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How can IPDC be successfully commercially deployed?

- Fulfil a customer need and propose attractive services
- Partners interested (good business opportunities)
- Technical standardised and tested solution
- Receivers available
- Proper regulation
- Spectrum available
- IP Datacast tested in a few countries

Customer needs Content

- Several presentations addressed this issue:
 - TV on your mobile seems so far to be of interest
 - Young people and mainly male seem to be the preferred target group

What will be the services that people will endorse? New type of content? How will they consume the services? What is the price they are ready to pay for this?

Pilot and market studies will certainly help, but reality will give the proper answer...

- Good content exist:

How can the mobility dimension be integrated in the Media companies' strategy? Can a usage in a mobile environment be a complement to the existing business of broadcasters? In which sense?

Partners interested

- We heard broadcasters, technical broadcast operators, manufacturers, ...
- Which role for which partners?
- How to find the right compromises? How to merge different cultures?
- How to share the benefits? But is it time at the beginning of a business to discuss this way?

Technical standardised solution

- DVB-H is standardised or nearly
- Other work is being performed in DVB and in other fora: OMA, IETF, etc...

How to achieve the best solution that will not fragment the market in the future?

Receivers available

- Nokia has shown an IPDC prototype
- Siemens said that Siemens will have a demonstrator at the latest by the end of this year
- There are chips available, presentation from Sony. Nick Davies from Crown Castle quoted Freescale, STM, Dibcom, Toshiba.

Any comment from the chipset vendors? Products?
View on the business growth?

Spectrum Available

- There are difficulties in the UK and it seems to be not that easy in Germany. Some solution proposed.
- The switch-off of analogue will release spectrum

Dave Toman from Ofcom said: « Switchover is not a matter of “if” but “when and how” »

Comments on this?

Proper regulation

- Finland has already a solution available
- Dave Toman from Ofcom said that: « The use of spectrum is a political issue not a regulator issue »
- About Germany, Martin Gebler from Siemens said that some work is needed but Siemens is active.

Isn't regulation also a matter of interest of the partners? What is the role that each partner in the value chain can play in his own country regarding this issue? What role can the European Commission play?

IPDC Pilots

- Pittsburg, Helsinki and Berlin.

For those involved in the pilots, if there is a positive feedback from the end-users, what will be the next step? Commercial launch?

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Scale:

Far.....Ready



A game:
Do it
yourself!

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**Suggestions
to push IPDC
forward**