

Mobile TV – Do's and Don'ts

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Mobile TV via DVB-H is becoming market reality and can be a success in Switzerland if do's and don'ts are respected

- Arthur D. Little **expects a rapid adoption of DVB-H** – Informa forecasts even that up to 182 Mio. users will use DVB-H worldwide by 2012, primarily in Europe and in Asia
- Operators plan to launch DVB-H in 2008 to grasp this opportunity in many countries, **e.g. in Switzerland, Austria, France, Spain and in Germany**
- To be successful, a **number of do's and don'ts need to be observed** in Switzerland as illustrated by H3G Italy's success and BT Movio's failure
 - a **sufficient variety of attractive handsets** – at reasonable end user prices
 - an **attractive programme bouquet** – including premium sports and adult entertainment content
 - **“right” timing** of market launch, profiting from mass events such as UEFA EURO 2008 or the Olympic Games 2008
 - **good outdoor and indoor network coverage**, including “at home”, and of main commuting routes (subways, trams, key commuting streets)
- **Competing solutions exist** but pose only a **limited threat** to DVB-H or are even **complementary** – except in countries in which other mobile TV broadcasting standards are being adopted
 - **complement:** mobile TV via UMTS, mobile TV downloads via the Internet, hybrid terrestrial DVB-H / DVB-SH networks
 - **compete but of limited threat:** DVB-SH via satellite, DVB-T reception on mobile handsets