



Unified experience of DVB-H/SH and 3G Mobile TV end-user

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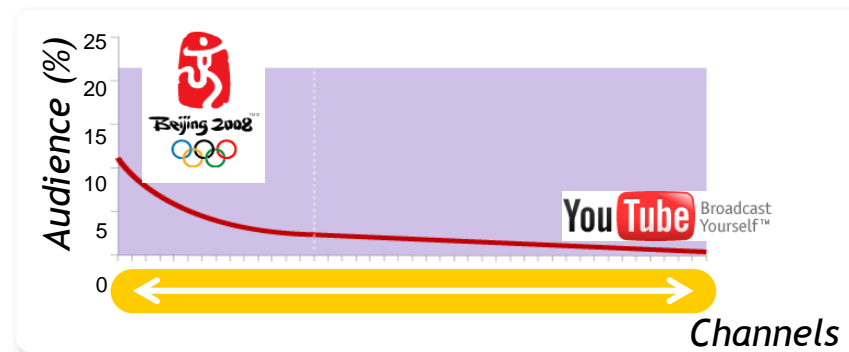
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Mobile TV for Mass Market means ...

What?

Choice
Mass audience



Where and When?

Now,
Here & Live!

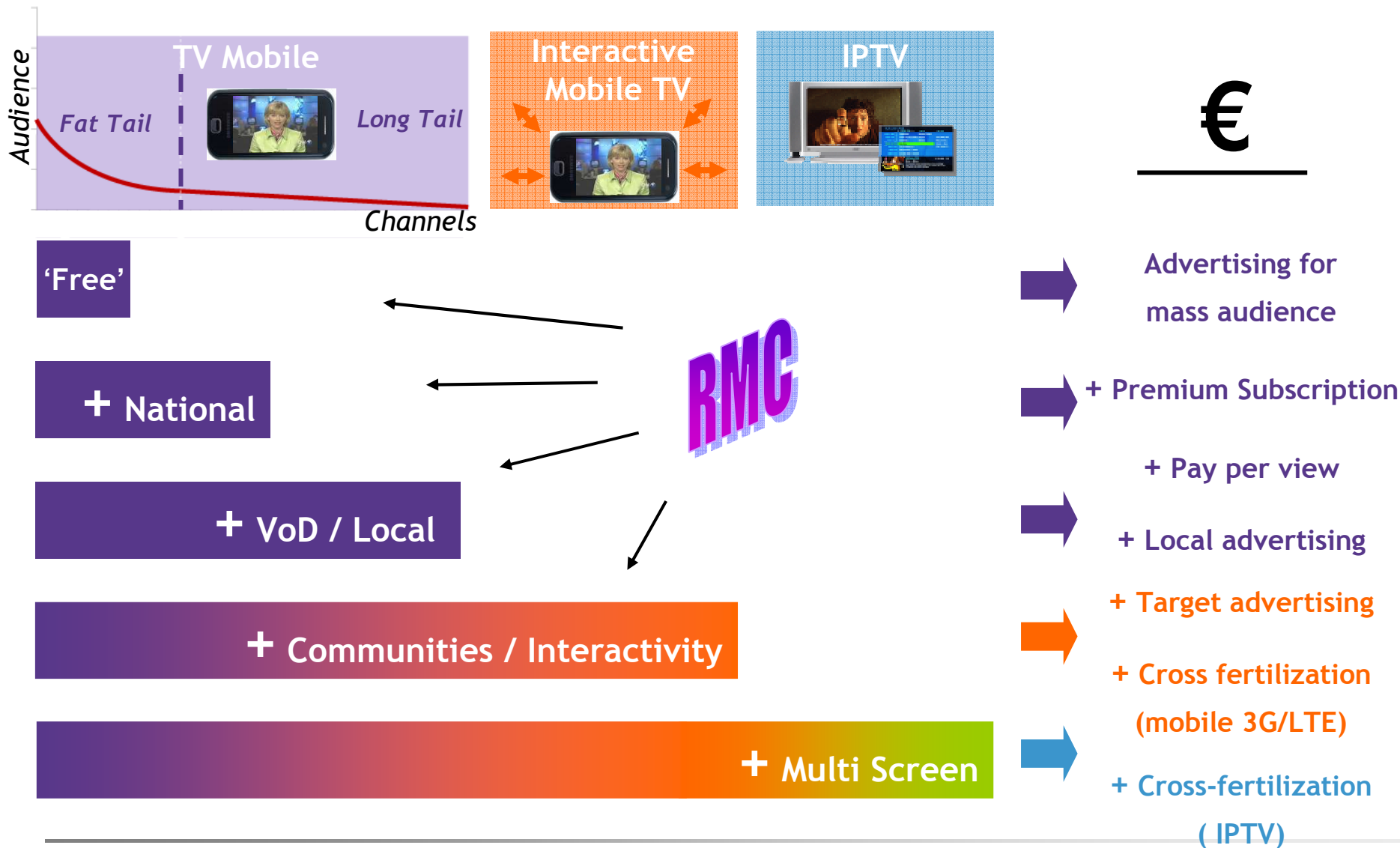


How?

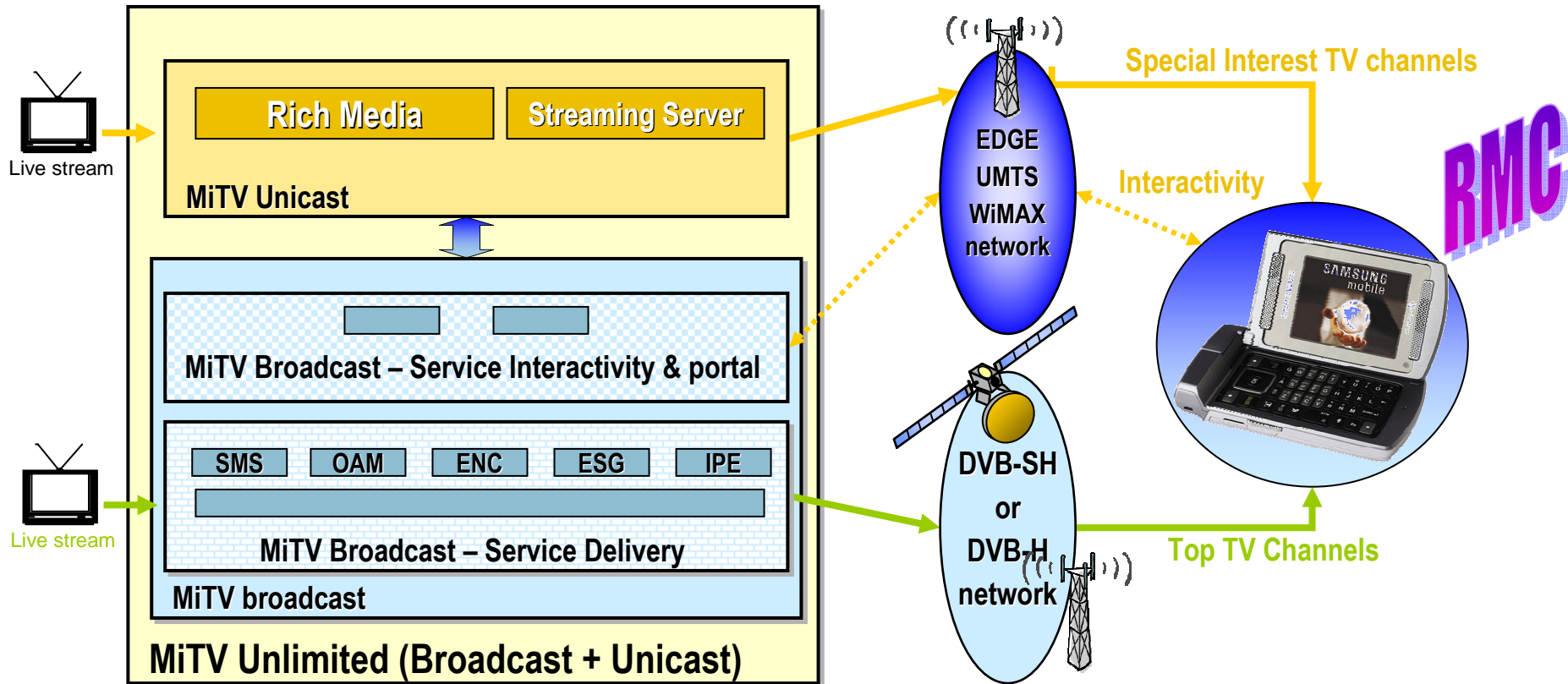
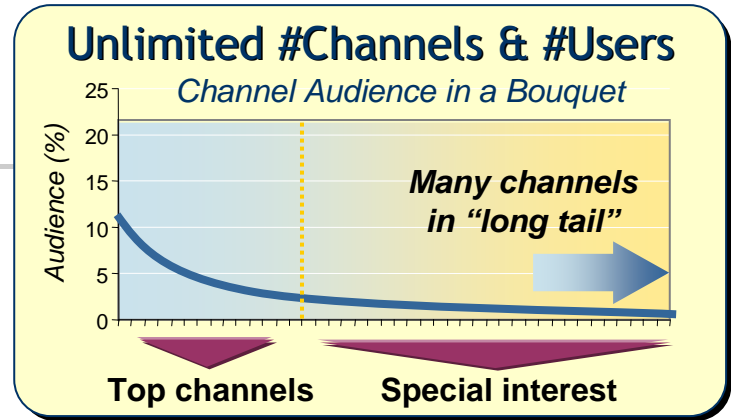
Simple
Interactive
Personalized



