

mobiletv



Fashionable Technology with Personality



Schools

Gov4

In-Car/PMP

Phones

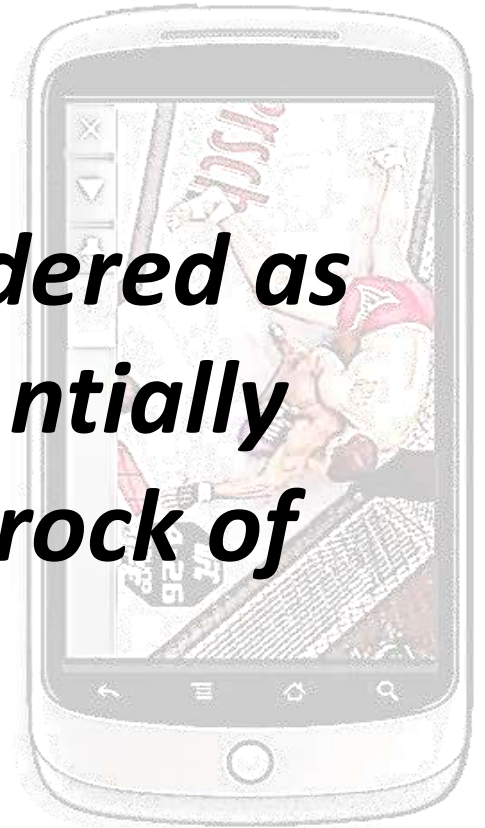
Digital Cameras

Laptop & USB

Traffic

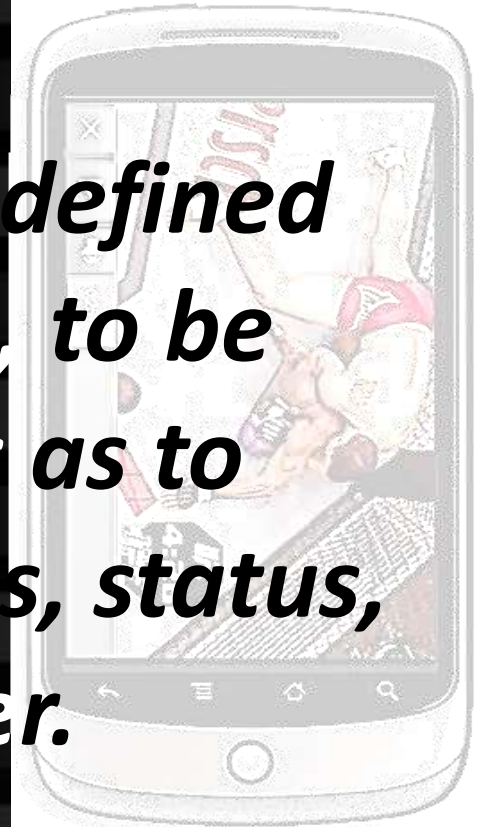
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Broadcasting is to be considered as human right because essentially communication is the bedrock of humanity,



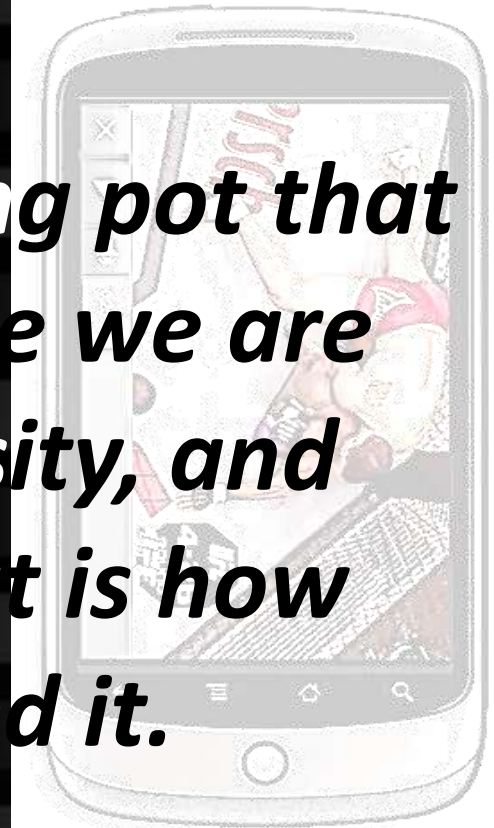
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*if not phenomenon simply defined
otherwise world heritage, to be
enjoyed by all regardless as to
nationality, creed, race, class, status,
urban, rural or gender.*



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We all converge in the melting pot that is technology, and therefore we are ironically one in our diversity, and inexorably so, because that is how Mother Nature planned it.



