



Bringing the Mobile
Industry Together



Mobile Broadcast TV

Looking at the Business Case

Rory MacHale
Chief Technology Officer



Ammeon in brief

- Ammeon is a telecoms and media company
- Founded in 2003, we are a privately owned Irish company
- Our customers are operators, equipment vendors, system integrators and other industry players
- We have a focus on broadcast & multicast services, solutions and networks
- We have a successful track record of delivery
- Over 100 engineers with wireless experience
- For more, see www.ammeon.com, Mobile Europe TV, bnetTV



Origins of Mobile TV

- It's a standard. One of many...

- DVB
- DMB (DAB)
- ISDB-T
- MBMS
- 3G Video Calls
- 3G Streaming

- Mobile TV today

- Korea
- Japan
- O2 Oxford trial, UK
- Germany
- ...many others



Previous "mobile TV" ventures

Some initial failures

- USA: Crown Castle abandons DVB-H network in USA
- UK: Virgin Mobile shuts down BT Movio operated Mobile TV service
- Germany: License-winner Mobile 3.0 faces strong competition from free Mobile TV services



AMMEON



Case Study



- Korea

- Satellite Mobile TV service, subscription-based (S-DMB)
- Terrestrial Mobile TV service, free / ad-funded (T-DMB)
- Recent report shows across *both* services:



- 14 million receivers sold (48.4% on mobile phones)
- 6 million terrestrial receivers, 1.31 million satellite receivers
- 1.172% viewer rating
- 3.585% during rush hour!
- Typical viewer male, 30-50



- Satellite Mobile TV struggling to get “killer content”?
- Terrestrial Mobile TV suffering from under-investment in coverage?



Ratings source: TNS Media for one day (1 Aug 2008)



Case Study



- Japan
 - Terrestrial Mobile TV 1-seg Service
 - Shipments hit 20 million devices by Dec 2007
 - Free service with no DRM; viewers can record and watch later
 - Interactive services – BML
 - MBCO Satellite Mobile TV service – shut down



Shipments source: IDG News

What's the value proposition?

- Linear TV on mobile has turned out to be less than compelling
- Services live today have viewers, but ROI still in question
- Video on mobile needs to differentiate
- To succeed, mobile will have to try harder
- **Needs to address:**
- Make an attractive proposition to user (free or low-cost)
- Bring the right mobile content at the right time
- Invite content providers directly onto the platform
- Tap into advertising revenues
- Enhance appeal to right users by building communities

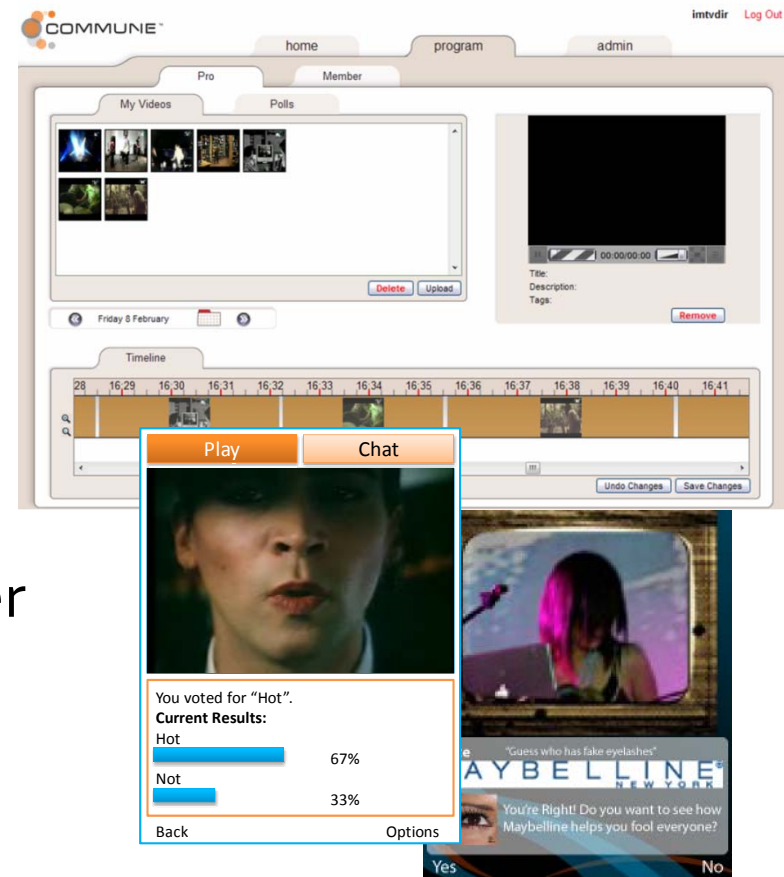
Sideways look at internet video

The screenshot displays the MTV Flux website interface. At the top, there's a navigation bar with 'choose a channel' and 'login / register' options. Below this is a banner for 'WIN SHOW US YOUR PERSONAL STYLE' with a 'CLICK HERE!' button. The main content area is divided into several sections:

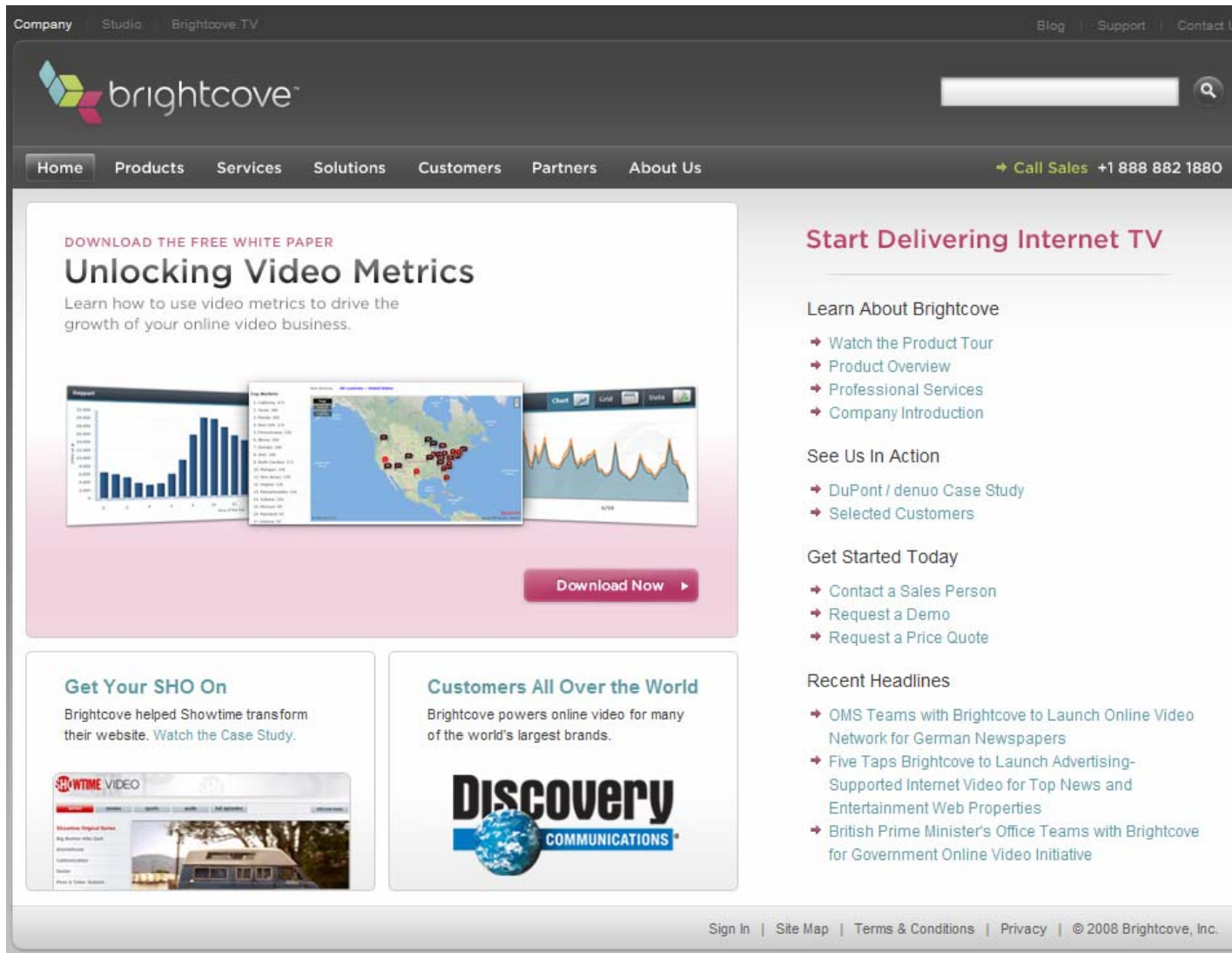
- GET A PROFILE AND YOU CAN...:** A sidebar section listing benefits like 'Get yourself on MTV', 'Upload Photos', 'Upload your Videos', 'Enter Competitions', 'Create a Sexy Avatar', 'Influence the Playlist', 'Message Friends', and 'Post on Forums and lots lots more...'. A 'REGISTER NOW!' button is at the bottom.
- FLUX ME I'M FAMOUS:** A section titled 'YOUR NEWS, YOUR VIEWS...' featuring a video player and a 'REGISTER NOW!' button.
- current:** A central news section with a search bar and navigation tabs for 'news', 'viewer uploads', 'viewer ads', and 'current tv'. It includes a 'TV Schedule' link and a search box. Below the navigation is a banner: 'Catch up with all things Current - Current Blog UK - Catch the latest VC2 Newsletter - Follow us on Twitter'. The main content area is split into two columns: 'you make the news' and 'we put it on television'. The 'you make the news' section features a grid of news items with titles like 'Human tower collapses during traditional Spanish...', 'Dubai aims to top its own world's tallest tow...', 'German bank clinches rescue deal', and 'Seas turn to acid as they soak up CO2'. Each item has a 'LINK GO' button and a 'voted' count. The 'we put it on television' section features a video player for 'This Hour's Current:News by CurrentNewsTeam'. Below the news grid is a 'vote now' section with a timer '00:54:13' and a 'left to pick the current:news story' prompt. It shows a poll for 'Poland could be stripped of Euro 2012, say UEFA' with a '#1' ranking and 12% of votes. Another poll for 'Hipsters might save the economy' is also visible. To the right of the 'vote now' section is a large advertisement for 'RESISTANCE 2' with the text 'MAKE AN AD FOR RESISTANCE 2 AND YOU COULD EARN £1000' and a 'Learn How' button.
- PEOPLE LATEST:** A section showing profile pictures and names of users like 'mudk10z', 'rosebuds', 'maccababi', and 'megamasa'.