Mobile TV: a new era of watching TV



Hybrid broadcast+unicast mobile TV service, based on Rich Media Client (RMC)





Handset Broadcast & Unicast: End-user objective

Interactive Services

- Allowing cross selling & advertising
- Across Broadcast & Unicast
- Intrusive or on demand



Detailed unified EPG

- broadcast & unicast programs
- includes favorite channels
- detailed program information



Universal zapping

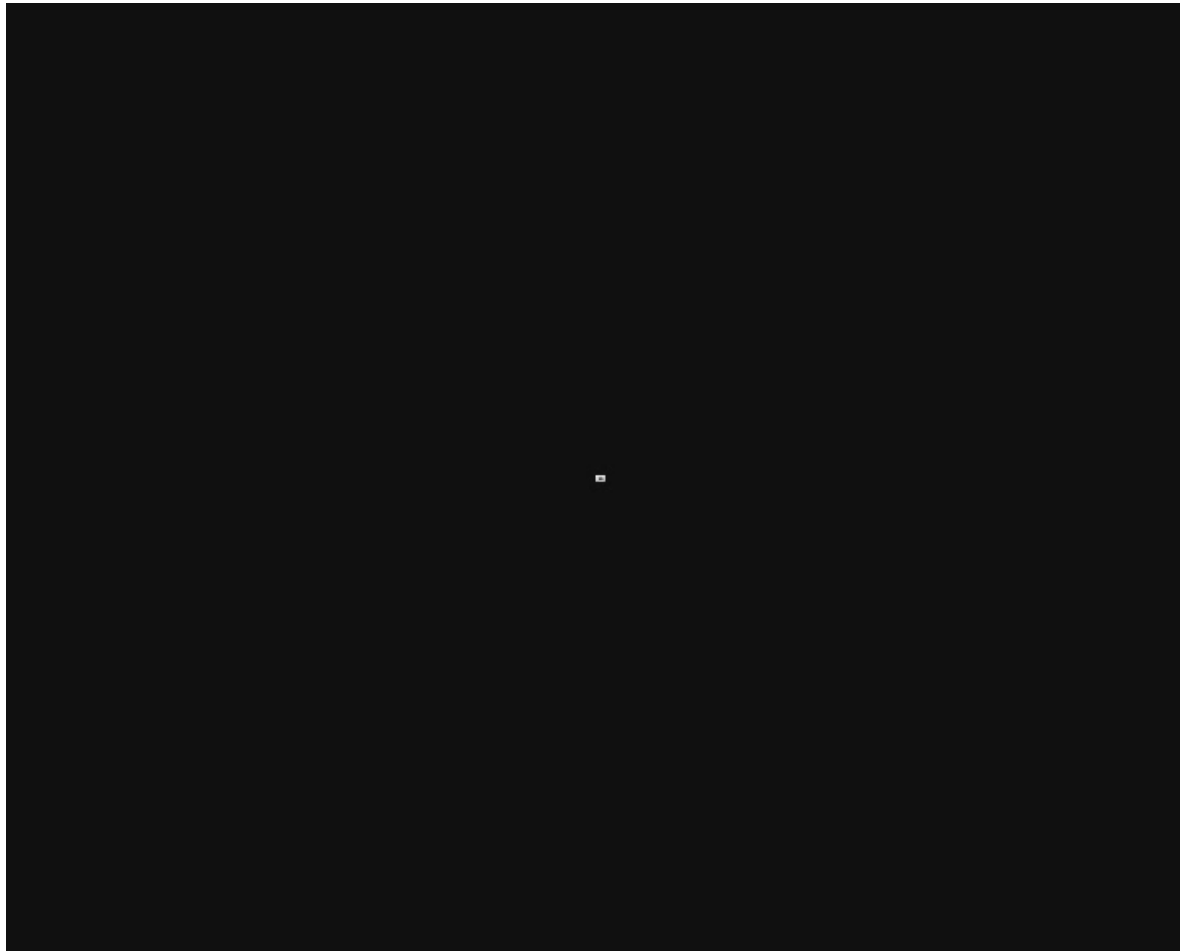
- A seamless subscriber experience
- across broadcast & unicast channels
 - broadcast for mass market
 - 3G/LTE for narrowcast/VOD
- in full screen mode
