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Now what ? : that is Mobile TV

What?

*Communication Services
&
Multimedia Contents*



TV

(Audio Visual Content)

Where?

*Anywhere &
On-the-go*



Mobile Phone

(Mobile Communication)

+

=

How?

Easy & Simple

Good Quality

Accessible

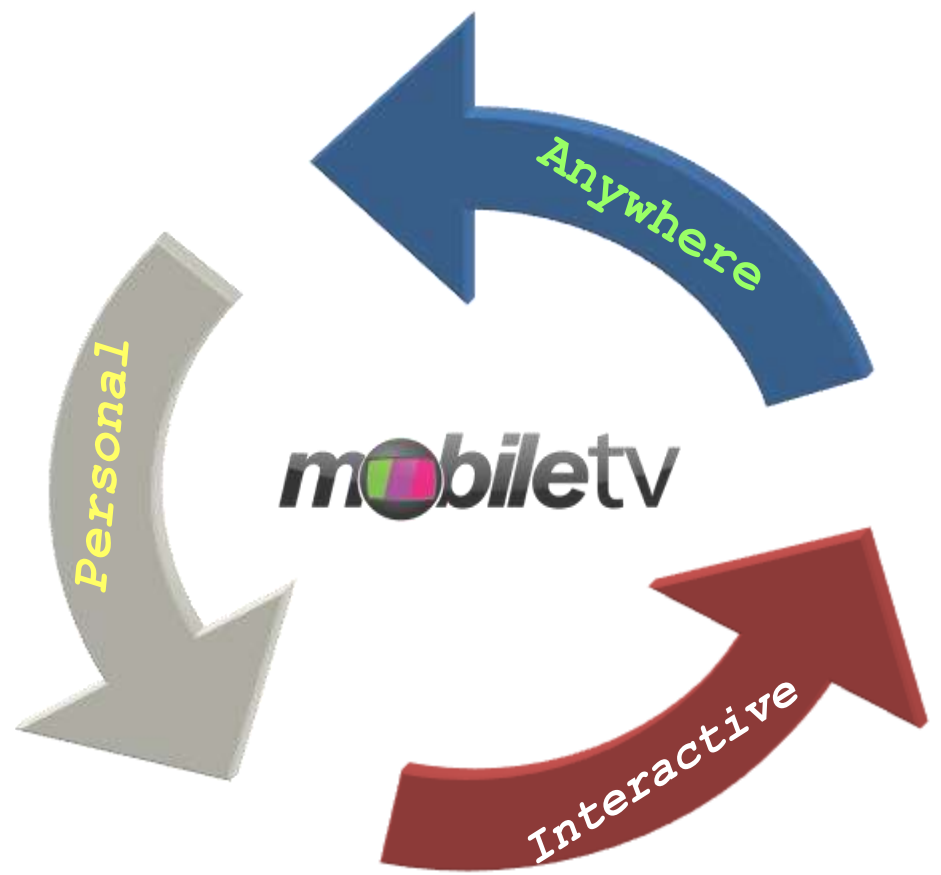
Reliable

Live



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A natural extension of services on the ubiquitous mobile phone





DMB

Digital Multimedia Broadcasting

World's most popular entertainment product goes mobile

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- *Unveiled in Korea on December 1, 2005, marking the beginning of a full-fledged mobile TV era*
- *A service, accessible through mobile phones, PDAs or other dedicated DMB devices*
- *Transmission received while traveling at high speeds of over 300 km/h*
- *Provide a variety of broadcasting-telecom convergence options through two-way data services.*
- *Two-way multimedia broadcasting medium, with high mobility and accessibility being its defining characteristics.*

