



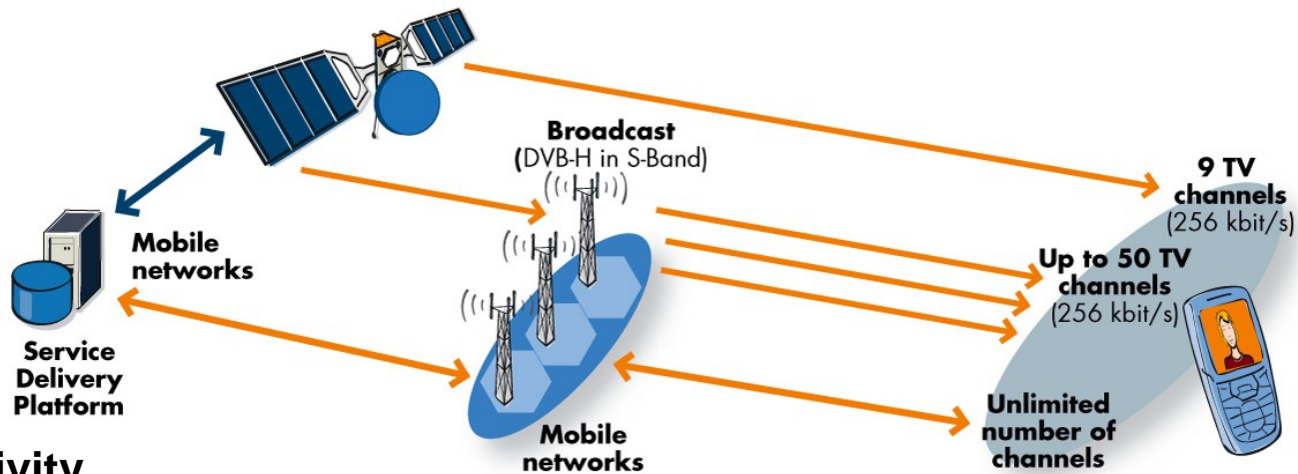
Promoting and diversifying mobile content
Benefits of DVB-H in the S-Band

Eric Lenseigne, VP Public Affairs, Alcatel Mobile Broadcast
ITU Workshop - 22 June 2006

Diversifying mobile content with Unlimited Mobile TV



- ▶ Unlimited number of TV channels
- ▶ Unlimited coverage (including “indoor”)
- ▶ Unlimited audience
- ▶ Unlimited usage



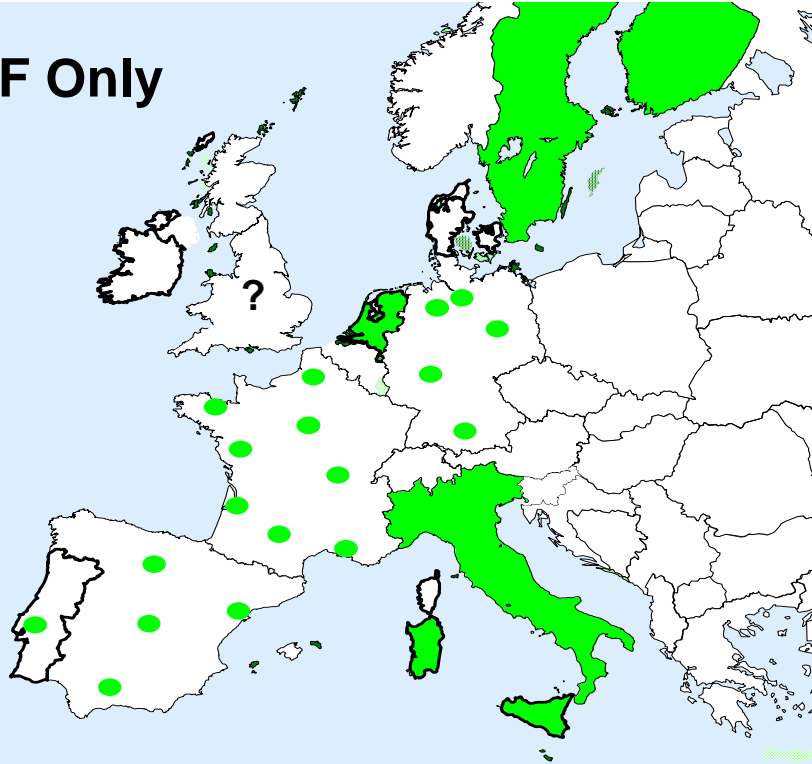
- ▶ Interactivity
- ▶ Personalization
- ▶ Rich media services



