

# THE FUTURE OF CABLE TV

25 TO 26  
JANUARY 2018

ITU HEADQUARTERS,  
GENEVA, SWITZERLAND

**Mobile TV as part of a converged offering**

25 January 2018 (Session 3)  
Peter Walop



# Agenda

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## Topics

1. Technical perspective
2. Consumer perspective

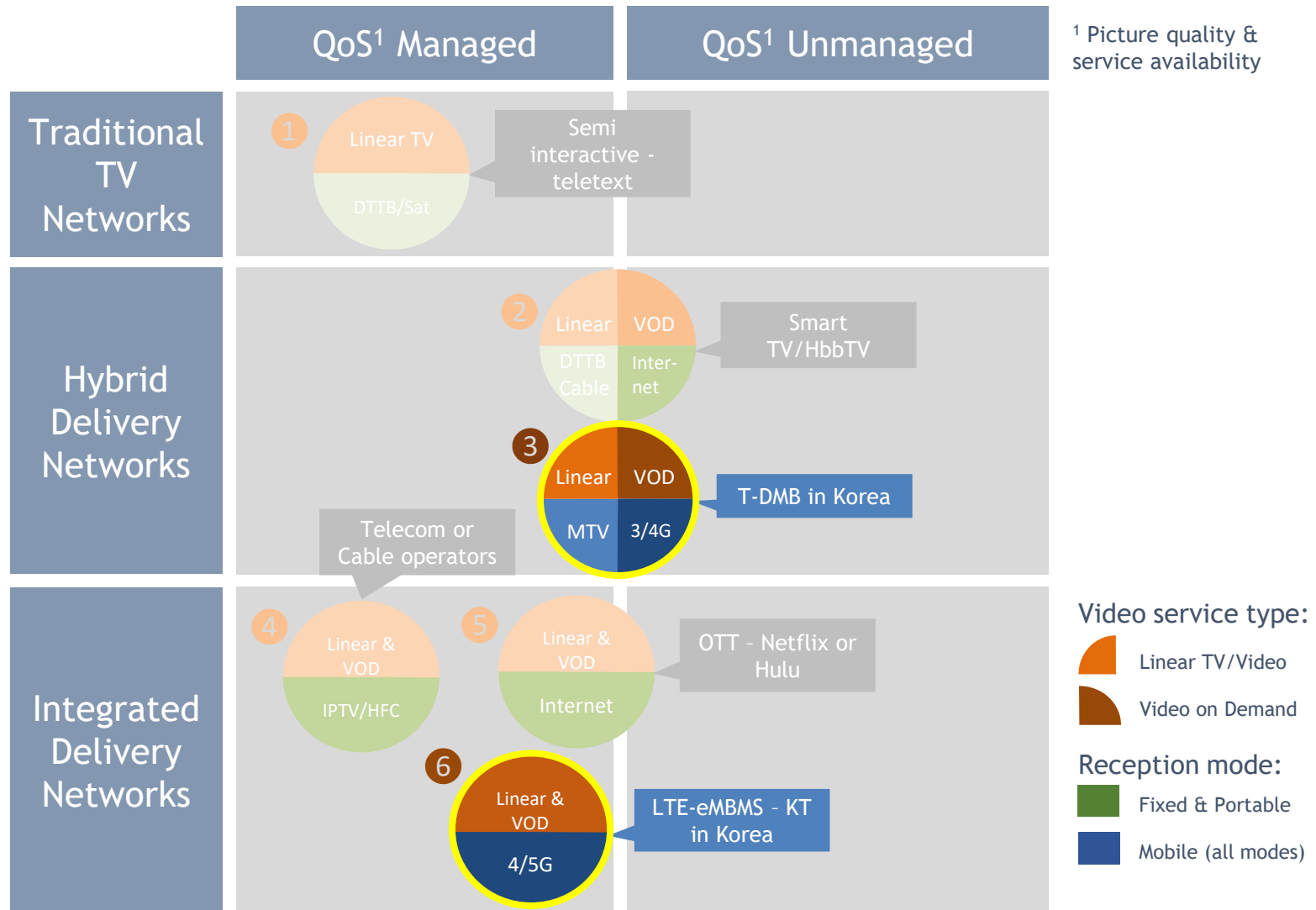


# 1. *Technical perspective*



# 1. Technical perspective

## Two approaches

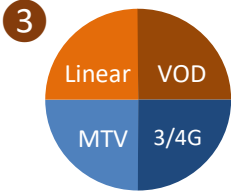


Source: ITU

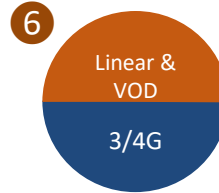