Tailoring for mobile

- Interactive services hugely popular on terrestrial TV
- Access social networking on the web to reach web2.0 demographic
- Leverage power of viral promotion
- Premium interactive advertising
- Close loop between provider and user
- True convergent services



Business Models that work



The screenshot shows the Brightcove website homepage. At the top, there is a navigation bar with links for 'Company', 'Studio', 'Brightcove TV', 'Blog', 'Support', and 'Contact Us'. Below this is the Brightcove logo and a search bar. A secondary navigation bar includes 'Home', 'Products', 'Services', 'Solutions', 'Customers', 'Partners', and 'About Us', along with a 'Call Sales +1 888 882 1880' button. The main content area features a large banner for a white paper titled 'Unlocking Video Metrics' with a 'Download Now' button. To the right, there is a section for 'Start Delivering Internet TV' with links to learn about Brightcove, see it in action, and get started today. Below the banner are two smaller sections: 'Get Your SHO On' featuring a Showtime Video player and 'Customers All Over the World' featuring the Discovery Communications logo. The footer contains links for 'Sign In', 'Site Map', 'Terms & Conditions', 'Privacy', and '© 2008 Brightcove, Inc.'

Company Studio Brightcove TV Blog Support Contact Us


brightcove™

Home Products Services Solutions Customers Partners About Us + Call Sales +1 888 882 1880

DOWNLOAD THE FREE WHITE PAPER

Unlocking Video Metrics

Learn how to use video metrics to drive the growth of your online video business.



Download Now

Start Delivering Internet TV

Learn About Brightcove

- Watch the Product Tour
- Product Overview
- Professional Services
- Company Introduction

See Us In Action

- DuPont / denuo Case Study
- Selected Customers

Get Started Today


- Contact a Sales Person
- Request a Demo
- Request a Price Quote

Recent Headlines

- OMS Teams with Brightcove to Launch Online Video Network for German Newspapers
- Five Taps Brightcove to Launch Advertising-Supported Internet Video for Top News and Entertainment Web Properties
- British Prime Minister's Office Teams with Brightcove for Government Online Video Initiative


Get Your SHO On

Brightcove helped Showtime transform their website. Watch the Case Study.



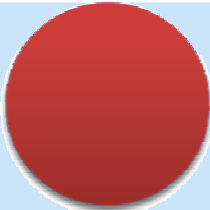
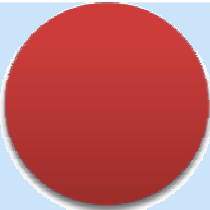
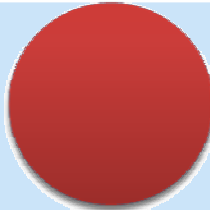
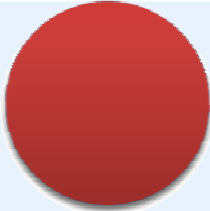
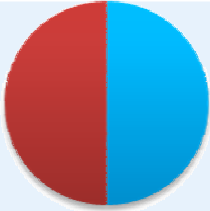
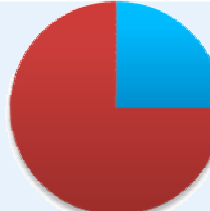

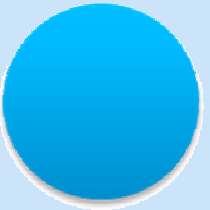
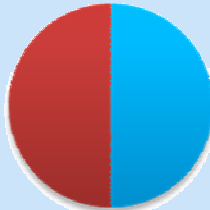
Customers All Over the World

Brightcove powers online video for many of the world's largest brands.



Sign In | Site Map | Terms & Conditions | Privacy | © 2008 Brightcove, Inc.

Business Models that work

Model	Upfront Cost	Subscription Revenue Share	Advertising Revenue Share	Messaging/Interaction Revenue Share
A	\$0			
B	\$\$			
C	\$\$\$\$			



Content Provider



Operator



Conclusions

- Need to differentiate from linear broadcast TV
- Need to offer to right users at a price they want
- Need to have the tools to enable content providers
- Need to lever growth power of online communities
- Need for flexible and multiple revenue streams





AMMEON

INNOVATION THROUGH EXPERIENCE

