



oma

Open Mobile Alliance

OMA Broadcast Enabler Release 1.0

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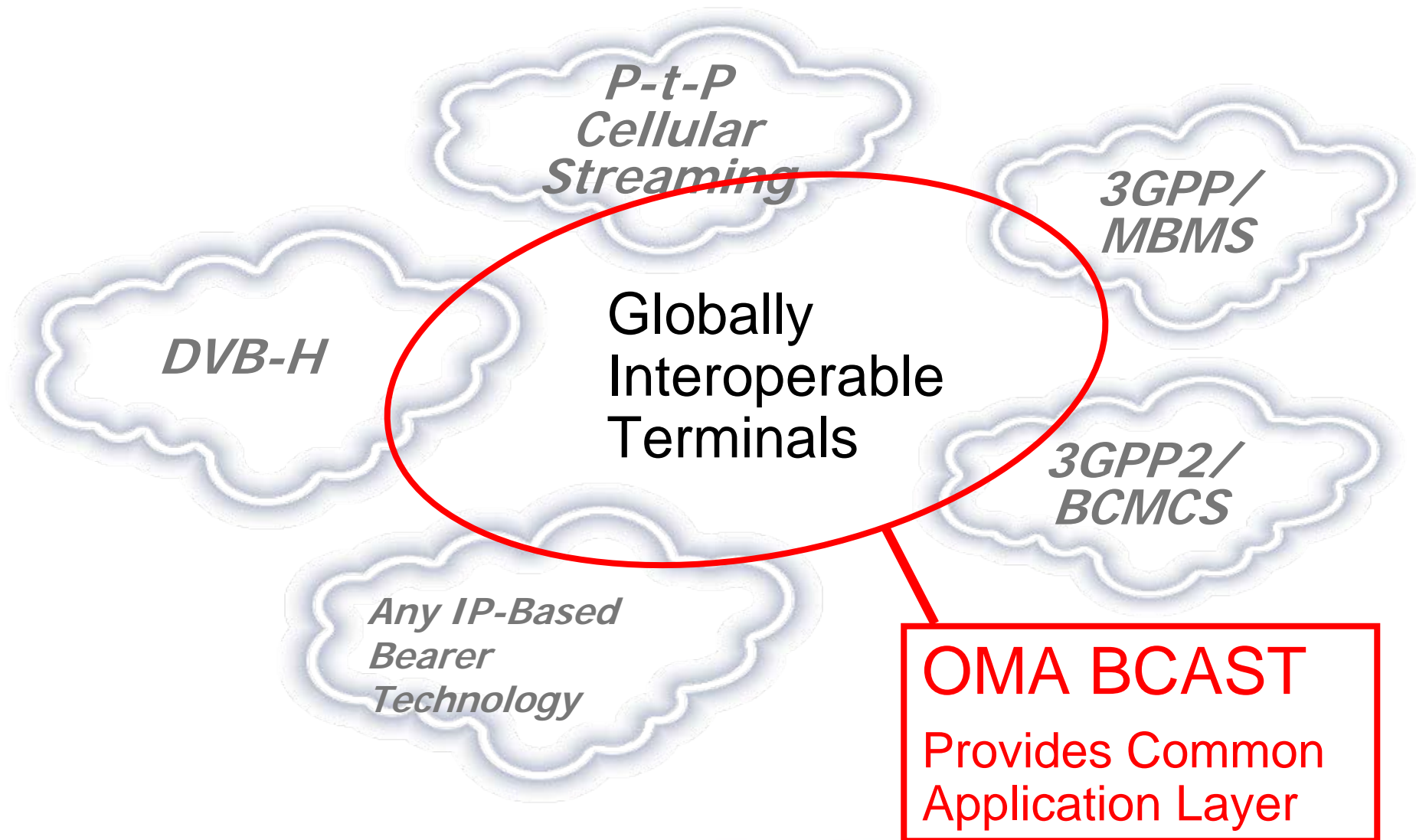
Agenda

- Motivation & Background
- What OMA BCAST is
- End-to-End Interoperability
- Summary and Future Overview

