 - Broadcasting vs. 3G mobile communication
 - point-to-multipoint?
- Business models need to be developed further
 - Pay per Programme?
 - Billing (mobile phone, e-invoice, etc.)?
 - Roles of the stakeholders?
- IPR
 - Does the content remain the same if delivered through a different media?

Conclusions

- Support to a European standard
- Support to European innovative business models
- The challenges can be met
- EU-level frequency harmonisation is needed
- A promising new business area
- Creation of a pan-European market is possible