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information, opinion, analysis

Mobile TV

Investing in Mobile TV

How to make money from Mobile TV

Mobile TV services require a significant investment by mobile operators, broadcasters, and content providers to create profitable services. This report identifies the technology and business strategies that will be required to build profitable services in a full range of markets.



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RR0702

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Table of Contents

1	Executive Summary.....	8
1.1	Introduction.....	8
1.2	Global Regulation.....	9
1.3	Mobile TV Technologies.....	11
1.4	Market Strategies.....	12
1.5	Business Case Scenarios.....	12
1.6	Mobile TV Market Forecast.....	13
1.7	Conclusions & Recommendations.....	15
2	Mobile TV Regulation.....	17
2.1	Introduction.....	17
2.2	Europe.....	18
2.3	North America.....	21
2.4	Asia-Pacific.....	21
2.5	Digital Dividend.....	21
3	Technology Strategies.....	23
3.1	Overview.....	23
3.2	3G and WiMAX Technologies.....	24
3.3	Broadcast Technologies.....	26
3.4	Satellite Technologies.....	30
3.5	Selecting a Mobile TV Technology.....	31
4	Mobile Operator Strategies.....	34
4.1	Overview.....	34
4.2	3G Strategies.....	36
4.3	Terrestrial Broadcast Strategies.....	40
4.4	Satellite Only Strategies.....	41
4.5	Hybrid Strategies.....	42
5	Content Strategies.....	46
5.2	Mobile TV Broadcast Networks.....	49
5.3	Content Producers.....	55
6	Business Case Scenarios.....	57
6.1	Mobile TV Value Chain.....	58
6.2	Business Case for 3G Mobile TV Services.....	60
6.3	Business Case for Broadcast Mobile TV Services.....	65
6.4	Choosing a Mobile TV Technology.....	70
6.5	Business Case for Content Producers.....	73
6.6	Business Case for Advertisers.....	74
6.7	Business Case Assumptions.....	74
7	Market Forecast.....	78
7.1	Forecast Methodology.....	78
7.2	Global Forecast.....	80
7.3	Asia Pacific.....	84
7.4	Western Europe.....	89
7.5	North America.....	93

7.6	Rest of the World.....	97
8	Mobile TV Winners and Losers.....	100
8.1	Overview.....	100
8.2	Mobile Operators.....	101
8.3	Mobile TV Broadcast Networks.....	103
8.4	Mobile TV Satellite Networks.....	105
8.5	Content Producers.....	105
8.6	Advertisers.....	107
9	Appendix I: Companies in this Report.....	109
10	Appendix II: Glossary.....	111
11	Vendor Profiles.....	115
11.1	3Vision.....	116
11.2	Alcatel.....	117
11.3	DiBcom.....	120
11.4	Ericsson.....	121
11.5	Harris Corporation.....	123
11.6	IPWireless.....	124
11.7	LogicaCMG.....	126
11.8	mBlox.....	128
11.9	Nokia.....	129
11.10	Nortel.....	133
11.11	Thomson.....	136
11.12	UDcast.....	138

Table of Figures

Figure 1-1: Mobile TV Subscribers by Network.....	13
Figure 1-2: Broadcast Mobile TV Subscribers by Region.....	14
Figure 1-3: Broadcast Mobile TV Service Revenue by Region	15
Figure 3-1: RAI's DVB-H Broadcast Network Architecture	28
Figure 3-2: Unicast versus Broadcast	32
Figure 4-1: Mobile Operator TV Service Strategies.....	35
Figure 4-2: Korea Telecom	44
Figure 5-1: Interactivity and Groups Adds Value.....	48
Figure 6-1: Mobile TV Value Chain	59
Figure 6-2: Subscribers Required for Breakeven for 3G Mobile TV at 5 Years.....	61
Figure 6-3: Penetration Rates Require for Breakeven at 5 Years	62
Figure 6-4: Cost per Subscriber for 3G Mobile TV at 5 Years	63
Figure 6-5: Metro Area Breakeven Points for Mobile TV Broadcast Networks	66
Figure 6-6: U.S. National Breakeven Points for Mobile TV Broadcast Networks.....	67
Figure 6-7: Penetration Rates Required at Breakeven	68
Figure 6-8: Scalability vs. Investment in Mobile TV Networks	70
Figure 6-9: Five Year Mobile TV Network Costs.....	72
Figure 7-1: Mobile TV Introduction Timeline.....	79
Figure 7-2: Mobile TV Subscribers Unicast/Multicast versus Broadcast.....	81
Figure 7-3: Mobile TV Subscribers by Region	82
Figure 7-4: Mobile TV Subscribers, Terrestrial versus Satellite.....	83
Figure 7-5: Broadcast Mobile TV Subscribers by Technology.....	84
Figure 7-6: Unicast/Multicast Mobile TV Subscribers in Asia-Pacific, by Country.....	85
Figure 7-7: Broadcast Mobile TV Subscribers in Asia-Pacific, by Country	86
Figure 7-8: Broadcast Mobile TV Subscribers in Asia-Pacific, by Technology	87
Figure 7-9: Unicast/Multicast Mobile TV Subscribers in Western Europe, by Country	89
Figure 7-10: Broadcast Mobile TV Subscribers in Western Europe, by Country	90
Figure 7-11: Broadcast Mobile TV Subscribers in Western Europe, by Technology	91
Figure 7-12: Unicast/Multicast Mobile TV Subscribers in North America, by Country.....	93
Figure 7-13: Broadcast Mobile TV Subscribers in North America, by Country	94
Figure 7-14: Broadcast Mobile TV Subscribers in North America, by Technology	95
Figure 7-15: Unicast/Multicast Mobile TV Subscribers in RoW, by Region	97
Figure 7-16: Broadcast Mobile TV Subscribers in RoW, by Region	98
Figure 7-17: Broadcast Mobile TV Subscribers in RoW, by Technology.....	99
Figure 8-1: Cumulative Net Revenue to Mobile TV Operators	100
Figure 8-2: Mobile TV Content Provider Revenue	106
Figure 11-1: Alcatel Mobile TV Concept.....	117
Figure 11-2: MBMS Architecture	124
Figure 11-3: Nokia Mobile TV Approach	129
Figure 11-4: Nokia N92 Mobile TV Device	130
Figure 11-5: Rich Media Vision from Nortel	134