A Seamless Rich-Media User Experience

Rich Media User Interface demo

Demo



On Any Handsets

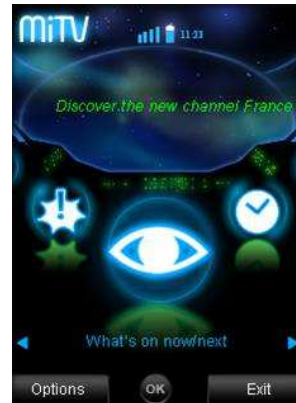
	 symbian Symbian 8 the mobile operating system	 symbian Symbian 9 the mobile operating system	 JAVA	 Windows Mobile	 Windows	 brew & Others
 NOKIA CONNECTING PEOPLE	6630 6680 6681 N70	N73 N75 N80 N91 N93 N95 E60 E61 E65 E70 6290 6120	NA	NA	NA	
 Sony Ericsson	NA	NA	K608i K610 K810 K800 W850i W880 Z610	NA	NA	NA
 MOTOROLA	NA	NA	V3Xi V3xx Maxx v6 KRZR K1 K3	Motorola Q	NA	NA
 SAMSUNG	Z600	i520	A801 A811	i320 i600	NA	DVB-SH
 LG	NA	Joy	NA	NA	NA	NA
 htc smart mobility	NA	NA	NA	TyTN MTeoR Apache Universal TyTN	NA	NA
 hp invent	NA	NA	NA	IPAQ HX2790	Laptop	NA

Rich Media High Quality Service

WAP



i-Mode



Without Rich Media

- Static content & restricted navigation
- Limited multimedia experience
 - Player not integrated in the browser

With Rich Media

- Dynamic content and easy navigation
- Rich multimedia experience
 - One click to any media - Player integrated in browser
 - Fast channel switching, advanced EPG, contextual links to interactive services and teasers
- High-quality streaming

Provide intuitive, integrated, user-friendly interface for better access & navigation. Encourage initial and ongoing consumption of mobile content and applications.

Launch View



! Welcome to a new universe !

Home page

Home view

- Consult What's on Now/Next EPGs
- Access to the channels Mosaic
- Browse Channels per category
- Launch player on last channel
- Watch Video on Demand
- News Menu
- Manage My Account
- Help and About

Application start

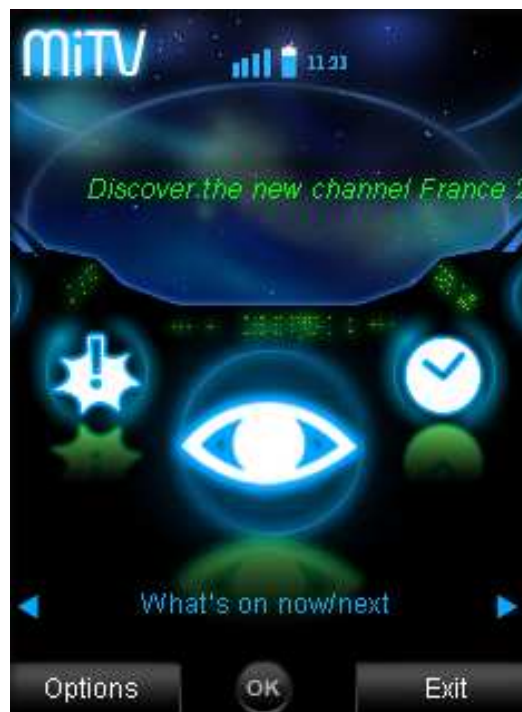
- Automatic & Forced upgrade
- Can be bypassed to launch directly on player or other views
- New scrolling text (displays info/news at launch)



