EU Workshop on Mobile Broadcasting
Brussels February 23th

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Vice-Chairman bmco forum

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Why bmco forum has been created in 2005

_ **All the industries involved in the value chain (content providers, agregators, mobile telecommunication and broadcast network operators, silicon,infrastructure and terminal equipment manufacturers) have identified :**

- that the window of opportunities is open to form a new market thanks to convergence between mobile and broadcast worlds

- that mobile broadcasting trials has been and are still conducted everywhere world-wide,in which a number of the above industries are already involved and that launch of commercial services in Europe are already foreseen

- that they had to join forces because of the need to take appropriate actions in the economical, technical and regulatory domains in order to make sure that a ground solid enough to allow the development of large viable business be established

_ **This why they have created the bmco forum**

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Who are bmco forum members

_ Content creators and aggregators
_ Service providers
_ Mobile network operators
_ Broadcast network operators
_ Silicon, platform and terminal vendors

The bmco forum is currently counting 42 members and is in a process to be joined by the IPDataCast forum in the coming weeks.
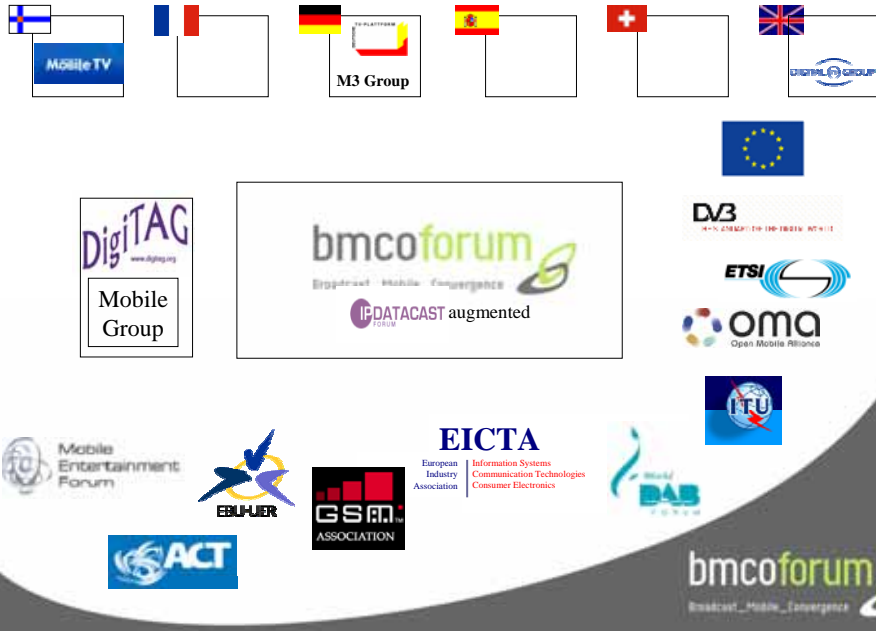
After being augmented by the IPDataCast forum, the bmco forum will count about NNN members including : alcatel, Siemens motorola Nokia, T-Mobile, TDF,Abertis Telecom,National Grid,Arquiva, Swisscom, Philips, Scharp, LG,Teracom ...

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Present areas of work of bmco forum

_ **Regulation Domain**

 (1) Regulation

_ **Technology Domain**

 (2) DVB–H terminal interoperability

 (3) Bearer technologies

 (4) Broadcast Network structure and coverage expectations

_ **Business Domain**

 (5) Generic business models

 (6) National trials

_ **Content Domain**

 (7) Content formats and services

Collaboration with National Fora wherever they exist is of course well foreseen, in order to make sure of the consistency of respective actions towards politicians, trade associations,regulators and European Union.

