



Regulatory Intervention for IPTV and Mobile TV

IPTV India Forum
22nd November 2007



Mission Statement

- IPTV India Forum is a non profit society which has been set up to advocate, enhance and expand broadband technology's true potential for value addition, so that common citizen of India avail of the advantages of the service in their daily life with ease and affordability.

Goal and Objective

To become the primary advocate for:

- Developing an eco system for the delivery of IPTV and Mobile TV
- Encouraging e-governance, e-commerce and m-commerce
- Facilitating content development and aggregation networks
- Providing a platform to discuss and evolve strategies to achieve the shared aspirations of the industry
- Proving and promoting the effectiveness of IP and Mobile TV.
- Educating the communities about the core strengths and competencies of the Broadband Wireless Access Technologies.



IPTV Regulatory Intervention

- In its position paper on IP TV services dated 6th September 2007 TRAI has laid out its vision for provisioning of IPTV services in India.
- While IPTV India Forum had the privilege to submit its comments on IPTV and Mobile TV, at this time IPTV India Forum wishes to present some key issues that it feels are critical to the success of this new distribution medium.

Cable and Television Regulatory Ethos in India

- Over the past decade the prevailing regulatory ethos has been to encourage diversity in distribution media so as to create choice and competition which is beneficial to the consumer.
- IPTV India Forum requests TRAI to ensure that the same spirit is maintained vis-à-vis the provisioning of IPTV services in India to ensure its eventual success.

KEY REGULATORY ISSUES RELATED TO IPTV

ensure Clear Down-linking Norms

All channels allowed to down link for Cable and Satellite distribution through cable or DTH should be allowed on IPTV platform for both TV and Computer.

This calls for amendment of Down linking Guidelines to include IPTV as a form of distribution at par with DTH and cable television.

Suitable amendment of Clause 5.6 of the Cable Television Network (Regulation) Act of 1995 to ensure IPTV networks to access television channels.

“Must be present” clause

- All broadcast channels of all bouquets must participate on IPTV platform (similar to DTH).
- *This is necessary to ensure IPTV is competitive against DTH and cable services, as an emerging platform.*

Provide a level playing field

- For CAS, TRAI has defined the cost to the subscriber and revenue share of channels for the whole value chain for broadcasters, MSOs and the LCOs.
- Similar price and revenue share needs to be defined and mandated for IPTV. Here, the value chain would consist of the Broadcaster, Content Aggregator/Content Delivery Network (CDN) and the Telecom Operator.

Entry Norms

It has been mandated that for an ISP to start IPTV services, the minimum infrastructure net worth has to be at least Rupees 100 Crore . In case of Cable Operators no such criteria has been mandated. This anomaly has to be rectified.

Clarity in regulation

Clear definitions and laws to enable legitimate purchase / ownership of copyright / IPR of content with right implications in the long run. Premium content is expensive and is also the driver. In order to invest in procuring copyright of such content, stable well defined regulations are a must.

Purchase of content comes under the Copyright Act 1957. According to this act IPTV needs to be defined and provisioned for legitimate usage of copyright.

IPTV enables Internet

Unlike Internet TV, IPTV - which works as a closed user group platform - allows access to Internet through a browser on the TV, as it operates on broadband. *Thus Internet content will be a part of IPTV on both computer and TV.*

Regulation of Internet content should be within the scope of prevailing Internet regulations.

Time-shift TV

Storage of live TV for transmission to a user of the stored program without any editing or modification should be allowed and defined as a part of “Transmission”. This would enable the IPTV viewer to harness the power of the technology in its fullest form as it gives him the ability to watch a program of his choice at a time of his choice.

This feature has both commercial and educational benefits.

KEY ISSUES RELATED TO MOBILE TV

Technology Neutrality

- Mobile TV technologies are evolving and the newer technologies are expected to have superior performance over earlier technologies.
- While DVB-H will also evolve, it's competitors are already claiming superior performance e.g. with respect to channel changeover time and spectrum efficiency
- Assuming that mobile TV becomes a popular initiative (which it is bound to), the fixing of or choosing the technology for mobile TV by the regulator or the policy maker, will amount to the regulatory interference in the technologies for cellular telephony market.

Technology Neutrality Continued

- This is because the receiver used for voice communication will also be used for mobile TV and vice versa.
- At present GSM receivers can only work with DVB-H technology and CDMA with Media-Flo technology. Thus, if one of the two technologies is selected, the users of the other technology will either not be able to go for mobile TV or else switch their cellular technology from one to the other. This has spectrum implications also.
- Even when handsets become available which can handle more than one mobile TV technology, permitting any mobile TV technology will result in the two markets becoming independent of each other.
- Technology choice is a matter for the entrepreneurs and the market to decide

Spectrum Issues

- 700 MHz spectrum on shared basis with Digital Terrestrial Transmission appears to be the most attractive proposition.
- It is difficult to predict the market for Digital TV transmission (even though in the assessment of IPTV Forum the likelihood of success in the light of competition from DTH and IPTV is remote).
- However, to provide for equal opportunity, 8 MHz channels in 700 MHz band can be equally shared between DTTB and mobile TV.

Spectrum Issues Continued

- It is therefore proposed that to begin with 14 channels in the UHF band V in the frequency range 582 to 806 MHz may be reserved for mobile TV.
- If auctions are held for allocation of two channels per mobile TV service provider, a total of 7 service providers can enter the market which will provide an excellent level of competition. Each service provider will then be able to offer 40 to 50 channels each of 2 MHz band width.
- In course of time more channels can be earmarked for mobile TV and some spectrum can be kept free for such a practical situation.

Mobile TV Worldwide Trials

- Huge potential for this service.
- Cellular mobile service providers worldwide wishing to increase their mobile services customer base and revenues.
- Trails are in advanced stage of trial and may introduce the service soon.
- In India too several cellular service providers are keen to offer the service but await regulatory clearance for operating terrestrial broadcasting and thereafter allocation of spectrum.

Mobile TV Worldwide Trials Continued

- Once the private operators are permitted to offer terrestrial broadcasting, the field will become level for both and operators of both types of services will come forth to offer services.
- Market will then determine the growth of one or the other or both types of services.
- The question is therefore not of priority of mobile TV service over digital terrestrial broadcasting or vice versa but that of the regulations creating the necessary environment for the two services.

Concluding Statements

- IPTV and Mobile TV are two different technologies having its own defined capabilities and thus need to be addressed with specific set of regulations.
- Both new technologies will call for defined Quality of Services in order to ensure best services to the consumers.
- Standardization of operational performance parameters for both platforms will ensure the adaptation of latest, open ended* and cost optimum technologies.

*As per ITU definition

THANK YOU!