Motivation and Background

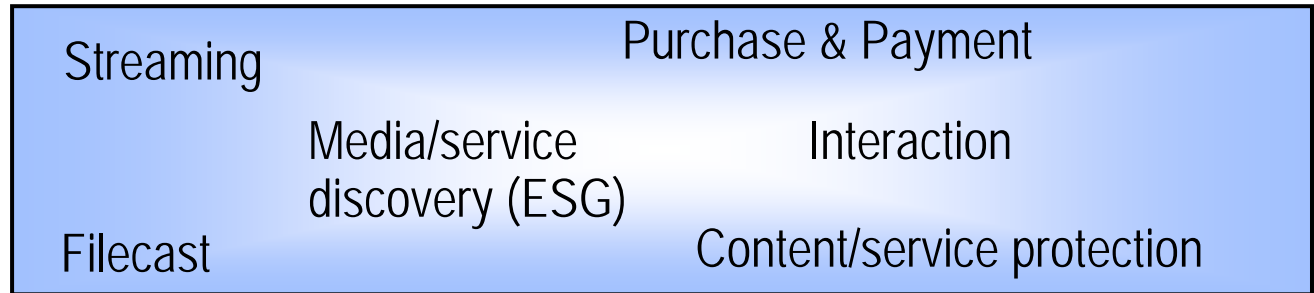
- During the last year – and until today – Mobile TV has been gaining more and more momentum.
- Trials and pre-commercial pilots using different technologies are conducted around the world.
- While the bearer specific aspects of Mobile TV are well standardized, the complexity of mobile TV standard is increasing due to the many overlapping standards.
- To address this problem, OMA provides the globally interoperable application layer Mobile TV standard that covers the area from Mobile TV over cellular network to Mobile TV over IP broadcast network.

