

China EU Information Technology Standards Research Partnership

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Mobile digital broadcasting

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中国欧盟信息技术标准 研究伙伴计划

Overview

1. Review of core traits of mobile multimedia digital broadcasting technology
2. Present a combined timeline of developments
3. Summary of main dynamics in standardisation

Mobile Multimedia Digital Broadcasting:

3 core traits influencing standardisation

i) **Convergence.**

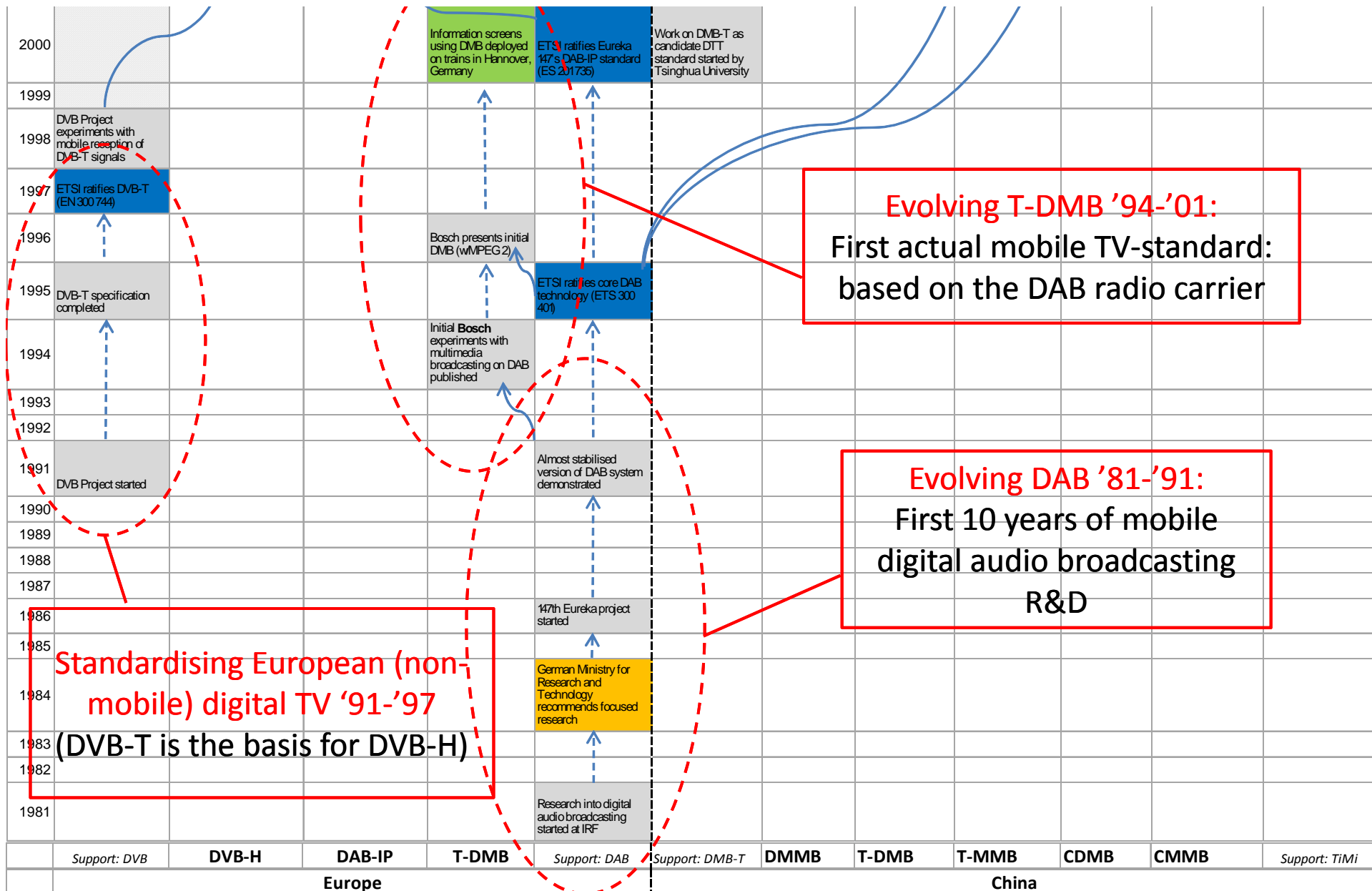
MMDB combines business domains of *telecommunications* (mobile terminals, usually mobile phones) and *broadcasting* (one-way broadcasted content on separate radio carrier waves)

ii) **“Surprise” (largely unplanned) technology.**

MMDB was an “unexpected” technology and **few efforts were done to coordinate**. It chiefly evolved from established digital audio broadcasting and digital terrestrial television standards.

iii) **Difficult business model.**

Experience from Europe and South Korea shows **it is hard to earn money** on deployments (both subscription-based and advertisement-based business models)



