

# GSR 2008 Discussion Paper

Comments are welcome and should be sent by 13 April 2008 to [GSR08@itu.int](mailto:GSR08@itu.int)



Telecommunications Management Group, Inc.

## GSR 08: Session 7 **IPTV and Mobile TV**

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# What is IPTV and Mobile TV?

## IPTV

Ability to offer a variety of video and interactive services over an IP platform, typically viewed by the consumer via a television

## Mobile TV

Ability to offer video services via a cellular network (i.e., 2G or 3G networks) or a one-way dedicated broadcast network

### Potential Services:

- Live television channels
- Video on Demand (e.g., movies)
- Pay-per-view live events (e.g., football)
- Radio stations
- IPTV - Personal video recorder (viewer can watch programming at time and manner of own choosing)
- Mobile TV – multimedia functions – camera, video recorder, music player

# What Issues and Challenges are Presented by IPTV and Mobile TV?

✓ Classification

✓ Licensing

✓ Existing Frameworks

✓ Institutional Frameworks

# Classification of IPTV and Mobile TV

IPTV

Mobile TV

Broadcasting, telecom or  
information services?

Should a technology neutral  
approach be followed -  
services regulated the same,  
regardless of the platform or  
device?

Should broadcasting regulations  
be modified to include IPTV  
and mobile TV?

Should regulatory classification  
be based on control and  
interactivity?

Should services be exempt  
from regulation or subject to  
less regulation until market  
develops?

# What Licensing Requirements are Imposed on IPTV and Mobile TV?

- Does the regulatory framework require such services to be subject to licensing?
  - Different approaches
    - License requirement may vary based on service being offered (e.g., live television or video-on-demand)
    - Licensing IPTV as a pay television service (e.g., Hong Kong)
    - Creating a new category of licenses for such services (e.g., South Korea, Pakistan)
    - Requiring a provider to obtain broadcasting and telecom licenses (e.g., Pakistan, Hong Kong SAR, Singapore)
    - Allowing provision of IPTV or mobile TV if operator already holds carrier license

# Does the Legal and Institutional Framework Facilitate the Deployment of these Services?

- Are there market entry barriers on incumbent telecom providers that impede their ability to provide video services (e.g., cross-ownership and joint provision restrictions)?
- Does it make sense to apply existing regulations, such as access obligations, to incumbent providers?

# Does the Institutional and Legal Framework Facilitate the Deployment of these Services?

- Are there foreign ownership restrictions that impede investment in such services (e.g., different foreign ownership caps on telecommunications companies versus broadcasters)?
- Should all content regulations applicable to broadcasters be imposed on such providers?
- Are providers under the jurisdiction of different government authorities and subject to different requirements?



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**Thank you!**  
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