Mobile TV Broadcasting

Description: Is the commercial breakthrough for mobile TV within sight? Mobile broadcasting services have already attracted tens of millions of viewers in Japan and South Korea. Now vendors, operators, broadcasters and regulators consider how to best deploy technologies like DVB-H, DMB, MBMS and MediaFLO in Europe and the US. Get up to date with the latest trends in this report in Berg Insight's VAS Research Series.

Mobile TV Broadcasting is a comprehensive report analysing the evolution of television for mobile devices.

This strategic research report from Berg Insight provides you with 150 pages of unique business intelligence and expert commentary on which to base your business decisions.

This report will allow you to:

- Learn from the experience of commercial mobile TV services in South Korea and Japan.
- Identify key success factors for launching mobile TV services.
- Understand the preferences and consumption patterns of mobile TV viewers.
- Grasp the relationships between the key players in the value chain.
- Recognise differences and commonalities of traditional and mobile television.
- Evaluate the results of mobile TV trials on key markets.

This report answers the following questions:

- What is the current status for mobile TV in Europe, North America and Asia-Pacific?
- Which are the main technologies for mobile TV broadcasting and who is adopting them?
- How does the consumption of mobile TV content differ from that of regular TV?
- What are the main challenges facing prospective providers of mobile TV?
- Which are the most successful business models and strategies?
- Why has South Korea become the most advanced market for mobile TV?
- What are the experiences from the first years of commercial services in Asia-Pacific?

Who Should Buy this Report?

Mobile TV Broadcasting is the foremost source of information about the status, future trends and technology developments on this market. Whether you are a telecom vendor, telecom operator, investor, consultant or application developer, you will gain valuable insights from our in-depth research.

About the Author

Sabine Ehlers is a Senior Analyst and Consultant with a Masters degree from Chalmers University of Technology. She has more than 15 years experience from working in the international IT and Telecom industry. Sabine has a regular column in Sweden's largest computer magazine and is a frequent speaker at conferences.

Contents:

Executive summary

1 Introduction – The next step in the evolution of television

2 Broadcast network technologies
   2.1 Introduction
   2.2 Streaming over mobile networks
   2.3 MBMS and TDtv
   2.4 DAB-based technologies: T-DMB, S-DMB, DAB-IP
   2.4.1 Leading market: South Korea
   2.4.2 T-DMB trial and deployment activities
2.5 DVB-based technologies: DVB-H and DVB-SH
2.5.1 Leading market: Italy
2.5.2 DVB-H trial and deployment activities
2.6 MediaFLO
2.6.1 Leading market: US
2.6.2 MediaFLO trial and deployment activities
2.7 ISDB-T (OneSeg)
2.8 A-VSB
2.9 Satellite solutions
2.9.1 DVB-SH (DVB-H+)
2.9.2 S-DMB
2.10 Video on demand

3 Contents and consumption
3.1 General observations
3.1.1 Consumer behaviour
3.1.2 Content preferences
3.2 Europe
3.2.1 Italy: Europe's biggest consumers
3.2.2 France: 400,000 users connect 2 million times per month via PC and mobile
3.2.3 Spain: Users access news and complain about battery time
3.2.4 UK: Four hours per month in 20-minute sessions
3.2.5 Germany: MI FRIENDS – users take time to get hooked and develop habits
3.3 United States
3.4 Asia Pacific
3.4.1 Japan: Popular service but unclear business model
3.4.2 South Korea: 1 million viewers paying for S-DMB
3.4.3 South Korea: Quick uptake of T-DMB thanks to free service

4 Challenges for mobile TV
4.1 A new TV concept
4.2 Lack of standardised tests
4.3 Frequency allocation
4.4 Harmonization and roaming
4.5 The handset
4.6 The tuner
4.7 Deployment costs
4.8 Lack of operator interest
4.9 Rights issues
4.10 Competition from other devices

5 Business models and strategies
5.1 Unicast or broadcast
5.2 Business models
5.2.1 Broadcasters
5.2.2 Content aggregators
5.2.3 Mobile operators
5.2.4 Revenue flows
5.3 Content innovation
5.3.1 Differentiation
5.3.2 Interactivity
5.3.3 User-generated contents
5.3.4 Case study: TU Media, South Korea
5.4 Revenue models
5.4.1 Conditional access: subscriptions and pay-per-view
5.4.2 Free access: advertising