# 1. Technical perspective

Functionality (almost) the same



Source: KBS

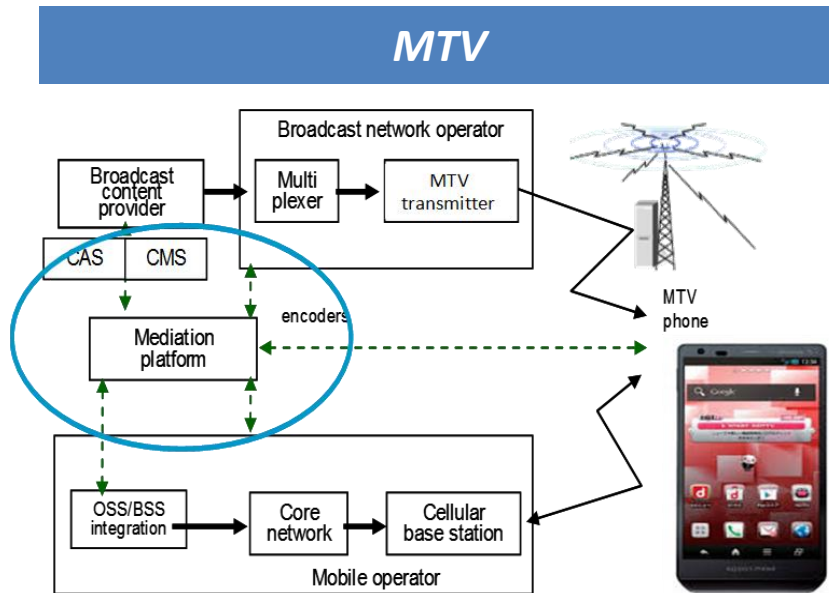


Source: KT



# 1. Technical perspective

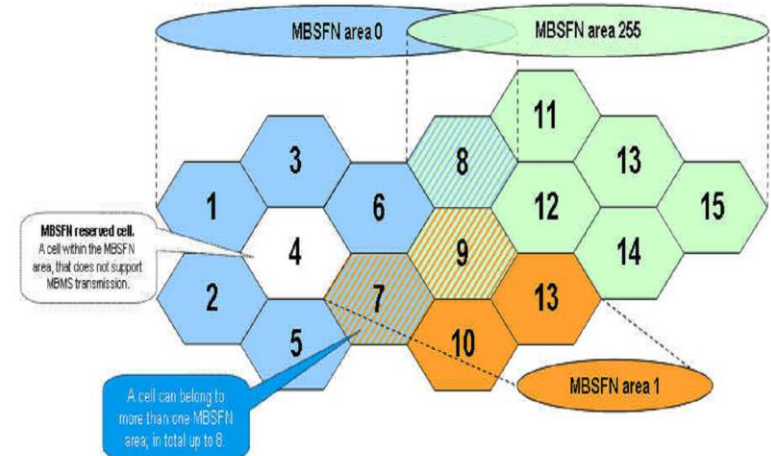
Technical rationale the same



Source: ITU

- Like digital radio & TV networks
- CAS often DRM based
- Mediation platform
- In-band systems can switch between base service & MTV

## LTE-eMBMS



Source: 3GPP

- eMBMS is LTE system's evolution for broadcasting (based on LTE-A)
- Flexible switching between *unicast* and *broadcast* mode (per system cell and time period)