Table of Tables

Table 1-1: Analog TV Switch off.....	10
Table 1-2: Mobile TV Technologies.....	11
Table 1-3: Mobile TV Services.....	12
Table 2-1: Analog TV Switch off.....	22
Table 3-1: 2G, 3G and WiMAX Technologies.....	24
Table 3-2: Mobile TV Broadcast Spectrum Options.....	26
Table 3-3: Broadcast Mobile TV Services and Trials.....	27
Table 4-1: 3G Mobile TV Services.....	36
Table 4-2: Terrestrial Broadcast Only Mobile TV Services.....	40
Table 4-3: Satellite Only Based Mobile TV Services.....	41
Table 4-4: TU Media's Demographic Details.....	42
Table 4-5: Service Providers Offering 3G and Terrestrial Broadcast Mobile TV.....	43
Table 5-1: Mobile TV Broadcast Networks.....	49
Table 6-1: Business Case Assumptions for 3G and WiMAX Technologies.....	75
Table 6-2: Business Case Assumptions for Broadcast Technologies.....	76
Table 9-1: Companies Consulted for this Report.....	109
Table 11-1: Vendors Interviewed for this report.....	115

Annex

All of the charts that are included in Section 6 and Section 7: Market Forecast is also included in the spreadsheet Annex that accompanies this report. In addition there are a number of charts that are not included in the report but that may provide additional clarity to this market.

The Annex includes the following worksheets:

Global Charts

Global Tables

Asia-Pacific Charts

Country forecasts for Australia, China, India, Japan, Korea and Taiwan.

Asia-Pacific Tables

Country forecasts for Australia, China, India, Japan, Korea and Taiwan.

Western-Europe Charts

Country forecasts for, France, Germany, Italy, Spain and the UK.

Western Europe Tables

Country forecasts for, France, Germany, Italy, Spain and the UK.

North America Charts

Country forecasts for Canada and the USA.

North America Tables

Country forecasts for Canada and the USA

ROW Charts

Regional forecasts for Eastern Europe, Latin America and Middle East & Africa

ROW Tables

Business Case Assumptions

Business Case Charts

9 Appendix I: Companies in this Report

The following companies were consulted or profiled for this report.

Table 9-I: Companies Consulted for this Report

Name	Type	Mobile Operator	Broadcast Operator	Content Provider	Infrastructure Company	Handset Company	Component Company	Software Company	Consultant
3Vision	UK-based content consultancy								X
3 Italia	Mobile operator in Italy with DVB-H network	X	X						
Alcatel	Global mobile system company				X				
Arqiva	UK broadcast network builder		X						
Cingular	U.S. mobile operator	X							
CIPA	Chartered Institute of Patent Attorneys								X
DiBcom	Semiconductor company						X		
Ericsson	Global mobile system company				X	X			
Eutelsat	European communication satellite company		X						
Harris	Video system company				X				
Hiwire	U.S. Mobile TV broadcast network		X						
IPWireless	Wireless systems vendor						X		
KDDI au	Japanese mobile operator	X							
Korea Telecom	Korean mobile operator	X							
LogicaCMG	Mobile IT services provider								X
Mblox	Software for mobile networks							X	
MediaFLO USA	Mobile TV broadcast network operator		X						
Mediaset	DVBH terrestrial broadcaster		X						
MFD	German Mobile TV broadcast network		X						
Mobidia	Software for improving transmission quality.							X	
MobiTV	Mobile content provider			X					
Motorola	Global mobile system company				X	X			
Nokia	Global mobile system company				X				
Nortel	Global mobile system company				X				
NTT DoCoMo	Japanese mobile operator	X							



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Name	Type	Mobile Operator	Broadcast Operator	Content Provider	Infrastructure Company	Handset Company	Component Company	Software Company	Consultant
O2	European mobile service provider	X							
Orange	European mobile service provider	X							
PCCW	Hong Kong mobile service provider.	X							
Qualcomm	MediaFLO Mobile systems company		X				X		
RAI	Italian broadcaster		X						
SKTelecom	Korean mobile operator	X							
Snell & Wilcox	Video enhancement software							X	
Sprint	U.S. mobile operator	X							
Thomson	Video system company				X				
TIM	Mobile operator in Italy	X							
T-Mobile	Global mobile service provider	X							
UDCast	Software for multimedia networks							X	
Vodafone	Global mobile service provider	X							

Source: TelecomView