
Mobile TV, A rich Platform



Korea EU Cooperation Forum on ICT

COEX, Seoul, 16th June 2008

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Broadcasting Technology I,II

Input	Discussions	Next Steps	
<p>EU Challenges for new TV and Radio devices</p> <p>Next Generation Web based IPTV</p> <p>Mobile TV past current and Future</p> <p>Media Convergence in Home Network and Mobile TV for ATSC</p> <p>The EU NEM Project Opportunity</p>	<p>Convergence was key to discussion</p> <p>Business and standards wise the Industry is still in combat.</p> <p>For Mobile TV The EC prefers DVB-H but other standards will co exist</p> <p>For Market growth Cooperation requirement is real</p> <p>Future convergence requires an Integrated, Multi standard Platform for 3G,IPTV, WIMAX.</p> <p>Complexity and value increases at all levels of the eco system once stand alone devices are networked</p>	<p>Best practise and advice on how to register, discover and apply for NEM Projects</p> <p>Expectations, Efforts and requirements clarified to win</p> <p>The best Cooperative relationships will be formed face to face</p> <p>Broadcast TV is now two way, Multi Network. Devices are for access and creation. These will require intelligent tools and standard for distributor and consumer to add value.</p> <p>These Metadata approaches will improve experience and revenues</p>	<p>EU Korea ICT After care service to include</p> <p>Preparation and Promotion of NEM Event October 2008 To Session delegates and wider Portfolio in Korea (Action KIICA Europe, IITA Korea)</p> <p>Anticipation and networking needs to start now for Call 4</p> <p>Best Soft landing for new Korea participants will be to join consortiums of existing members with experience. Research to start July 2008 to qualify partners</p> <p>Anticipated Project Focus</p> <p>Intelligent Multimedia objects and importance of Metadata</p> <p>Next Gen Bi Directional DVBT2 and DVBH2 Traffic and Traveller Services</p>

