



# Frequently Asked Questions about Mobile DTV

## **1. What is the mission of the Coalition?**

Our mission is to accelerate the development of mobile digital broadcast television and to capture the full potential of the digital television spectrum in the United States. The coalition will help identify and encourage broad adoption of technologies that enable mobile reception of digital broadcast television signals, so that consumers can watch television wherever and whenever they want -- not just in the home.

## **2. Who are its members?**

The OMVC is composed of representatives of more than 800 private and public television stations in the U.S. Membership is open to any U.S. television broadcaster.

## **3. Who performs the work of the Coalition?**

The Coalition depends largely on voluntary contributions of time and resources from member companies for much of its work. In addition, the Coalition has a small, dedicated staff.

## **4. Who is in charge of governing the Coalition?**

An executive committee consisting of representatives of member broadcasters decides certain issues, whereas other issues are put to a vote of the entire membership.

## **5. Why aren't non-broadcasters able to join the Coalition?**

The Coalition is intended for companies in the broadcast television industry, which share many strategic and operational objectives and challenges, to have a forum to discuss issues related to mobile television. There are other broadcast television bodies in existence today, such as the Advanced Television Systems Committee (ATSC), which include both broadcasters and non-broadcasters.

## **6. What is the relationship between the Coalition and the ATSC?**

The Coalition comments on, makes suggestions to, and makes recommendations regarding issues being discussed within the ATSC. Regarding mobile digital broadcast television, the Coalition applauds the ATSC's smooth, rapid adoption of the standard on Oct. 15, 2009.

## ***Mobile Television Basics***

### **7. What is mobile digital television (Mobile DTV)?**

As it pertains to the Coalition, Mobile DTV is an enhancement to the existing terrestrial digital television system that allows a high quality digital broadcast signal to be received by a moving receiver, either at pedestrian or vehicular speeds.



### **8. Why can't I get Mobile DTV today?**

The terrestrial digital television system was designed to maximize broadcast coverage to fixed locations in homes, and, as such, cannot yet support mobile reception. New technologies are now emerging that allow the current system to add mobile reception without sacrificing in-home coverage, and the Coalition's goal is to accelerate the commercialization and standardization of these new technologies. The Coalition anticipates the introduction of commercial products by 2010.

### **9. Will I be able to get HDTV in a mobile environment?**

Mobile DTV allows for a very high quality picture to be received in a mobile environment, but since mobile receivers have small screens, there will not be a need to broadcast HDTV to a mobile device.

### **10. What kind of content will be available?**

It is expected that there will be a wide variety of content available for Mobile DTV, including many of the same programs that are available at home today, but the specific content will be decided only when the service is commercialized. In addition, users may be able to access weather, traffic and public safety information.

### **11. Will the content be free or will I have to pay?**

It is expected that Mobile DTV technology will support both free ad-supported and pay models, but the specific business models will be decided when the service is commercialized.

### **12. What kinds of devices will it work in?**

Most video-capable devices can receive Mobile DTV by adding a receiver module to the device. Device prototypes demonstrated to date with Mobile DTV service include cell phones, video-capable MP3 players, laptop computers, portable game players, portable DVD players, personal navigation devices and in-car entertainment systems, among others.

### **13. Will I have to buy new equipment to make it work?**

In some cases, the device manufacturer will need to build the receiver into the module, while in other cases consumers will be able to purchase a receiver module and plug it into a device they own (e.g. Mobile DTV USB add-on dongle). It is expected that the cost of the receiver module will be very affordable.

### **14. I get video today on my cell phone -- how is Mobile DTV different?**

Most video today on cell phones comes over the cellular networks, which are designed for point-to-point voice communications and have limited capacity to carry video. As a result, most video today on cell phones is of poor quality and expensive. Mobile DTV by broadcasters is designed to transmit video to very large areas simultaneously, and, as such, can carry a very high quality picture at almost no incremental cost.



**15. What is the difference between Mobile DTV that will be implemented by current television broadcasters and new digital broadcast networks that are aimed at cell phones?**

The Mobile DTV systems from current television broadcasters use the existing digital television spectrum and the existing, nationwide digital television infrastructure. As such, the broadcast industry has a substantial amount of spectrum available and has already invested and built out most of the infrastructure needed to enable Mobile DTV. The new digital broadcast networks from non-broadcasters require dedicated spectrum to be purchased and completely new infrastructure to be built. Because of the limited amount of spectrum available and the cost of the network, the number of channels on the new networks is expected to be far less than that which the broadcast industry collectively can offer, and the cost of the services is expected to be higher than that which the broadcast industry can offer.

**16. Why is the digital television spectrum better than other spectrum for Mobile DTV?**

The digital television spectrum is ideally suited for Mobile DTV because its signals travel long distances, penetrate walls well, can be easily received in a fast moving vehicle, and require only a small antenna. Spectrum that allows signals to travel farther typically require antennas too large for mobile devices, and spectrum that allows for a smaller antenna typically have less range and are more difficult to receive in moving vehicles.

***Broadcaster Specific Issues***

**17. Why is Mobile DTV a good thing for broadcasters?**

Mobile DTV allows broadcasters to reach their viewers in more locations, at more times in the day, and in more formats. This is expected to increase viewing time and create new revenue streams, thus translating into higher revenues for broadcasters. In addition, enabling mobile use of digital spectrum adds important public service and emergency response dimensions to each broadcaster's digital news and community service capabilities. In short, we are accelerating the development of Mobile DTV and helping capture the full potential of the digital television spectrum in the United States.

**18. What is the expected business model for broadcasters?**

The technology is expected to allow for a wide variety of potential business models, including free, ad-supported, subscription, and pay-per-view, postpaid and prepaid. The specific business models that will be chosen will be determined as the service is commercialized.

**19. Do all broadcasters have to offer the same services, or choose the same business model?**

The technology is expected to support multiple business models, and it is possible that different broadcasters will select different business models. The specific business models that will be chosen by each broadcaster will be determined as the service is commercialized.



**20. How expensive will it be for broadcasters to upgrade their facilities to enable mobile digital television?**

The new technology is built on top of the existing digital broadcast television system, and it is anticipated that the upgrade cost will be small (far less than the cost to upgrade broadcast facilities from analog to digital.)

**21. Will broadcasters have to choose between offering HD and mobile television?**

The new technologies will allow broadcasters to transmit HD signals to homes as well as to mobile devices. Each broadcaster will have the flexibility to make its own decision about which services to offer on its signal.

***Industry Standard***

**22. Is there an industry standard for Mobile DTV?**

Yes. It is expected to be adopted by the Advanced Television Systems Committee on Oct. 15, 2009. The standard details the sending of digital television services to mobile and handheld devices within the existing digital television transmission.

**23. With adoption of the standard when can consumers expect to see commercial launch of Mobile DTV?**

Some 70 stations have announced plans to launch Mobile DTV by the end of 2009. The OMVC is supporting model stations in Seattle and Atlanta which are testing Mobile DTV under-real-world conditions to serve as a template for future services. A large-scale consumer trial will be conducted in the Washington, D.C. area in 2010 based on Mobile DTV programming provided by seven area TV stations. This trial will be essential in refining consumer's desires and expectations for the new service.