

CASBAA Regulatory Roundtable

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Hong Kong

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What consumers expect from Mobile TV



* Mobile TV based on DVB-H (Digital Video Broadcasting – Handheld)

Mobile TV pilots in several markets have shown strong consumer demand and willingness to pay

France

- 73% satisfied with service
- 68% willing to pay
- Acceptable fee €7 / month

Finland

- 58% believe Mobile TV would be popular
- 41% willing to pay
- Acceptable fee €10 / month

Spain

- 75% would recommend the service
- 55% willing to pay
- Acceptable fee €5 / month

UK

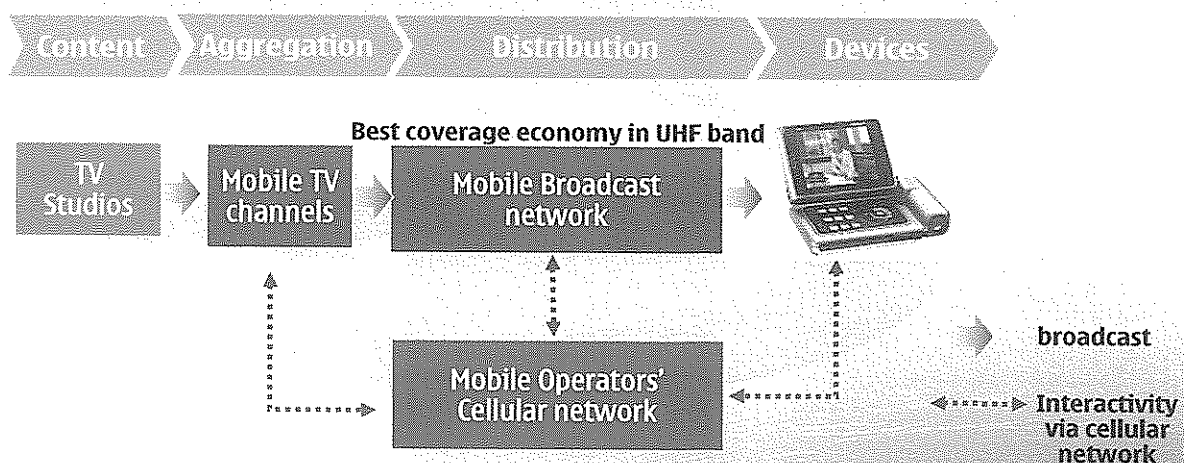
- 83% satisfied with service
- 76% willing to pay

Consumers watch TV on mobile devices longer than expected
good quality makes the difference!

The pilot results are fairly consistent across the world

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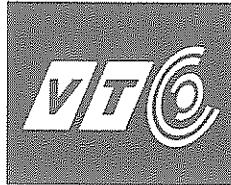
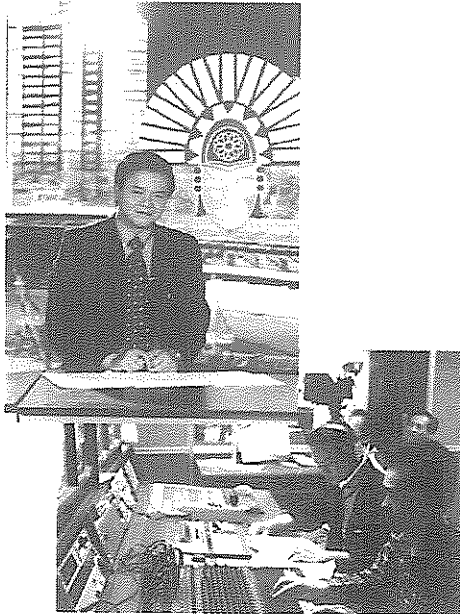
Broadcasters in Asia Pacific leading the Mobile TV landscape



Mobile TV is an example of true convergence for
broadcasting and telecoms industries

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Vietnam Multimedia Corporation amongst the 1st DVB-H commercial launches in Asia Pacific!



