Mobile Convergence

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Summary

- Services today and in the future
- The strengths of mobile and broadcast networks
- The combination of broadcast and mobile networks
- Services and benefit for the end user
- Business models – Who can earn money and how?
- Mobile Media Distribution project
- Receivers
The questions are: How does this fit together and what are the advantages for the end user?
The combination of both enables new attractive services.
Mobile Convergence
The combination of broadcast- and mobile networks

- The broadcast channel always works in one-to-many mode, cheap and with high bandwidth.
- The cellular systems offer point-to-point-services with interaction and payment functions.

The result:
- Access to broadcast channels and data download for a high number of recipients with interactivity, administration and billing possibilities.
- It enables new opportunities for classical- and new content providers.
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Services and profit for the end user

The combination of services makes them attractive
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Content delivery at a new level

* News
* Music
* Sports
* TV/Radio
* Downloading
* Traffic Information
* Rich Advertising
* Event Calendars
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Who can earn money and how?

- Content providers e.g. Broadcasters
  - Internet portal
  - Content
    - Free to air
    - Encrypted
    - With embedded links

- Broadcast Network Operator
  - 2G/3G cellular operator
  - Generating more airtime
  - Operating a service platform
    - administration
    - billing
    - security

- Customer
  - Service providers for content providers

- Advertising
  - B to B
  - yellow pages
  - points of interest

- Service and content subscription
  - high quality stock informations
  - traffic services
  - downloads
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Project Mobile Media Distribution in Berlin
Mobile Convergence
Requirements for end-user devices

- Small shape of the antenna
- DAB and/or DVB-T reception; back channel
- Simultaneous receiving of broadcast and cellular phone network
- Display resolution 240x320
- Display size 2 to 8 inch
- Processing of DAB and DVB-T service information
- Low power consumption (battery at least 2 h)
- Handover within the broadcast network
- Audio and video play back
- Caching and profiling functionality
- Internet functionality
- Data memory (0.5 – 1 GB)
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End-user-devices

Laptop with two additional PCMCIA-cards and operational gateway to use the hybrid functionality

DAB/GSM

DVB-T / GSM-GPRS

Some prototypes are already available
Thank you!