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TV goes Mobile
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The European market is on the move. Mobile TV has become the hottest issue on this earth. However, there are two key themes in Mobile TV and these are very often misunderstood. One being the delivery of Content and Mobile Multimedia Service in different flavors and varieties which include Video streaming and clips and the second being TV channels in a limited number of channels and reformatted information to fit on a Mobile handset. There are a number of European countries who have carried out trials on DVB-H and T-DMB technologies and some even offering somewhat commercial services. This Presentation will should that there are several solutions to offer Mobile TV services and how operators can gain new revenues an unforeseen on 3G Networks. It will also address some manners that need to be taken care off both in terms of regulation and frequency. It will also touch on differences in Mobile and Broadcasting radio Network planning Design.