

Towards international coordination and global dialogue

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**The regulation environment for
future mobile multimedia service**

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Challenges in Mobile Broadcasting

Bringing together different industry sectors

- Telecommunications,
- Television
- Entertainment

Problems

- Different interests
- Different position in the value chain
- Different business models
- Different experiences
- Different user views (e.g. on interactivity)
- Different technical approaches (e.g. DRM)
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Challenges in Mobile Broadcasting

Bringing together different technologies

- DMB, DVB-H, MediaFlo, NTSC, ISDB-T, Chinese approaches
- DRM (open framework, 18C, DRM 2.0)

Targets:

- Overcome technological fragmentation
- Interoperability
- Economy of scales
- World-wide seamless services
- User advantages

Challenges in Mobile Broadcasting

Solving of spectrum availability

- VHF,
- UHF,
- L-Band,
- S-Band

Target

- Ease handset design
- Economy of scale

Challenges in Mobile Broadcasting

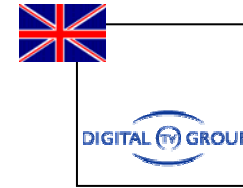
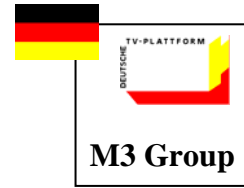
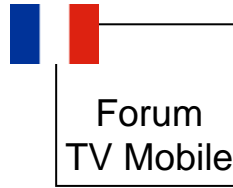
Bringing together Business Models

- MNO-centric
- BNO centric
- Broadcaster centric
- Public vs. private broadcasters (FTA, PAY-TV)

Targets:

- Enable business in general
- Enable world-wide services

Mobile broadcast landscape



European Mobile Broadcasting Council

Initiated by bmcoforum, EBI, DIF and GSM Europe

Free for participation of any stakeholder

Kick-off: July 11th, 2006 in Brussels

Draft work stream (to be decided at the kick-off):

- Spectrum – suitability of different frequencies; timing of availability; allocation methods; prospects for 'roaming';
- Technology – infrastructure requirements and timelines for development and funding; chip issues; standardisation; interoperability in relation to consumer devices and vertical versus horizontal market approaches; DRM, and IPR;
- Implications for the Framework Directive etc and other EU regulatory regimes.

About **bmcoforum**

"Broadcast Mobile Convergence Forum" is an

international non-profit industrial association

to accompany and support the development of an open market for mobile broadcast services

Work items 2006

1. Regulation and spectrum lobbying
2. DVB-H terminal interoperability
3. Bearer technologies
4. Broadcast Network structure and coverage expectations
5. Generic business models
6. National trials
7. Content formats and services
8. Outlook 2010

61 mobile broadcast focussed industry companies and consortia from all parts of the value chain!

Merged with IPDC Forum

Contact

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