6 Case studies
6.1 Europe
6.1.1 UK: Vodafone considering how to serve possible mass-market
6.1.2 UK: BT ditches one customer, one phone service after one year
6.1.3 Italy: 3 Italia controlling both mobile and TV networks
6.1.4 Italy: Cooperation to share infrastructure costs and resources
6.1.5 Germany: DMB’s first launch in Europe alongside DVB-H development
6.1.6 France: Orange offers TV on Internet and mobile
6.1.7 Finland: Digital radio over DVB-H
6.2 United States
6.2.1 MobiTV: Content aggregator for mobile and wireless access
6.2.2 Modeo: Service provider dropping mobile TV after trial
6.2.3 Sprint: Pushing video services in many forms
6.2.4 Verizon Wireless: Going with FLO
6.2.5 AT&T: Late to market
6.2.6 T-Mobile: Amassing spectra to start broadband media services
6.3 Asia Pacific
6.3.1 Japan: MBCo failed with dedicated portable TV but others keep trying
6.3.2 Japan: Mobile operators providers counting on meta usage
6.3.3 South Korea: DMB services popular, but not making money

7 Conclusions and market forecasts
7.1 It is a brand new world
7.2 Regulations
7.3 Technology
7.4 Business models and strategies
7.5 Content and usage
7.6 Market forecasts

Glossary

Index

List of Figures
Figure 1.1: The evolution of mobile TV media
Figure 2.1: Comparison of downlink data capacity demanded per user by services
Figure 2.2: Evolution of DMB
Figure 2.3: T-DMB technical overview
Figure 2.4: Comparison of S-DMB and T-DMB
Figure 2.5: Milestones for T-DMB development in South Korea
Figure 2.6: T-DMB business model
Figure 2.7: Technical overview comparison of T-DMB and DVB-H
Figure 3.1: Key results from some European mobile TV trials
Figure 3.2: Preferred occasions for watching mobile TV
Figure 3.3: Average viewing time by day of the week (August 2005)
Figure 3.4: Top five programs and contents for mobile TV
Figure 3.5: Moments for watching S-DMB mobile TV
Figure 3.6: South Korean T-DMB licensees and channel line-up
Figure 3.7: Moments for watching T-DMB mobile TV
Figure 3.8: Popular programming among Korean DMB viewers
Figure 4.1: South Korean T-DMB licensees and channel line-up
Figure 4.2: Analogue TV switch off year in Europe by country
Figure 4.3: Examples of mobile-TV enabled handsets
Figure 4.4: DVB-H versus DMB-T cost comparison
Figure 5.1: Strategic options for deploying mobile TV
Figure 5.2: The mobile TV value chain
Figure 5.3: Examples of roles played by broadcasters in the mobile TV value chain
Figure 5.4: Examples of aggregator led business models for mobile TV
Figure 5.5: Examples of roles played by operators in the mobile TV value chain
Figure 5.6: Example of revenue flows generated by fee-based mobile TV services
Figure 5.7: Architecture of an interactive voting service.
Figure 5.8: Original channel lineup for TU Media’s S-DMB service
Figure 5.9: Pricing examples for mobile TV (September 2007)
Figure 5.10: Examples of revenue models for mobile TV
Figure 6.1: Samsung SCH-u620 MediaFLO enabled handset
Figure 6.2: Subscriber uptake for S-DMB and T-DMB (South Korea Q1-2006–Q1-2007)
Figure 6.3: TU Media investment plan for 2005–2010
Figure 7.1: Mobile TV market forecast, by region (Worldwide 2007–2012)
Ordering:

Order Online - http://www.researchandmarkets.com/reports/569070/

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

<table>
<thead>
<tr>
<th>Product Name:</th>
<th>Mobile TV Broadcasting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Address:</td>
<td><a href="http://www.researchandmarkets.com/reports/569070/">http://www.researchandmarkets.com/reports/569070/</a></td>
</tr>
<tr>
<td>Office Code:</td>
<td>SCAE6PHC</td>
</tr>
</tbody>
</table>

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Format Type</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hard Copy (Paper Back):</td>
<td>USD 1688 + USD 56 Shipping/Handling</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 5 Users:</td>
<td>USD 2532</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide:</td>
<td>USD 5064</td>
</tr>
</tbody>
</table>

* Shipping/Handling is only charged once per order.

Contact Information
Please enter all the information below in BLOCK CAPITALS

<table>
<thead>
<tr>
<th>Title:</th>
<th>Mr ☐</th>
<th>Mrs ☐</th>
<th>Dr ☐</th>
<th>Miss ☐</th>
<th>Ms ☐</th>
<th>Prof ☐</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Last Name:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email Address:</td>
<td>*</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Job Title:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organisation:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Postal / Zip Code:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Country:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phone Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fax Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:

Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:

Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: _______________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World