



News

For Immediate Release

OMVC ISSUES DEVICE PROFILES TO ASSIST MANUFACTURERS IN DEVELOPING MOBILE DIGITAL TV PRODUCTS

*Guidelines Made Available as Broadcasters Install Mobile DTV Equipment;
Model Conditional Access System Coming This Fall*

WASHINGTON, D.C. – Sept. 22, 2011 – As the nation’s broadcasters prepare to launch robust Mobile DTV programming, the Open Mobile Video Coalition (OMVC) has developed a set of comprehensive Device Profile guidelines to assist consumer electronics manufacturers in developing Mobile DTV products. The Profiles are baseline technical guidelines that give manufacturers details about how broadcasters will implement new services and the details needed to build consumer products that receive Mobile DTV.

The Mobile DTV Device Profiles were developed jointly by the OMVC’s Mobile DTV Forum, which represents consumer device and broadcast equipment manufacturers and software and middleware providers, and the OMVC’s Technology Advisory Group, which is made up of broadcasters from member companies.

“As the concept of Mobile Digital Television becomes a commercial reality, consumer electronics manufacturers need guidelines on receiver device features and functionalities that will provide robust reception capability and interoperability with broadcasters,” said Anne Schelle, OMVC Executive Director. “The end goal is an enjoyable and secure Mobile DTV experience for our viewers. We are looking forward to the introduction of both new programming options and new personal devices that will take full advantage of the Mobile DTV standard.”

Later this fall, Schelle said the OMVC will initiate a model Conditional Access System in the Washington, D.C. market, a move designed to help electronics companies test their receiver implementations to properly receive, decode, and display Mobile DTV broadcast signals. Conditional Access is an essential element in Mobile DTV to facilitate both audience measurement and the deployment of paid programming.

“Conditional access is a control system to protect content from viewing by unauthorized parties, to permit robust audience measurement and to enable potential subscription services,” Schelle explained. “Mobile DTV content will be a combination of free viewing and paid viewing.”

Two Profiles Show Likely Configurations

The Device Profile guidelines provide two product scenarios, and both address elements that the OMVC believes are crucial to Mobile DTV success: the addition of conditional access, service/audience measurement, and Internet Protocol (IP) connectivity. One profile represents a basic Mobile DTV receiver that can receive broadcast transmissions and is interoperable with real-time linear Mobile DTV



broadcast services received by mobile devices. A second profile is more advanced, with an enhanced Mobile DTV receiver that includes all the basic elements plus many of the advanced features and functionalities that consumers are expected to embrace – such as the ability to watch subscription programs while “on the go.”

Because OMVC anticipates that some Mobile DTV services will use service protection, both profiles require support for conditional access. In both cases, manufacturer registration with a Mobile DTV Trust Authority is required so that unique digital certificates can be issued to each Mobile DTV receiver as it is made. Details about the Mobile DTV Trust Authority can be found [here](#).

Enhanced Audience Measurement and IP Connectivity

To date, broadcasters have only been able to make decisions with audience estimates based on sampling techniques. With the new profiles, Mobile DTV’s new service and audience measurement tools will enable broadcasters to confidentially identify which channels are viewed and the duration and time of viewing for TV ratings purposes.

To facilitate operation of the conditional access system and the transmission of service and audience data, the Mobile DTV receiver must offer IP connectivity at least once every seven days. This can occur over a wired Internet connection; via Wi-Fi; over a 2G, 3G, or 4G cell phone transmission; or via USB or Bluetooth connection.

Mobile DTV Chip and Consumer Receiver Manufacturers Support Profiles

“Receiver guidelines are vital to manufacturers in assuring that the Mobile DTV products we bring to market deliver the best consumer experience,” said LG Electronics’ Dr. Jong Kim, president of the Zenith R&D Lab. “The Device Profiles are important, because consensus among manufacturers and broadcasts about crucial features, compelling services and advanced capabilities will be a key to Mobile DTV’s success going forward.” LG Electronics’ Mobile DTV chips are now in a number of commercially-available Mobile DTV products.

“We see tremendous value in standardizing the way devices and receivers should behave in the field, ensuring the best possible user experience,” added Itzik Klein, Siano Mobile Silicon Director of Marketing. Siano is one of the companies providing Mobile DTV chipsets. “We were privileged to actively contribute to the formalization of the Device Profiles and we look forward to working with the OMVC on promoting the adoption of Mobile DTV in the U.S.”

“We believe the new Device Profiles will make the Mobile DTV viewing experience even better, with second generation products able to show subscription programming that viewers will want to watch wherever they go. Consumers who have purchased battery-powered RCA Mobile DTV products are using them now to stay connected and be prepared for emergencies,” said Chris Lee, Vice President of Sales & Marketing for Digital Stream, the licensed manufacturer of RCA portable TV products.

The Mobile DTV Forum’s detailed Device Profiles are available [here](#).

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About the Open Mobile Video Coalition

Representing over 900 TV stations across the country, the Open Mobile Video Coalition is a voluntary association of television broadcasters whose mission is to accelerate the development of mobile digital television in the United States. The OMVC is composed of 36 members that own and operate over 500 commercial television stations, as well as the Association of Public Television Stations, Corporation for Public Broadcasting and the Public Broadcasting Service, which represent an additional 360 public television stations. Membership in the OMVC is open to all U.S.-based television broadcasters. OMVC also includes device and transmission equipment manufacturers and software and middleware providers who are part of the Mobile DTV Forum, which works collaboratively with OMVC broadcast members to advance the rollout of Mobile DTV products and services. For more information, please visit: www.OMVC.org.

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