

OPEN MOBILE VIDEO COALITION

PURPOSE AND OBJECTIVES

The Open Mobile Video Coalition (the "Coalition") is a voluntary association of television broadcasters interested in supporting technologies that enable handheld and mobile digital broadcast television in the United States.

The Coalition will seek to:

- (a) Facilitate development of technologies for the reception of digital television broadcast signals by portable and vehicle-installed devices in mobile settings;
- (b) Support and enhance reception of digital television broadcast signals by digital in-home television receivers in residential settings;
- (c) Facilitate operational, technological, and regulatory needs of broadcasters, receiver manufacturers, content providers, and service operators for mobile broadcasting;
- (d) Contribute to the timely development of appropriate industry standards; and
- (e) Explore and advance product deployment for mobile terrestrial consumer video services

SCOPE

The Coalition intends to provide its members and participating affiliates an information and discussion forum regarding product requirements and technical specifications related to mobile digital television products and services.

The Coalition will also seek to serve the needs of consumers and encourage the development of products and services enabling mobile digital television, particularly such applications and protocols that utilize digital terrestrial broadcast spectrum and infrastructure.

Technical hardware development and intellectual property ownership itself, are not part of the scope of the Coalition. Rather, the Coalition intends to encourage third party development of IP enabling mobile uses for digital terrestrial broadcast spectrum on a technology-neutral basis.

The major activities in support of the scope of the Coalition will include:

- (a) Suggesting technical requirements, conditions, protocols, reference implementations, test suites, and best practices related to mobile digital television technologies
- (b) Encouraging transmission, receiver, and other technology companies to develop hardware and software that meet the needs identified by the Coalition
- (c) Evaluating hardware, software, and other technologies from mobile technology providers offering potential solutions or applications for terrestrial mobile television

- (d) Supporting or sponsoring field technical trials to test the performance of various technologies, particularly relating to the mobile use of terrestrial broadcast spectrum
- (e) Providing feedback to transmission, receiver, other technology companies, service providers and standards organizations as to potential modifications and improvements
- (f) Advocating certain technologies that meet the needs identified by the Coalition in appropriate industry standards bodies, and fostering open competition in the development of products and services that utilize these technologies.
- (g) Supporting or conducting consumer research as to possible consumer usage models
- (h) Supporting or sponsoring consumer trials to assess consumer reaction to various usage models for mobile video delivery
- (i) Drafting white papers showing mobile TV technological models for broadcasters, service providers, and receiver and hardware manufacturers
- (j) Educating the market, media, and analyst communities as to the value, benefits, and applications of mobile digital broadcasting
- (k) Educating regulators as to the value, benefits, and applications of mobile digital broadcasting, as well as its technical and operational requirements
- (l) Liaising with other companies, standards bodies, technology consortia, and other organizations relevant to the objectives of the Coalition
- (m) Communicating the activities conducted by the Coalition, including through press releases, newsletters, and other communications channels

MEMBERSHIP

Membership in the Coalition is open to any U.S.-based television broadcast station. Members are committed to fostering open competition in the development of products and services related to television.