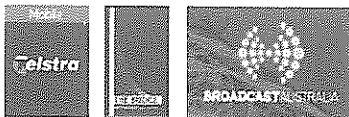
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Live services in Hanoi and Ho Chi Minh in Dec '06

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Some public showcases in Asia Pacific, more under NDA


movimedia



Australia: July 19, 2005, Sydney.
Bridge commenced year long pilot
15 TV channels

MEDIACORP 

Singapore: Jun 13-17, 2005.
Showcase @ Broadcast Asia'05.
Total 6 TV channels – simulcasting
2 channels. Island-wide coverage.



Indonesia: Q3'06, Jakarta. MECA, SCTV
showcase Mobile TV with plans for a
consumer pilot



SCTV

B24 News

**Live demo of mobile
TV broadcasting**



maxis.



Malaysia: Aug 30, 2005. Kuala Lumpur
Showcase on eve of National (Merdeka) Day
Total 4 TV channels, simulcasting 2 channels

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Nokia is working with multiple industry players to ensure the adoption of open standards and interoperability

- Nokia is actively contributing to both DVB-H IPDC and OMA BCAST standardizations efforts
- Sony Ericsson and Nokia announced in February 2006 their intention to co-operate to achieve interoperability in DVB-H handsets
- Motorola and Nokia announced their common interoperability message in September 2006
- Nokia is member of BMCO Forum and Mobile DTV Alliance in the US, which are two industry forums working on profiles for interoperability

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 Sony Ericsson

 **MOTOROLA**

BenQ

- In APAC, Nokia is member of CASBAA, Asia Broadcast Union ABU and DAPA (DVB-H Asia Pacific Alliance) to propagate and drive adoption of DVB-H in Asia Pacific

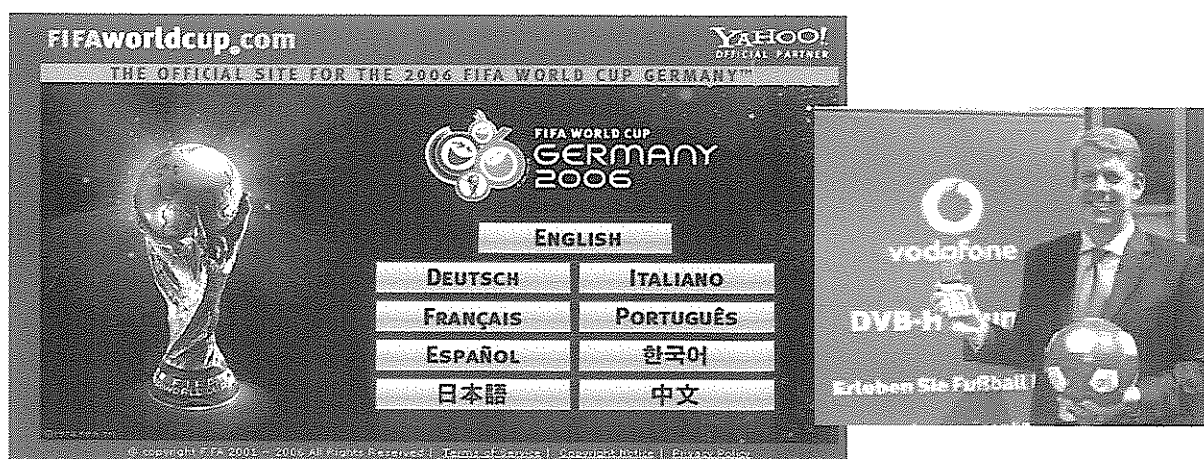

CASBAA
CABLE & SATELLITE BROADCASTING
ASSOCIATION OF ASIA


ABU


DAPA
THE DVB-H ASIA PACIFIC ALLIANCE

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Multiple vendor Inter-operability demonstrated at FIFA World Cup 2006



The image shows a screenshot of the FIFA World Cup 2006 Germany website. At the top, it says 'FIFAWorldCup.com' and 'YAHOO! OFFICIAL PARTNER'. Below that, it says 'THE OFFICIAL SITE FOR THE 2006 FIFA WORLD CUP GERMANY™'. The main content area features the FIFA World Cup 2006 logo and a language selection menu. The menu has 'ENGLISH' selected, and other options include 'DEUTSCH', 'ITALIANO', 'FRANÇAIS', 'PORTUGUÊS', 'ESPAÑOL', '한국어', '日本語', and '中文'. To the right of the menu is a Vodafone advertisement featuring a man holding a soccer ball, with the text 'vodafone DVB-H' and 'Erleben Sie Fußball!'.