What's on Now/Next

EPGs What's on Now

- Gives the on air programs
- What's on Next
 - Gives the next programs
- Other new features
 - Parental ratings
 - Content distribution rights
 - Navigable channel (Playlist)
 - Progress bar
 - Payment needed



Mosaic

Mosaic view

- Gives the channel icons
- Allows direct channel access
- Shows the on now program



Categories

Channels classified by categories

- Thematic ordering
- Background theme
- Direct navigation within categories



Multimedia Player

Enhanced Player view

- Improved Chanel / Contents navigation
 - Fast Channel Zapping
 - Direct access with digits (#chanel)
 - Navigation in Full Screen mode
- Parental ratings
- Navigable channel (Playlist)
- Better visibility (eg arrows)
- Automatic darkening

Enhanced Mini-Menu

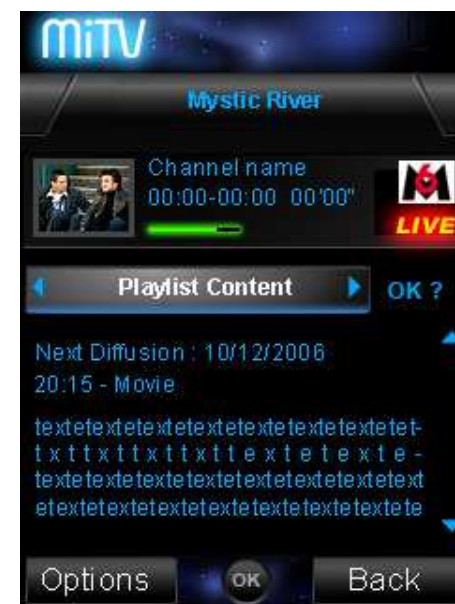
- Previous / Next clips (playlists)
- Pause (for VOD contents)
- Mute



Program details

Enhanced Program information

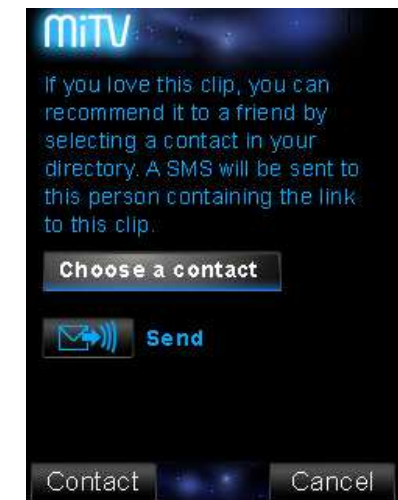
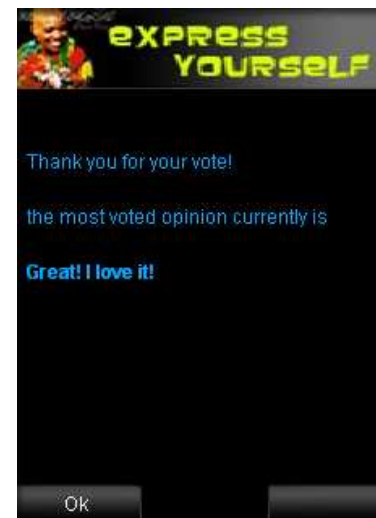
- Parental ratings
- Live program indication
- Progress bar
- Next broadcast time
- Program genre
- New actions
 - View play list detail
 - Go to the related WAP site
 - View trailer
- Direct navigation
 - Program
 - Clips



Advanced interactivity

Enhanced Interactivity

- Invitation
 - Teaser (scrolling text line)
 - Passive (eg Key 0)
 - Intrusive invitation (Pop Up)
- Interactive Services
 - Voting
 - Purchase and Download a related content
 - Go to the commercial WAP site
 - Get News about the artist
 - Recommend to a friend (by SMS from the address book)