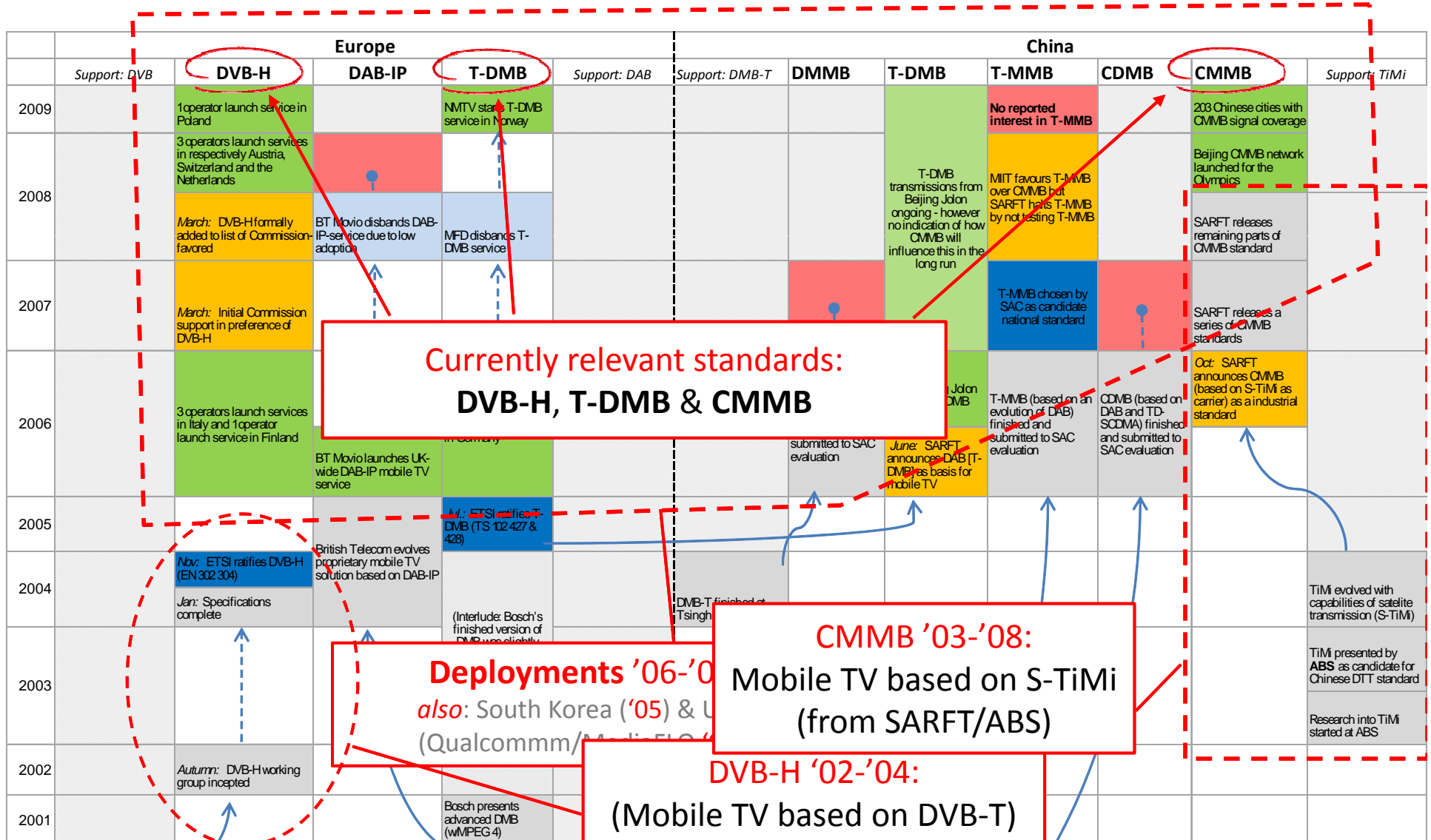
Standardising European (non-mobile) digital TV '91-'97
(DVB-T is the basis for DVB-H)

Evolving T-DMB '94-'01:
First actual mobile TV-standard:
based on the DAB radio carrier

Evolving DAB '81-'91:
First 10 years of mobile
digital audio broadcasting
R&D



Comparative timeline; EU and China Standards trajectories in MMDB (complex)



- Europe -

Main dynamics in standardization

1. Fragmentation of **industry**

- **Telecommunications** industry tends to prefer DVB-H
- **Broadcasting** industry tends to prefer T-DMB

2. Fragmentation of **governance**

- The **European Commission** prefers a single standard (DVB-H)
- The **Council of the European Union** prefers free market selection

Consequences :

- **Prevalence of standards fragmentation** in Europe
- **Uncertain future prospects** for the adoption of mobile multimedia broadcasting technology

- China -

Main dynamics in standardization

1. Standards selection at SAC overridden
 - **T-MMB** won as national standard *candidate* at the vote at the *Standardization Administration of China* late 2007
 - However, **SARFT** delays required additional testing of T-MMB
2. Diverging interests between MIIT and SARFT
 - MIIT prefers T-MMB, whilst SARFT prefers CMMB
 - SARFT starts massive deployment of networks using CMMB
3. Cooperation on indigenous standards
 - In May 2009 it was announced special cooperation between China Mobile and CSMBC giving China Mobile exclusive rights to use CMMB for 2 years on TD-SCDMA handsets

Consequences:

- **CMMB likely winner** as *de facto* mobile multimedia broadcasting standard in China
- 2 year exclusivity deal **may delay market adoption** of CMMB

谢谢
Thank you