Technical rationale: off-loading video traffic



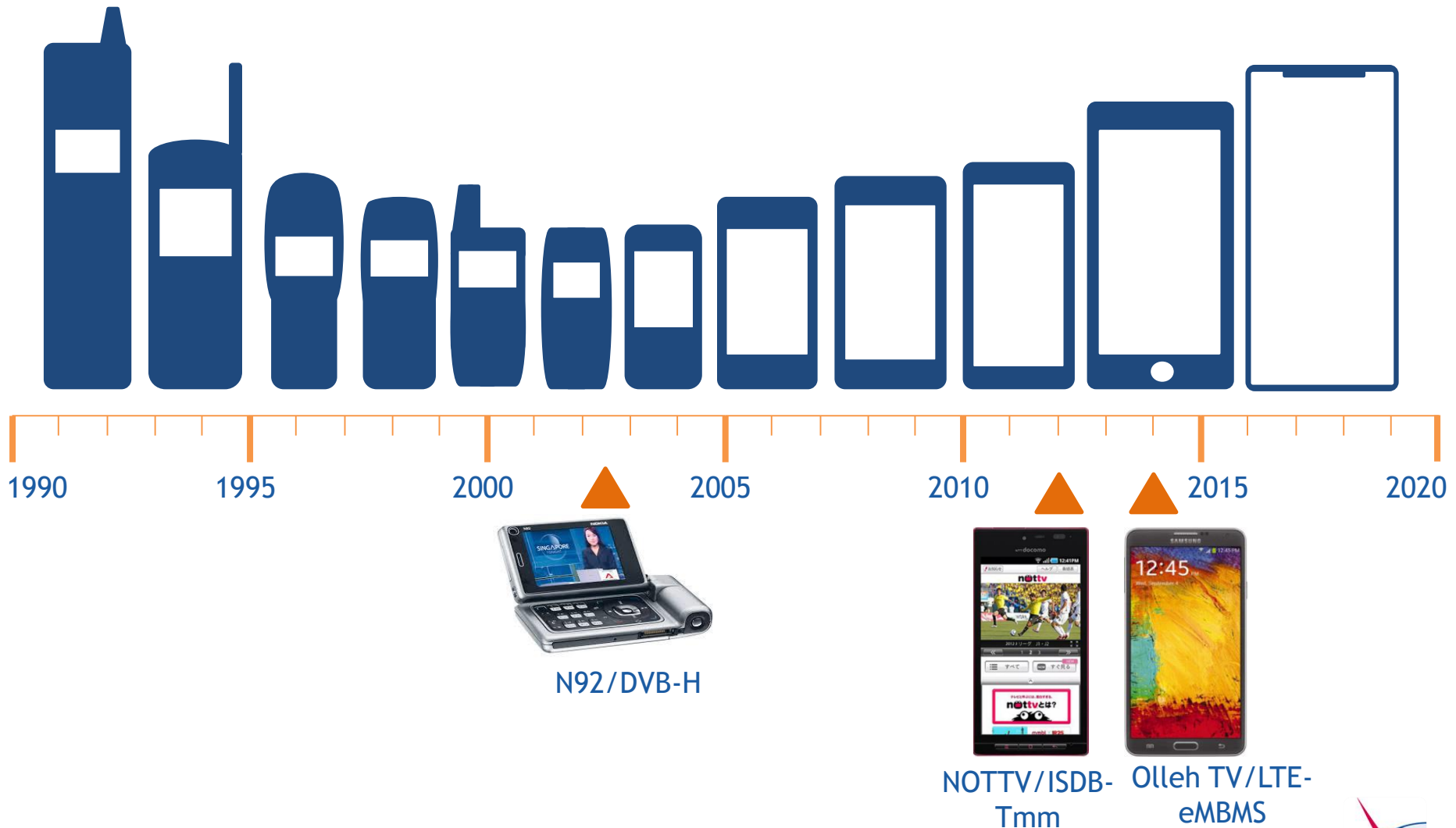
## 2. *Consumer perspective*





## 2. Consumer perspective

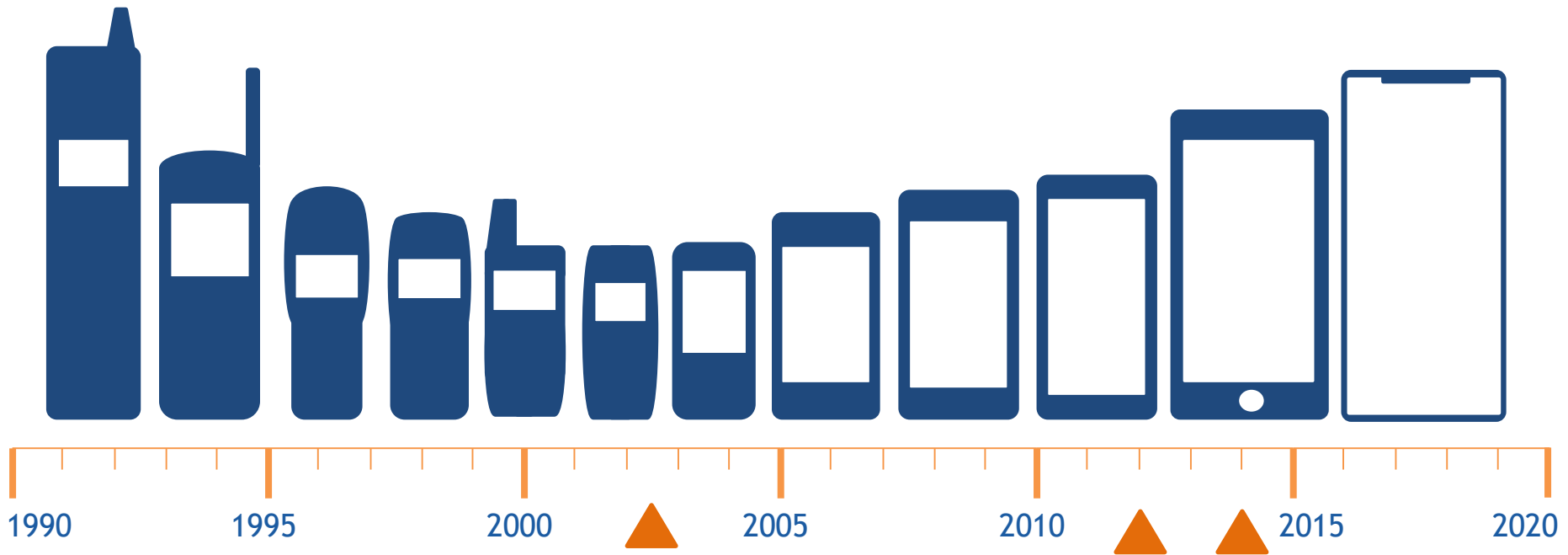
*Mobile TV not limited any longer by technology*





## 2. Consumer perspective

*ICT consumption patterns have changed*



Pope Benedict XVI



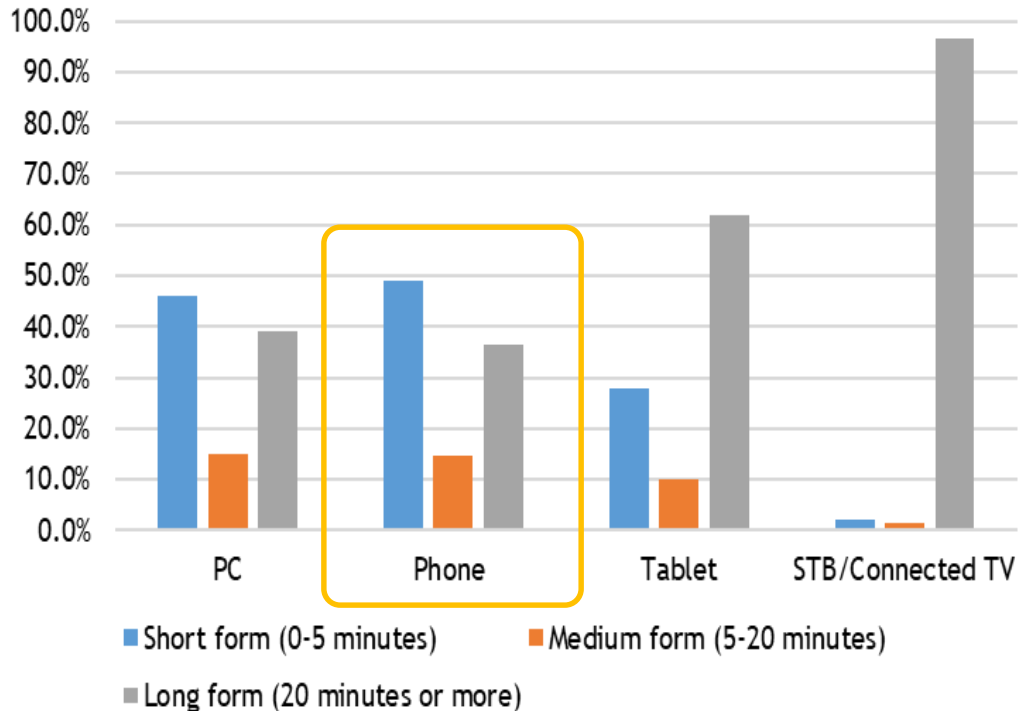
Pope Francis



## 2. Consumer perspective

Mobile TV is supplementary

### Video Minutes per Session per Device Type



Source: OOOYALA Global Video Index Q2 2017, adapted

- How many VOD/Linear TV sessions?
- Is demand restricted by available capacity and/or price?
- Is demand for Linear TV on mobiles distinct or subset of premium content (= spikey demand)?



- No need for broadcast based solutions
- Mobile watching does not cannibalize TV revenues
- Mobile watching can only supplement TV revenues