Video on Demand

Watch your favorite films or series

- Sorted by categories
- Watch the (optionally free) trailer
- Direct navigation in categories
- Direct navigation in films
- Direct Access to DVD chapters
- View Film synopsis



News Menu

Consult the latest news

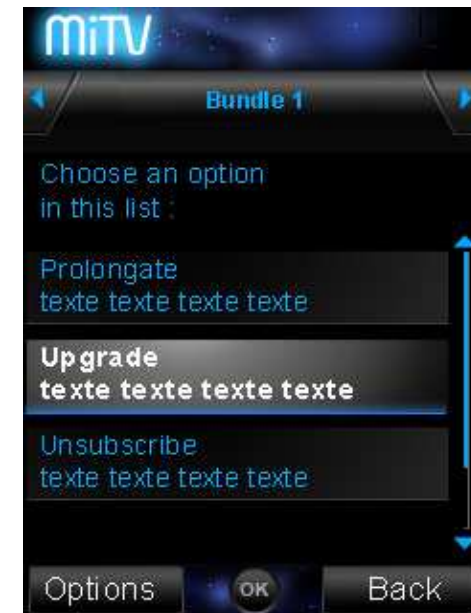
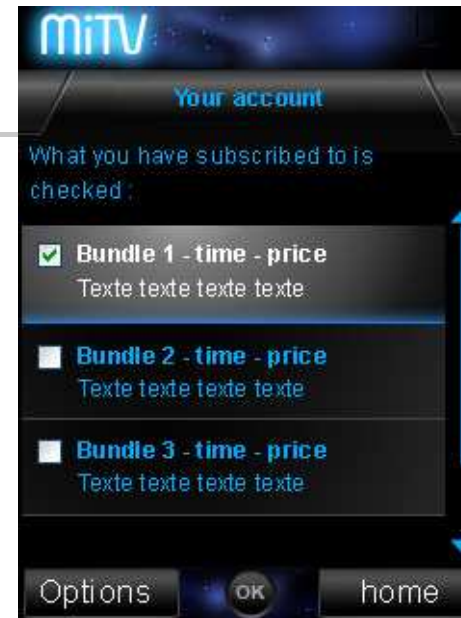
- Sorted by categories
- Provisioned by the operator, with texts and images
- Resulted action can be
 - Launch a related WAP site
 - Launch the player
 - Access a new view to subscribe
 - Terms & conditions
 - Subscription
 - ...



My Account

List all subscriptions

- Subscribed and unsubscribed
 - Free preview
 - Capped subscriptions (time, or session nb)
 - Pay per view
- Long description
 - Renewal/expiry date
 - Purchased value
 - Complete description...
- External Terms & conditions
- New modification
 - Upgrade
 - Extend
 - Discount (eg on additional packages)
- Direct navigation within offers



Enhanced help

Enhanced Help

- Local help (before cnx)
- Contextual

About

- Give the version number
- Allows to contact the support
 - Go on the WAP site
 - Call the hotline
- Asks for terminal settings



