

T-Mobile is testing mobile TV

- T-Mobile is testing interactive “TV in your pocket“ based on the DVB-H standard in the Czech Republic
- It is one of the world’s first solutions combining TV broadcasting with mobile interactive services
- T-Mobile’s partners in this project are české radiokomunikace, Czech TV and TV Prima

Prague, 24 October 2005 – Customers who would like to experience the first real Czech mobile TV service should not miss the opportunity to visit T-Mobile’s stand at this year’s INVEX trade fair in Brno. Today T-Mobile Czech Republic is launching the first phase of its Interactive Mobile TV test-run. At T-Mobile’s exhibition stand, it will be possible to watch four broadcast channels for mobile phones – t-music charts, T24 – the Czech TV online news channel, and live broadcasts from the ongoing INVEX trade fair. As a special feature, T-Mobile will offer live broadcasts of the VyVolení reality show.

“Our project illustrates the convergence of technologies which we have seen come about over the past few years. People have already got used to the fact that with their mobile phones, they can take pictures, record audio and video sequences, browse the internet, and listen to the radio or recorded music,” says Jiří Dvorjananský, T-Mobile Executive Vice President Marketing, adding: “Mobile TV is another logical step in this respect. We are proud to be the first operator to be able to present not only “mere” TV broadcasting, but broadcasting combined with interactive elements enabled by mobile technologies.”

Why is this solution unique?

In addition to watching TV, users will be able to try out interactive services, such as voting for their favourite song and downloading ringtones. This trial broadcast is based on DVB-H technology with customized add-ons allowing interactive broadcasting. The other phases of the trial broadcasting will offer other interactive services, including secured access to content. The T-Mobile SIM card will serve as the key element for securing access rights. It will thus work similarly as a “Pay TV” subscription card, enabling paid channel content to be broadcast directly to a mobile phone. In addition to watching their favorite free content, mobile phone users will be able to subscribe to specific programs or purchase the rights to view, for example, sporting events or concerts.

The greatest advantage of this solution is the manner of signal propagation, which takes place via the network of české radiokomunikace.

Partners

The Interactive Mobile TV test-run is the result of close cooperation among best-in-class companies – české radiokomunikace (DVB-H broadcasting network), Siemens (system platform), Rohde & Schwarz (broadcast systems), Gemplus (the leading supplier of SIM card solutions) and Nagravision (the leading provider of content protection solutions). Naturally, attractive content is a necessary prerequisite for the success of this project and, therefore, T-Mobile’s media partners are Czech TV and TV Prima.

The future

T-Mobile's Interactive Mobile TV test-run will be one of the world's first to adopt the DVB-CBMS open content-protection architecture. This solution provides exceptional flexibility and allows the operator to develop a variety of new business models such as various combinations of subscription TV. Before being launched into the market, the solution has to be thoroughly tested. A full-scale pilot operation is planned for H2 of 2006 when there are enough devices supporting the aforementioned technology. The form and timing of the commercial launch will be decided based on the results of the pilot operation, with customers' experience and satisfaction being the decisive factors.

DVB-H (Digital Video Broadcasting – Transmission System of Handheld Terminals – “Handhelds”) is a system allowing the reception of digital terrestrial broadcasting through mobile phones, special receivers, PDAs or pocket PCs equipped with a DVB-H receiver. DVB-H (formerly also designated as DVB-M or DVB-X) is derived from the DVB-T standard (Digital Video Broadcasting – Terrestrial) which has been enhanced with features that allow the reception of digital content through mobile terminals (lower picture resolution = more channels, 90% savings in power consumption, etc.). Transmission of the TV signal for one channel will require the capacity of approx. 384 kbps. The DVB-H system can use channels of the standard television bands in the Czech Republic (III., IV., and V.). In addition to mobility, the system generally offers the possibility of using the DVB-T system network infrastructure (it can be placed in a common multiplex).

Contacts for journalists:

T-Mobile:

Jiří Hájek
Vice President Corporate Communication
T-Mobile Czech Republic a.s.
E-mail: ji.hajek@t-mobile.cz
Tel.: 603 601 030

Martina Kemrová
Head of External Communication
T-Mobile Czech Republic a.s.
E-mail: martina.kemrova@t-mobile.cz
Tel.: 603 601 150