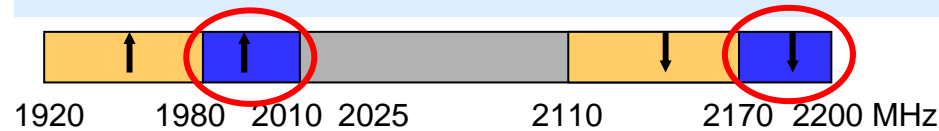
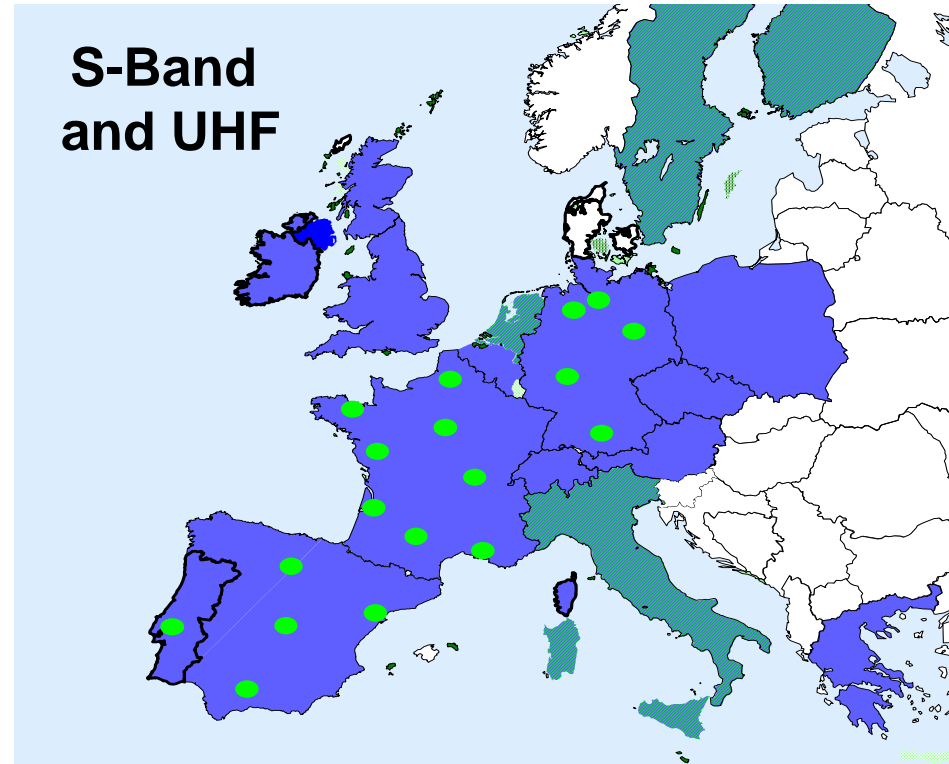
Spectrum availability before analog TV switch-off

■ UHF spectrum available ■ S-Band spectrum available

UHF Only



S-Band and UHF



■ Satellite IMT2000 FDD European allocation
■ Terrestrial IMT2000 FDD European allocation