Multiple Ways of Accessing Mobile TV

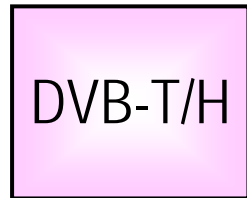


Layered View of Mobile Broadcast

Services

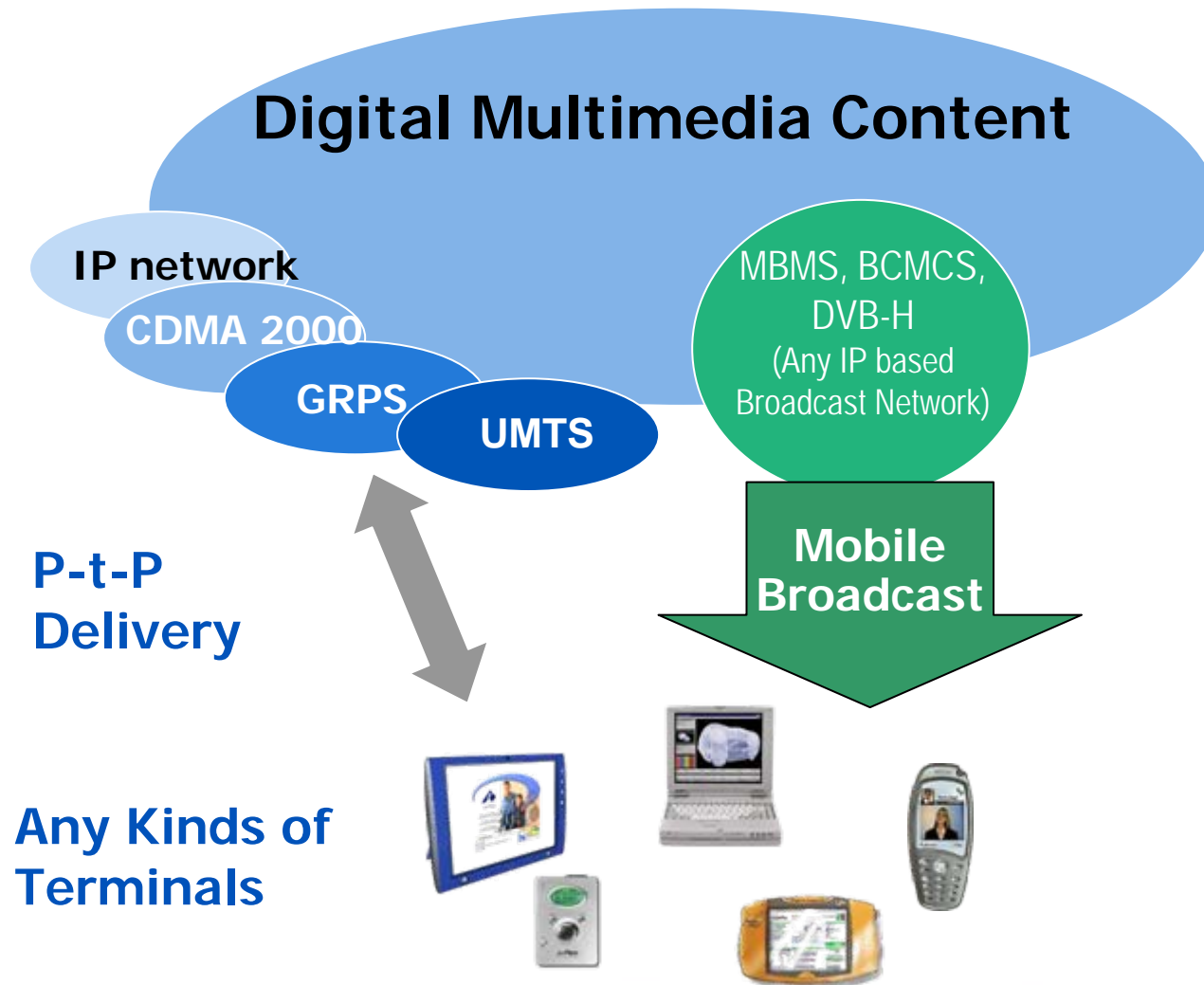


Transmission Technologies



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Mobile Broadcast Service in OMA BCAS



