

## Still, exciting prospects for all



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TECHNOLOGY standards is a vital element in the delivery of mobile TV services. For the Malaysian audience, the Malaysian Technical Standards Forum Bhd (MTSFB) and its members had successfully trial-tested the Terrestrial-Digital Multimedia Broadcasting (T-DMB) technology standards from January to March. The areas covered during the trials were mobility, clarity and service coverage.

MTSFB will forward a report on the trials to the Malaysian Communications and Multimedia Commission (MCMC) for further action.

Apart from T-DMB, there are two other competing technologies for digital mobile TV broadcast: Digital Video Broadcast-Handheld (DVB-H) and MediaFLO.

"We are pushing at least two technologies to MCMC for consideration," says Malaysian Access Forum Bhd's general manager Rizal Abd Malek.

Players such as U-Mobile (formerly MiTV) and Maxis have already tested DVB-H; Maxis also has tested MediaFLO.

### Benefits

MTSFB's senior manager Amirul Ahmad says mobile TV services will give entertainment a new meaning to locals. "With such technology, people can watch TV programmes anywhere and anytime they want, just as the way they use their mobile phone services."

Amirul explains that the technology standards that MTSFB is pushing are a broadcast service, which enables people to view existing TV channels, just

like how they would at home; only this time it will be through the mobile device. The contents are simulcast of the free-to-air channels by local broadcasters.

For service providers, the availability of mobile TV broadcast technology will open new business models and revenue opportunities.

"Revenue from current mobile services is already reaching its peak. Services like mobile TV broadcast will create a new revenue passage for the players," Amirul says.

### Broadcast agent

Mobile devices that can receive digital mobile broadcast services are starting to become available. "For T-DMB technology, two models are available from Samsung and LG while for DVB-H, 11 models are available," Amirul points out.

By the time the service is implemented, more of such devices are expected to be available due to demand. —  
By Izwan Ismail



Amirul is excited that people can now watch TV programmes anywhere, anytime.

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