Windows User Interfaces - WIMAX for instance

Windows OS

- XP

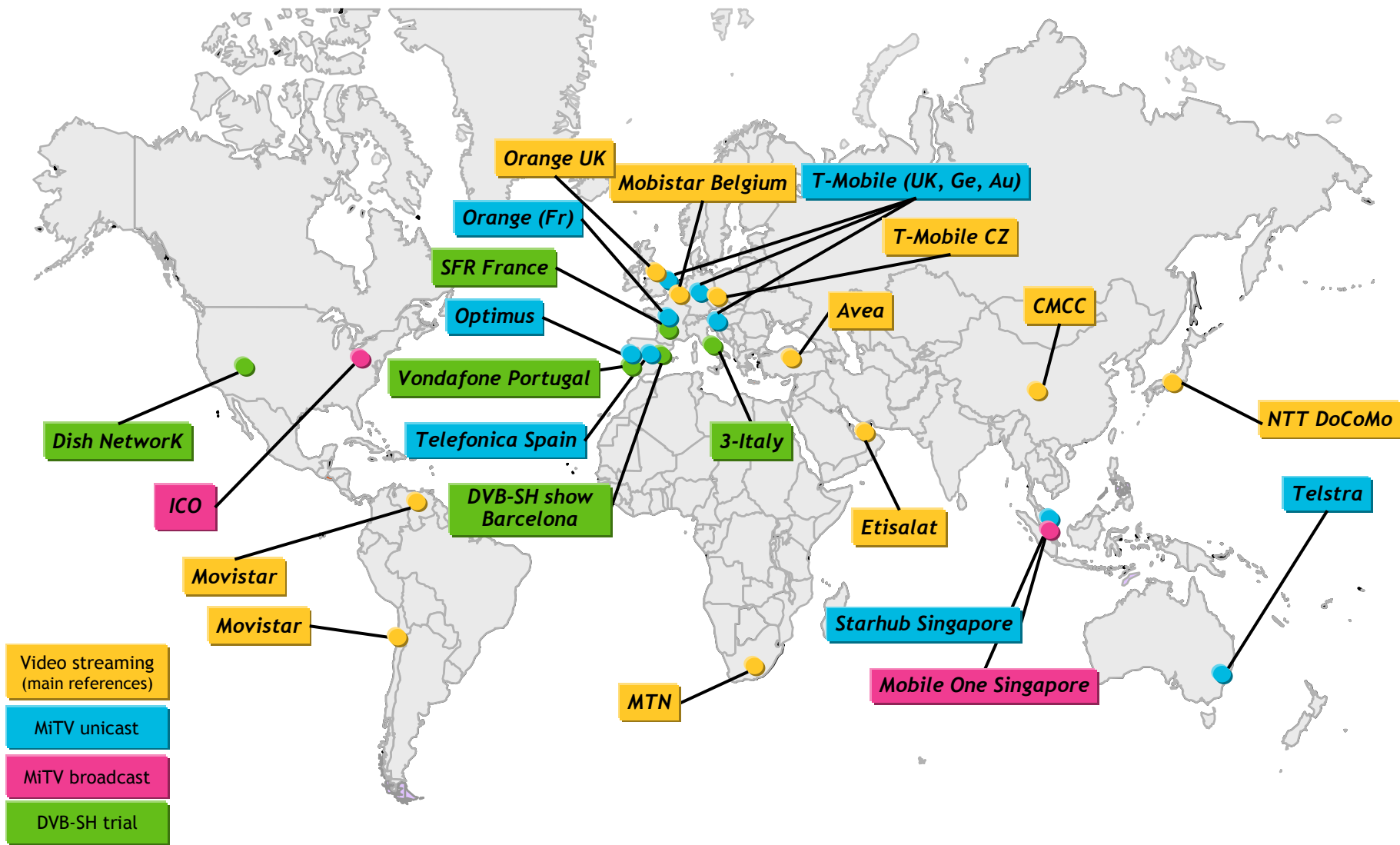
New UI leveraging big screen sizes

- Divided in 2 screens
 - Player (always present)
 - Information ()
- QVGA and VGA
- Touch screen (Pocket PC)
- Mouse control (XP)

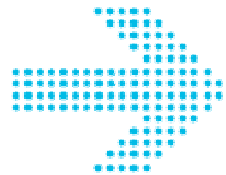


Targets WiMax PoC, trials, and future commercial launches

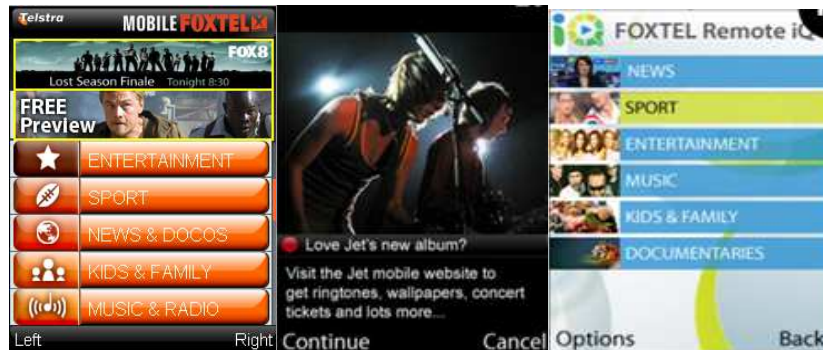
Conclusion	<i>Orange</i>	<i>Optimus</i>	<i>Telefonica</i>	<i>Abertis Telecom</i>	<i>Jersey Telecom</i>
40+ References	<i>SFR</i>	<i>Vodafone</i>	<i>Dish Network</i>	<i>3 Italy</i>	<i>Rai</i>
	<i>SpeedCast</i>	<i>StarHub</i>	<i>Mobile One</i>	<i>Echostar</i>	<i>Telestra</i>