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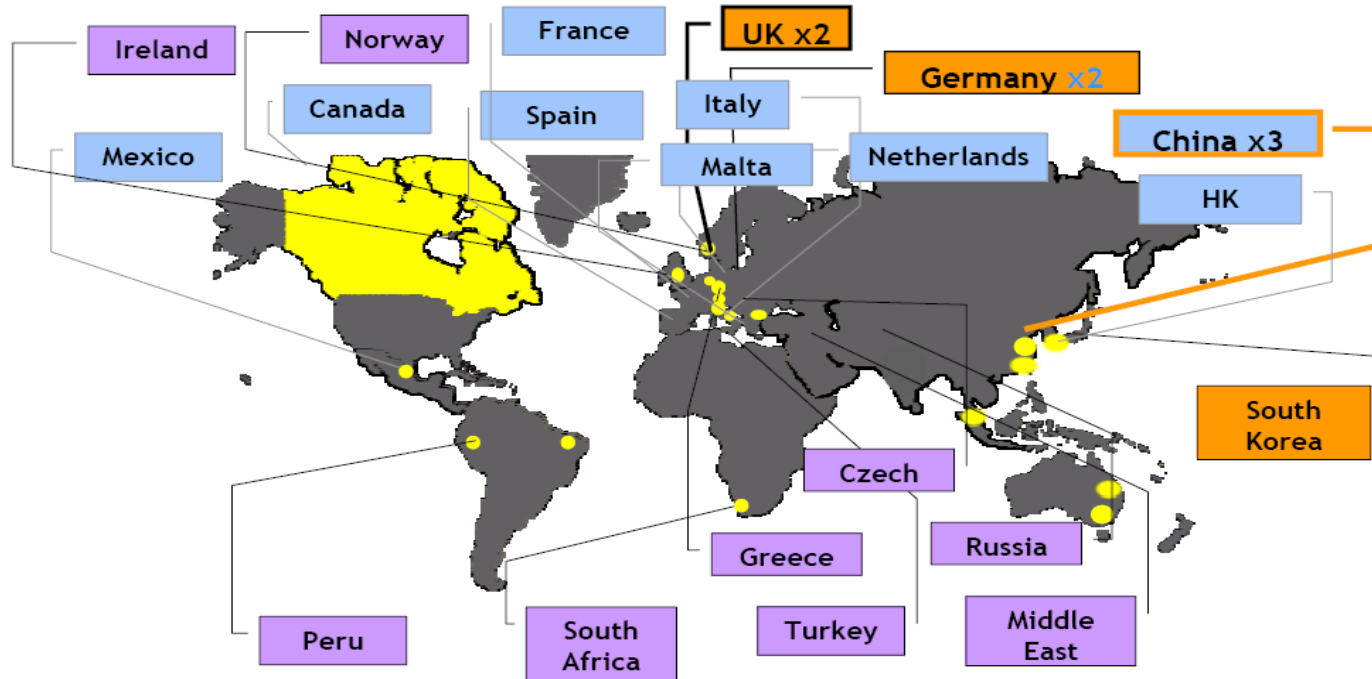
Consumer electronics

- *Easy to use product (accessibility, usability)*
- *Consistent marketing and focus on real benefits*
- *Across all platforms: online, smartphones, in-car*
- *Solar powered*



Adoption is happening

Over 20 countries worldwide launched, test or trial DAB multimedia broadcasts



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Adoption is happening

Ghana

Current situation

On 14th May 2008 FonTV, Africa's first mobile phone enabled television content service, was launched via DMB.