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Cooperation with other organisations

Mobile TV

M3 Group

DIGITAL GROUP

DigiTAG
Mobile Group

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IP DATACAST augmented

DVB

ETSI

oma
Open Mobile Alliance

ITU

Mobile Entertainment Forum

EBU·UER

GSM ASSOCIATION

EICTA
European Industry Association | Information Systems Communication Technologies Consumer Electronics

World DAB Forum

ACT

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Where are we coming from and where we are

_ Reminder of european collaborative projects(CISMUNDUS, INSTINCT, DAIDALOS…)

_ Reminder of Market studies in various european countries(Finland, France, Sweden, UK…)

_ Reminder of Pilots worldwide

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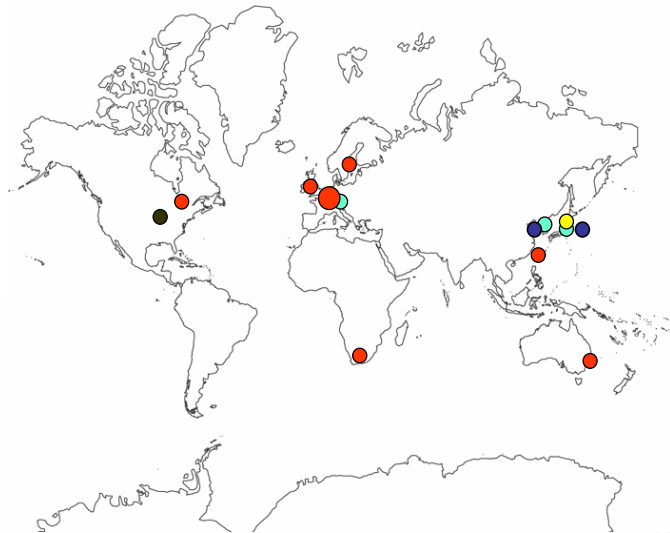
Some Key findings of european pilots

Germany(bmco pilot)

Finland

UK

France

Spain

And Italy with the olympics, and Germany with the world cup will improve assements of users'demands

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TV on mobile trials worldwide

Legend:
- ISDB-T (yellow)
- DVB-H (red)
- T-DMB (cyan)
- S-DMB (blue)
- MediaFlo (dark)

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Trials in Europe

● DVB-H
○ T-DMB

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However some points need to be finalized in the following areas

__Technical
  • interoperability… bmco is active for helping to finalize these issues(cf demo@ 3GSM)
  • indoor coverage need to be better handled(bmco is helful thanks to pilots technical results)

__Business
  • Articulation between key actors(audiovisual and telcos) has to be worked on but will be solved at least on a case by case basis(cf Finland, Italy, Germany) . Bmco and national fora are helping

__Regulatory and spectrum issues
  • This is something the actors bmco and national fora can certainely draw the attention on , but to create a european market, action at the EU level is necessary

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Recent bmco activities in the regulatory domain

_workshop at ERO in Copenhagen

_Meeting at bmco offices with

_Remind meeting with RSPG offices(Brussels)

_ Meeting with Mr Kurth

And of course today 's workshop which is very welcome and appreciated by bmco forum

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BASIS FOR KEY MESSAGES (1)

Industrial products for the mass market cannot anymore be developped in an economically viable way when considering only national markets. Regional market or at least subregional must be the minimum goal. This means that in our case, for such products, we have to think at least terms of the European Union size of market.

TV towards mobile and nomadic devices is felt by the industry as an extremely promising opportunity, but it will be only able to be a real big success in Europe if conditions are met so that it can develop as a mass market

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BASIS for KEY MESSAGES(2)

Among the different issues that are subject of work within bmco, national fora , consortia and standardising bodies such as DVB and ETSI, it appears clearly that depending on the consistency, or the absence of it, from an european perspective, of the Radio Spectrum and Regulatory Policies that will be adopted in the different member states, the European Union will or will not be able to have a mass market for Mobile Broadcasting.

