

## DigiTAG Web Letter, March 2005

DigiTAG seeks to inform members and non-members about important developments in the digital terrestrial television market. Each month, DigiTAG distributes its web letter with news updates and information on upcoming DigiTAG activities. Given the exceptional publication of the DigiTAG Handbook *Television on a handheld receiver - broadcasting with DVB-H*, this month we provide an overview of our new publication available on our website.

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### DigiTAG issues a Handbook on DVB-H [Accessible online](#)

Traditional broadcasting is undergoing a process of change. With the move to an all-digital broadcast environment, viewers have access to an increased number of programme and new platforms on which to watch these programmes. Television consumption is no longer confined to the living room and the services are increasingly designed for personal usage. One new pattern of use may be on a portable, handheld device for television "on-the-go". Already, mobile telecom operators are providing video streaming services using their UMTS networks. However, alternatives exist to broadcast live television services to a handheld device and competition is likely to be fierce.

#### DVB approach to handheld television: DVB-H

Building upon the portable and mobile capabilities of DVB-T, the DVB Project developed the Digital Video Broadcasting on Handhelds (DVB-H) standard for the delivery of audio and video content to mobile handheld devices. But because DVB-H receivers can combine the functionalities of a mobile phone and a television, the concept has also raised fears. Who will "own" the new service offering? Is DVB-H a broadcast service, a mobile phone service, or a mixture of the two? What are the potential business models that can allow service providers to cooperate to build new services and markets together seamlessly?

In an effort to further the understanding of DVB-H, DigiTAG has issued a new handbook entitled *Television on a handheld receiver - broadcasting with DVB-H*. The DigiTAG handbook looks beyond the pure technology of the DVB-H standard to address other key commercial issues, including business models, and regulatory issues.

### DTT News Round-up

For all articles, please go to [DigiTAG News](#)

#### Malta - Tenders open for DTT licenses

The Malta Communications Authority is now accepting applications for nation-wide digital terrestrial television licenses. Two licenses for a block of 8 channels each will be made available for a period of 8 years.

Applicants will need to present plans of how new network coverage will be rollout out to cover 95% of the population within 18 months. The deadline for submission is 15 April 2005.

Source: [Malta Communications Authority website](#)

#### Germany - radio services on Berlin DTT network

The Berlin/Brandenburg media regulator MABB is planning to launch 30 radio programme slots on its DTT platform.

The launch is set to take place in early March. The DTT platform currently offers 26 television service programme slots.

Source: [VDI Nachrichten](#)



### The market for handheld television services

Viewers interest in watching television from a handheld device has been confirmed by several studies conducted throughout Europe. The IPDC Forum's market study of the United Kingdom, Finland and Sweden showed that between 40-60% of mobile phone users are interested in receiving TV on their mobile phone and willing to pay up to 10 Euros per month for the service. The results of a study conducted by the bmco Project in Berlin showed that 77.8% of respondents felt that having television on their mobile telephone was a good or excellent idea.

These studies suggest that the market for television on a handheld will be quite large. The target audience numbers are even larger than traditional audiences counted in households, considering the personal nature of handheld television.

### Next Steps

The technology to provide handheld television services exists. Consumer demand for such services is expected to grow, and it may be possible to launch such services commercially as early as 2006. Pilot projects are currently underway or in planning in various European countries. Finland is actively undertaking the first commercial pilot and a second commercial pilot will begin in the United Kingdom in June. France is also expected to launch a pilot this spring.

Please download your copy of the DigiTAG handbook [Television on a handheld receiver - broadcasting with DVB-H](#)

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### About DigiTAG

DigiTAG aims to encourage and facilitate the implementation and introduction of digital terrestrial television services using the Digital Video Broadcasting Project's Standard (DVB-T). It has some 60 members from broadcasting, network operators, regulatory, and manufacturing organisations throughout Europe and beyond.

Visit the [DigiTAG website](#)

Please contact the DigiTAG office if you have any news that you would like to include in the next DigiTAG Web Letter.

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And in further German news, **over 2 million DTT set-top boxes sold**

Figures released by the consumer electronics association ZVEI show that 2.3 million DTT set-top boxes have been sold in Germany since the initial launch of DTT in 2002. Of these, 1.05 million set-top boxes were sold in the last quarter of 2004.

Source: [VDI Nachrichten](#)

**Namibia launches digital terrestrial TV services**

On 18 February, Namibia became the first southern African country to launch DTT services. DTT technical trials have been conducted in South Africa, but only under a trial licence issued by the regulator.

The transmission company MultiChoice Africa launched service at its transmission station in Windhoek, Namibia.

Source: [IT Web](#)