5910 Mobile interactive TV References



References



Case Study - Telstra

33 TV channels (9 live, 24 made-for-mobile & looped) in 5 genres

2 genres for 12\$, 5 genres for 18\$, day pass for 4\$

Remote iQ service (remote programming of STB)

Using 3G (UMTS) at 100 kbps & 3.5G (HSDPA) at 128/240 kbps

Live since November 1st, 2007



Orange, France: Mobile TV over 3G

2007 Achievements



Orange Intense (Jan'07 figures)

Broad Selection of TV channels

- 50+ live channels
- 9 theme channels
- One Canal+ bouquet
- Live Sport (Orange)

Mobile TV Driving 3G usage

- 50%+ of 3G subscribers are TV users
- 45 million video & TV sessions in 2007
- Average video/TV consumption per user is 40 minutes/month
- Peak of 5500 CS at christmas 2007

Powered by Alcatel-Lucent

T-Mobile International: TV In Your Pocket

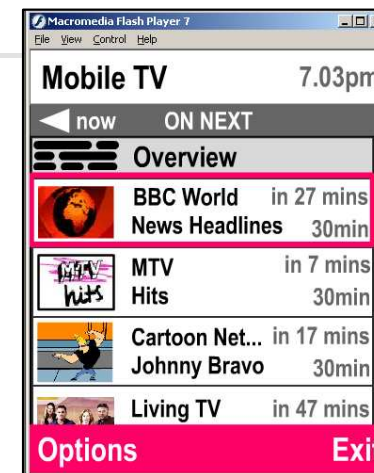
Alcatel-Lucent deploys, hosts and operates "TV in your Pocket" in key 3G European markets

T-Mobile International: Second largest global mobile operator

- **86+ million** subscribers, a growth of +11.6% in 2006
- Partner of **2006 FIFA World Cup**

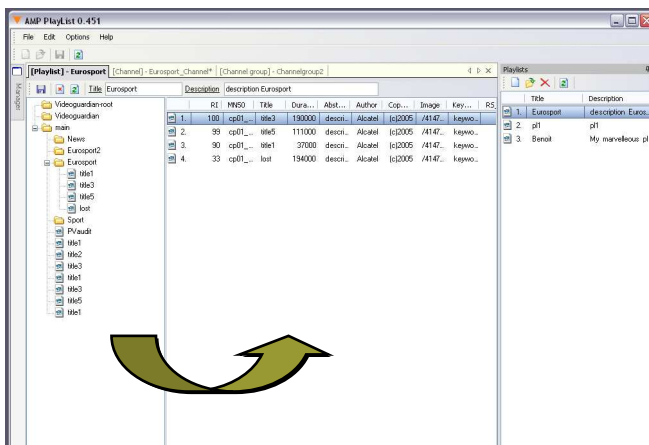
Alcatel-Lucent: enabling best in class interactive mobile TV

- Addressing **50+ million** subscribers in **Germany, UK and Austria**
- Hosts and operates platform, delivering TV over **EDGE, 3G, and HSDPA**
- Supports **live channels, "made-for-mobile" channels, Video-on-Demand**
- Content aggregation, service provisioning, integration with billing system
- Superior end user experience
 - Smart navigation through advanced EPG with rich media player feature
 - Advanced content delivery: **fast channel switching**, QoS-enabled video servers





Optimus, Portugal: Rich Media & WAP



**Usage of MiTV studio:
Drag and drop to create play lists
and to schedule them**

OptimusTV

The number of TV sessions doubled after the Rich Media launch without any marketing campaign

- Complete service offer with 29 channels of different types
 - Pure Live
 - Made of Play lists
 - Pre-recorded clips
 - Live
 - Mix
- Large palette of bouquets with different subscription offers and multi-subscriptions management
- Smart navigation allowing to switch from one channel to the other in 5 seconds and even from one program to the other
- Automatic EPG grabbing from the different Content Providers

Up to 40 CS after a small SMS marketing

New Java launch early this year

www.alcatel-lucent.com/mobiletv

Спасибо !