Global showcase of major industry players coming together with DVB-H open standard and multi-player interoperability

5 + 5 + 2:

- 5 global operators - Vodafone, T-mobile, O2, KPN, Telefonica
- 5 global terminal vendors, - Nokia, Motorola, Samsung, BenQ, Sagem
- 2 global system vendors - Nokia, T-systems

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Other Global Alliances

MOBILE DTV ALLIANCE

The Mobile DTV Alliance is an open industry consortium that focuses on promoting the best practices and open standards to deliver premium-quality broadcast television to mobile devices in **North America**. The alliance includes leading companies from across the mobile business system and entertainment value chain. Promoters include **Intel, Microsoft, Modeo, Motorola, Nokia and Texas Instruments**.



Broadcast mobile convergence means to combine the strengths of digital terrestrial TV with the strengths of mobile communications.

The **bmcoforum** board consists of **Vodafone, Nokia, TDF, Abertis Telecom, Arqiva, KPN, Motorola, National Grid Wireless, Philips, Teracom, T-Mobile**.

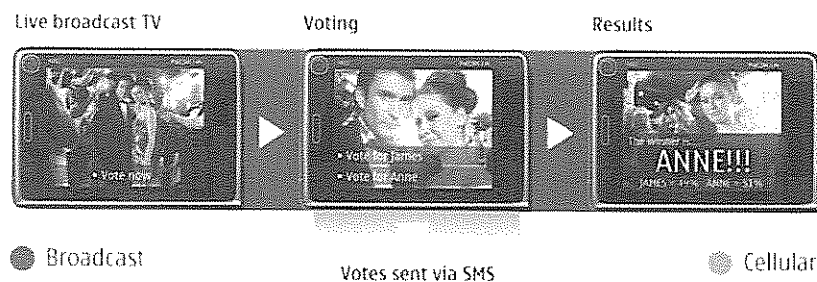


The Bridge Networks (Australia), MECA (Indonesia), MiTV (Malaysia), Nokia, and Intel have announced the formation of **DVB-H Asia Pacific Alliance (DAPA)** - a mobile TV special interest group.

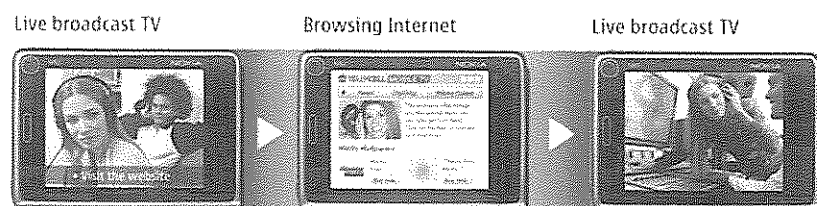
Formed by potential DVB-H (Digital Video Broadcasting, Handheld) key industry players in the Asia Pacific region and with sponsorship from **Harris Broadcast and Radio Frequency Systems**, DAPA aims to establish a DVB-H regional forum to promote the sharing of best practices and to keep member companies apprised of new business and technological developments in mobile television.

Some usage scenarios for Mobile TV

1. Voting



2. Browsing



Mobile TV is an example of true convergence for broadcasting and telecoms industries

Mobile TV has the potential to bring Digital Television to the masses faster

1. From broadcasting to households to broadcasting to handhelds – incremental & new market opportunity
2. No legacy issues
3. TV's integrated into mobile phones
4. Opportunity to monetize the service upon commercial launch
5. Leapfrog to convergence with broadcast and telecommunications

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