DVB-H in S-Band

Significantly less expensive than in UHF



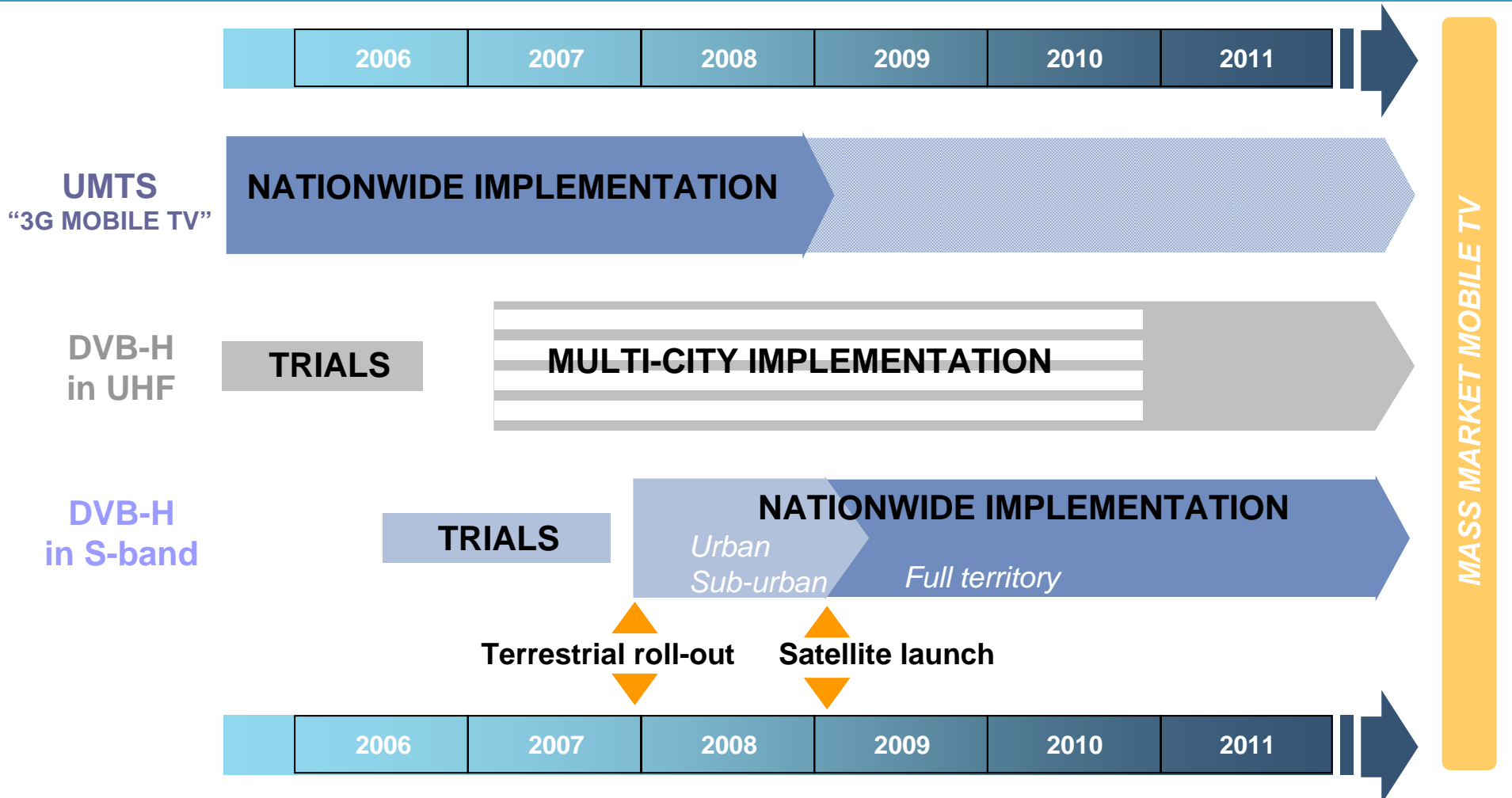
Low power
cellular antenna
(2G/3G & DVB-H
in S-Band)

High power
UHF antenna
(TNT &/or DVB-H)

Photo Stéphane LE GOFF - 2005

SCHEDULE

Fast track to mass market Mobile TV



For more information on Alcatel Mobile TV



▶ www.alcatel.com/mobiletv

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B R O A D E N Y O U R L I F E

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