Use Cases

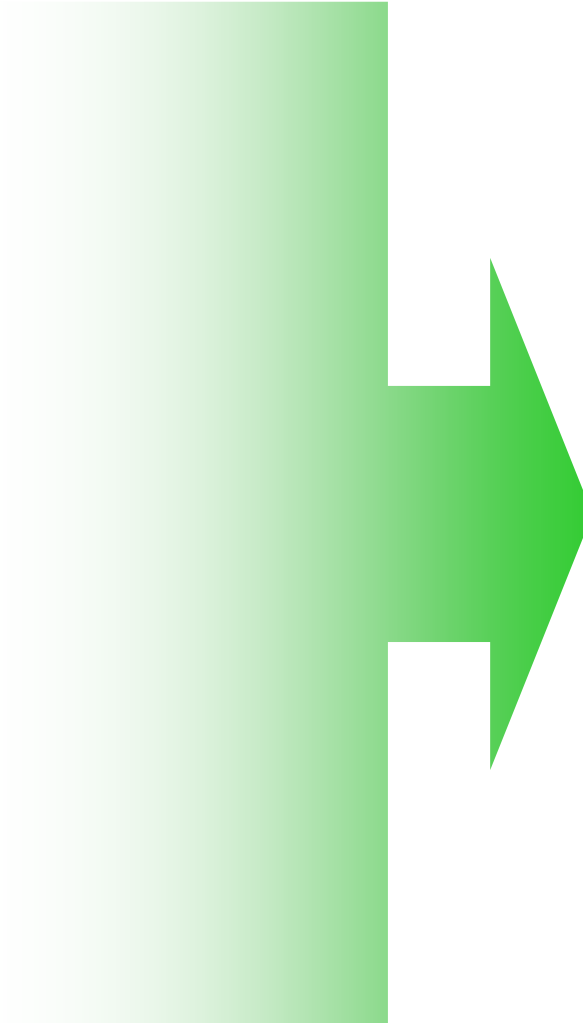
Interactive Mobile TV

Buffered Infotainment

**Multiplayer Online
Games**

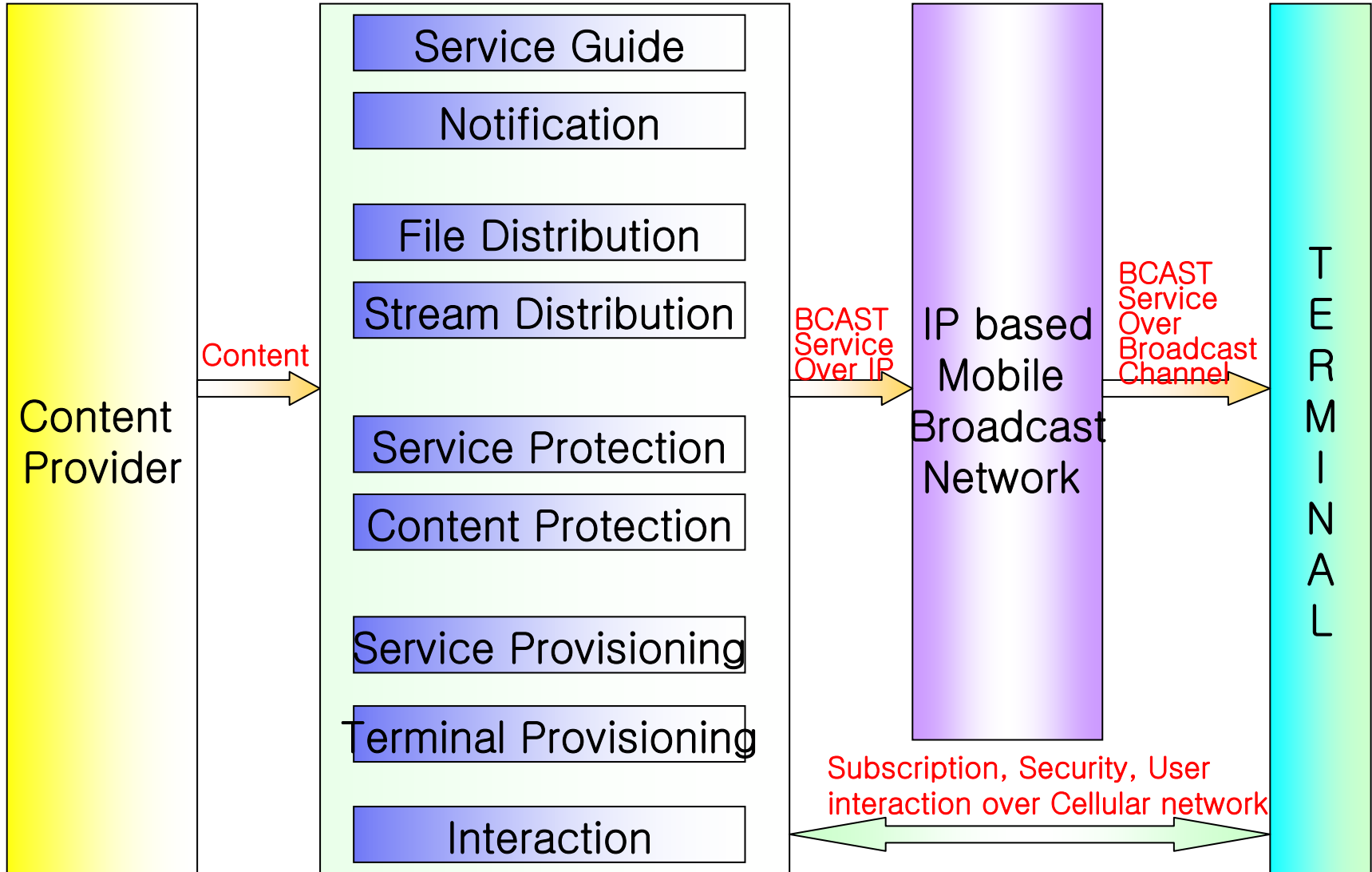
**Location Based
Traffic Guide**

**Non-Interactive,
Plain TV series**



**HOME,
GARDEN,
GOLF
COURSE,
BEACH,
CAR, HOTEL,
DISCO,
SUMMER
CABIN,
FISHING
TRIP...**

Technical Areas



OMA BCAST Specifications

Requirement Document

Architecture Document

TS-Mobile Broadcast Services

Charging, Provisioning, Security (authentication and authorization),
Service Interaction, Personalization, and mobility

