

Press Releases

Viasat and TDC to test future mobile TV

June 26, 2007

Viasat and TDC have just launched a test of TV on the cell phone via DVB-H (Digital Video Broadcasting, Handheld). So far, it has only been possible to watch mobile TV with 3G, but for the next three weeks, selected test persons equipped with Nokia cell phones will have access to six TV channels via DVB-H. The test is to provide the two companies with Danish user experience with DVB-H, which is expected to become the European standard for mobile TV.

Viasat has obtained permission to test TV on the cell phone with DVB-H. The test, which is carried out in cooperation with TDC, runs over the next three weeks. As opposed to 3G where the content is streamed, DVB-H concerns broadcasting of TV signals to cell phones etc., and the technology can, among other things, offer better picture quality to many users at the same time. The test persons have been given Nokia phones, and until July 15, they will have access to DR1, TV 2, TV 2 NEWS, TV 3, TV 3+, and MTV Music.

"It is our goal for Viasat's channels to be available to viewers irrespective of time and place. We are therefore very interested in testing the new technological possibilities and new distribution platforms for our entertainment offers - as for example TV on the cell phone. We definitely consider mobile TV a digital added value, but we need more knowledge as to whether our customers find the offer attractive. The test is also important to us in light of the fact that the future gatekeeper most likely will be interested in offering DVB-H, which also means that it is a good idea to gain experience as to both technical requirements and consumer needs," says Jette Jørgensen, CEO of Viasat's affiliated company MTG New Media, which is carrying out the test on behalf of Viasat.

TDC and Viasat have installed transmission equipment at Lynetten in Copenhagen in order to carry out the test. The signal from the transmission equipment covers central Copenhagen, and one of the selection criteria for the test persons has therefore been that they must live in a central location. During the three weeks in which the test persons have access to the six channels, their viewing habits will automatically be registered; i.e. their choice of channels and how often and for how long they watch TV on the cell phone. Indoor and outdoor coverage will also be tested.

"Today, the cell phone is used for so much more than just phone calls. It has become a mobile content supermarket where you can buy music, games, watch movies and TV and, all in all, do all the things that you have so far only been able to do in your living room. TDC has been offering TV on the cell phone via the 3G network since January 1 this year, an offer that has been well received by our customers, according to our preliminary analyses. We are convinced that TV via cell phones or other mobile equipment will become a natural part of TV viewing in the future. That is why it is a natural decision for us to participate in tests which can show whether DVB-H will make watching TV on the cell phone even more interesting for our customers," says Anders B. Christjansen, Vice President, TDC Mobile.

Both Viasat and TDC have carried out tests with DVB-H abroad. The two companies have now decided to carry out tests in Denmark because they are interested in obtaining Danish user experience. Both Italy and Finland have come far with DVB-H, and several other EU countries are also well on the way. Moreover, Viviane Reding, Commissioner for Information Society and Media, has clearly expressed the view that DVB-H should be a pan-European standard. On that basis, Viasat and TDC expect that DVB-H will also become the standard in Denmark.

DR, TV 2, Nokia, and Broadcast Service Danmark are also involved in the test.

Facts on DVB-H

With DVB-H, the signal transmitted can be compared with the digital TV signal. The signal is optimized, however, so that a battery-driven handheld device with a very small antenna, e.g. a cell phone, can receive it. In that way, DVB-H and TV via the 3G network supplement each other as DVB-H focuses on broadcast TV for many viewers whereas streamed TV via 3G - due to limitations in the mobile network - focuses on niche channels and on TV on demand.

Further information:

Viasat
Kirstine Rasmussen, Head of Information, Viasat, cell phone +45 26 37 34 82

TDC

Contact

During the week, TDC Press is open to the press from 8:00 a.m. to 4:30 p.m. However, any calls to our main number +45 70 20 35 10 will be answered 24 hours a day - all year round.

TDC Press

Teglholmegade 1, G-455
0900 Copenhagen C
Denmark

Contact for the media: +45 70 20 35 10
E-mail: tdcpresse@tdc.dk

If you have any enquiries not related to TDC Press please contact TDC at +45 7011 0330



Selvbetjening



Hjælp



Kontakt

Få gode tilbud og bedre rådgivning

Tilmeld dig

Følg TDC



Forum



Facebook



Twitter