China

Population: 1.32 billion



Coverage:  8%

France

Population: 63 million

South Korea

Population: 59 million



Coverage:  75%

Germany

Population: 83 million

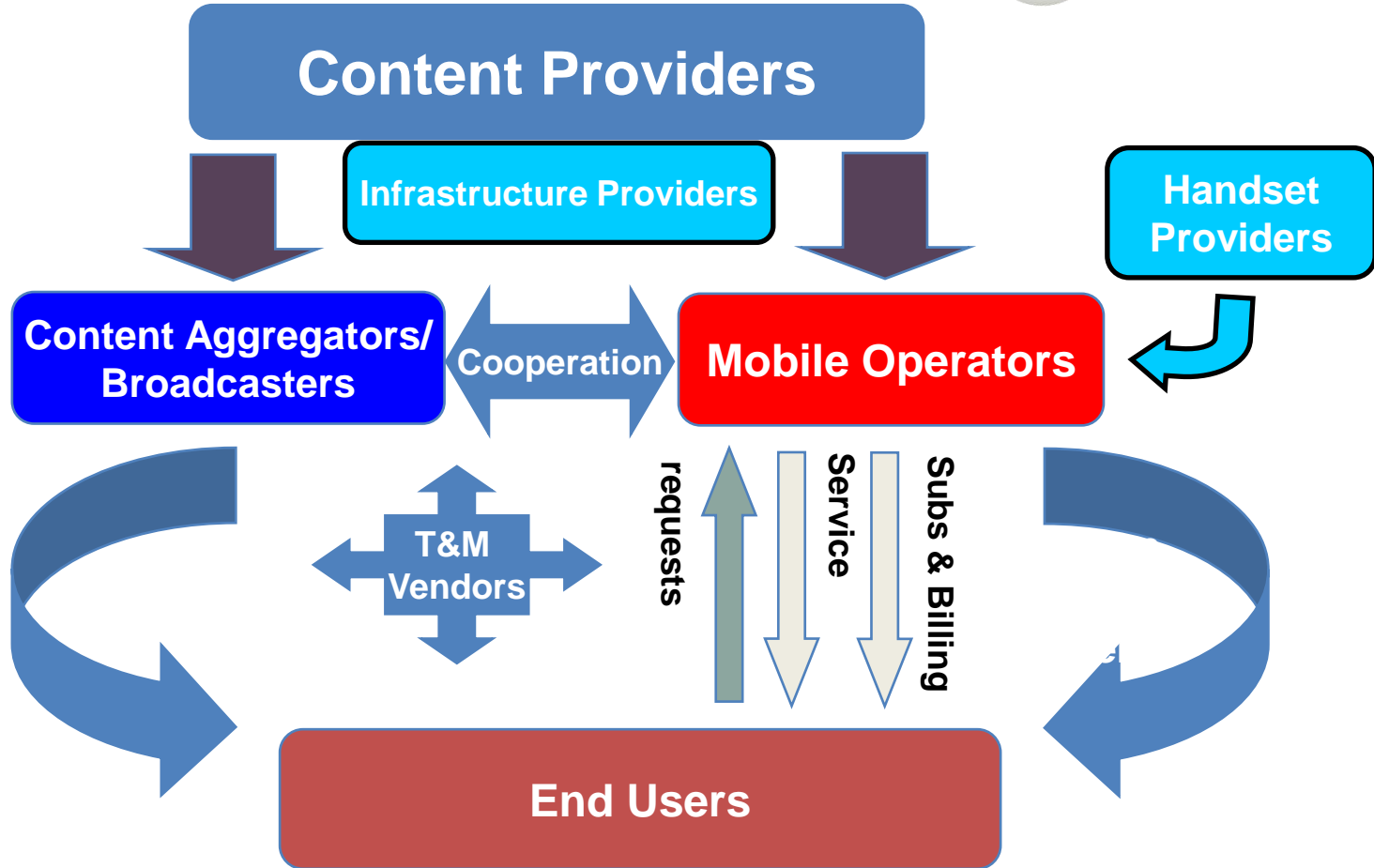
Italy

Population: 59 million



Coverage:  75%

**MobileTV
Value
chain -
South
Africa
and
regions**



Innovation happens

- ◆ **In devices (mobile phones, PDA, i-pod, PC, ...)**
- ◆ **In networks (broadband, 3G, 4G, LTE...)**
- ◆ **In services (on demand, interactive, breaking news, podcast ...)**

Innovation creates - Competitive markets

- ◆ **New economic models**
- ◆ **New content, concepts and advertising models**
- ◆ **New (alternative) players or bring them together**
- ◆ **New offer or a better deal (service, price) for the consumer**

Innovation causes

- ◆ **important changes in our eco-systems/value chain**
- ◆ **an (r)evolution and cannot be stopped**