**TS-Service
Guide**

**TS-Service
Protection &
Content
Protection**

**TS-
Distribution**

**TS-
XBS based
on
OMA DRM 2.0**

**BDS
Adaptation/
Interface**

DVB-H

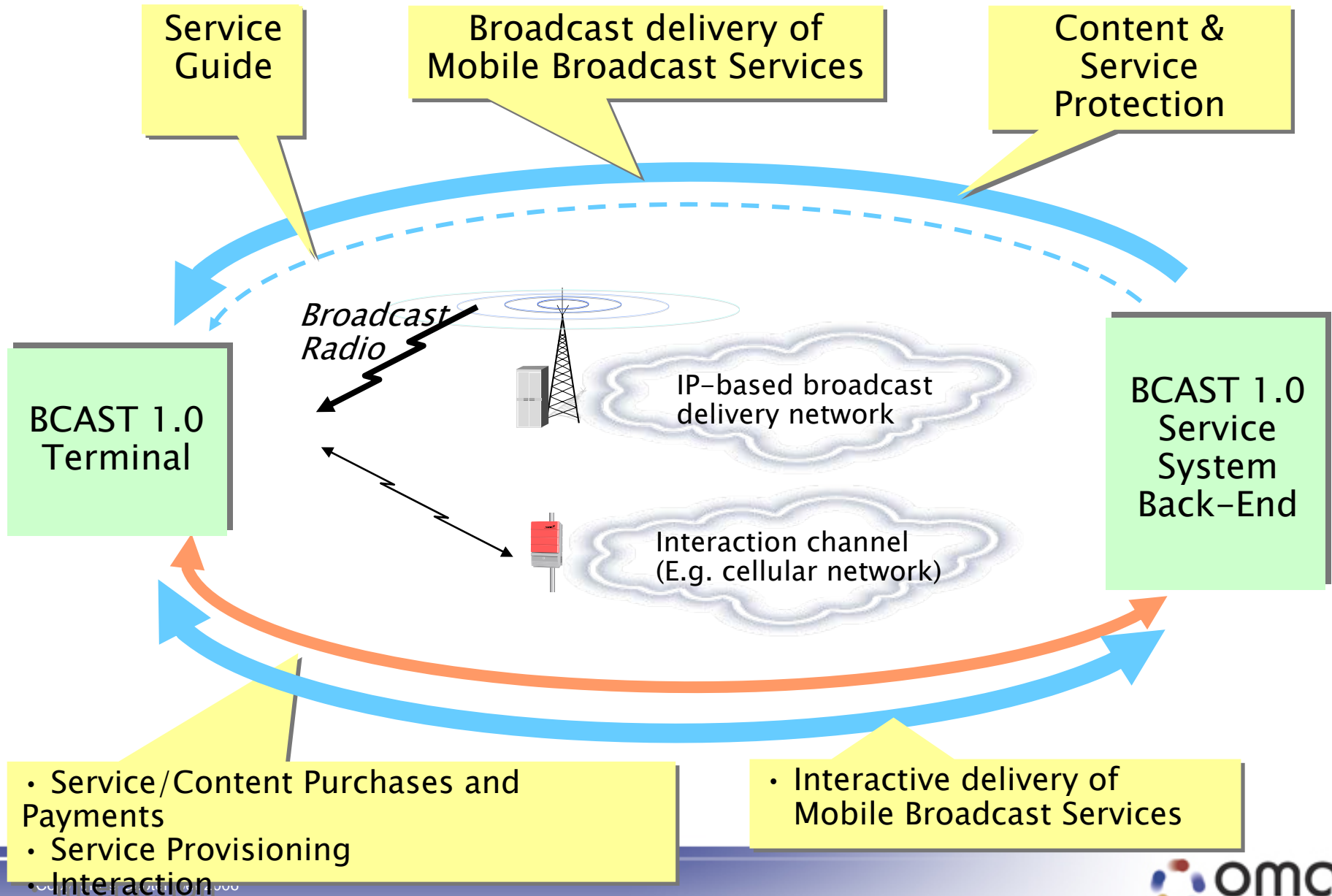
**BDS
Adaptation/
Interface**

MBMS

**BDS
Adaptation/
Interface**

BCMCS

Aspects in the End-to-End Interoperability



Summary and Future Overview

- OMA Broadcast Enabler Release 1.0 provides a standard approach over IP layer to interactive Mobile TV service experience
- OMA Broadcast Enabler Release 1.0 is valuable both to broadcasters and operators
 - Thanks to its great compatibility OMA Broadcast Enabler prevents forming vertical silos in the mobile broadcast ecosystem
- Horizontal growth influences positively to the market development and end-user experience: broad range of services at prices determined by free competition
- OMA Broadcast Enabler Release 1.0 integrates mobile devices even firmer also to the home environment ecosystem