This is in particular due to the fact that there is a strong relationship between the frequency ressources that will be allocated for Mobile Broadcasting and the technologies they will allow to use

This is why we believe that there is a considerable risk of a large fragmentation of Europe among different choices for frequencies and consequently among a variety of associated technologies that would not create the basis for a european large market for the equipment manufactures, which would be faced to a variety of need for multifrenquency and multistandard mobile devices

_ Let us see how this would happen

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Some commercial services are already launched and some, in Europe, are nearly to be launched

_ **Japan S-DMB : launched October 04/around 10,000subscribers**

_ **Korea S-DMB : launched April 05/around 400,000subscribers**

_ **Korea T-DMB : launched December 05/around 100,000subscribers**

_ **Japan ISDBT : to be launched 1st April 06**

_ **USA DVB-H : to be launched June 06 ?**

_ **Europe/Finland DVB-H : to be launched end 06 ?**

_ **Europe/ Italy DVB-H : to be launched end 06 ?**

_ **Europe/ Netherland DVB-H : to be launched early 07 ?**

_ **USA : MediaFLO ?**

_ **Japan MediaFLO ?**

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But the future in Europe might be a nightmare if no harmonizing action is undertaken at EU level

What will probably be the european landscape of TV towards mobile in absence of harmonization?

Iin addition to previous launches we will probably see at least:
- T-DMB in VHF in the UK and may be in France
- DVB-H in UHF a number of EU member states, and possibly in Band L as well
- T-DMB in Germany in addition to DVB-H in UHF
- S-something in some countries
- MediaFLO in UHF in some other countries

Should this create a solid ground for mobile TV in Europe and in any case what a fragmented EU it would be!

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KEY MESSAGES(1)

In this context, the general objective being to achieve a harmonised deployment of mobile broadcasting in Europe, we strongly believe that there is a strong need for coordination at the eurpean level and threfore we would like to kindly invite the European Administrations within the RSPG and the European Commission to agree the following necessary national and European policies :

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KEY MESSAGES(2)

These messages will be further developed in the following session by the representative of the IPDC Forum

1. In 2006 to provide regulatory certainty of the frequency designation in the UHF bands in both for the initial services and for the full commercial implementation with the digital switch-over;

2. During the first half of 2007 where infrastructure and a variety of customer services are ready for commercial implementation to have spectrum designated for at least 1 MUX for DVB-H networks within the UHF bands ;

3. After 2008 to provide a minimum of 2 national coverage MUXes which are needed in accordance with market demands in a competitive marked framework that generates sufficient opportunities for all players in the value chain;

4. To ensure that the RRC-06 procedures and regulations for implementation of RRC-06 frequency plan will not hinder or delay DVB-H implementation in European countries

5. To initiate national consultations on the requirements for mobile broadcasting such as the recent consultation in Ireland and provide information about the national situation to the Commission.

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KEY MESSAGES(2)

These messages will be further developped in the following session by the representative of the IPDC Forum

1. In 2006:
   Provide regulatory certainty by reliable frequency designation for mobile broadcasting in the UHF bands both for the initial services and for the full commercial implementation with the digital switch-over;

2. During the first half of 2007:
   Ensure spectrum availability for at least one multiplex within the UHF bands for mobile broadcasting services in regions and areas with the highest consumer demands;

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KEY MESSAGES(3)

1. After 2008:
   Provide a minimum of 2 national coverage multiplexes which are needed in accordance with growing market demands and facilitate a competitive marked framework that generates sufficient opportunities for all players in the value chain;

2. Ensure that the RRC-06 procedures and regulations for implementation of the RRC-06 frequency plan are reflecting the spectrum needs for new mobile broadcasting services and suitable to support mobile broadcast implementation in European countries

3. To initiate European-wide consultations regarding the requirements and plans of national administrations for mobile broadcasting such as the recent consultations in various European countries. The general objective being to achieve a harmonised and user demand oriented (mobility without borders) deployment of mobile broadcasting in Europe.

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Some other issues that have also to be considered

Other regulation adjustments may be necessary, at least in some member states

- **Ex adjust the maximum number of services originated from a single content editor from where it stands for DTT in order to allow these same editors to broadcast their contents to mobile devices**

Check Right issues

- **simulcast of DTT**

- **Other formats**

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Conclusion

Bmco forum is encouraging the Commision to take appropriate actions in order to help the establishment of the necessary conditions for the strong development of a large europewide market for mobile TV and more generally Broadcasting services to mobile and nomadic devices

We are prepared to contribute to such a mission

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Thank you for your attention

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