

DVB-H Mobile TV in Finland

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DVB-H (and 3G TV) in Finland

- Basic principles were defined in legislation in late 2006
- DVB-H channels are broadcasting
- Operations from the beginning of 2007
- Also 3 G television experiments
- 3G channels are telecommunications

DVB-H

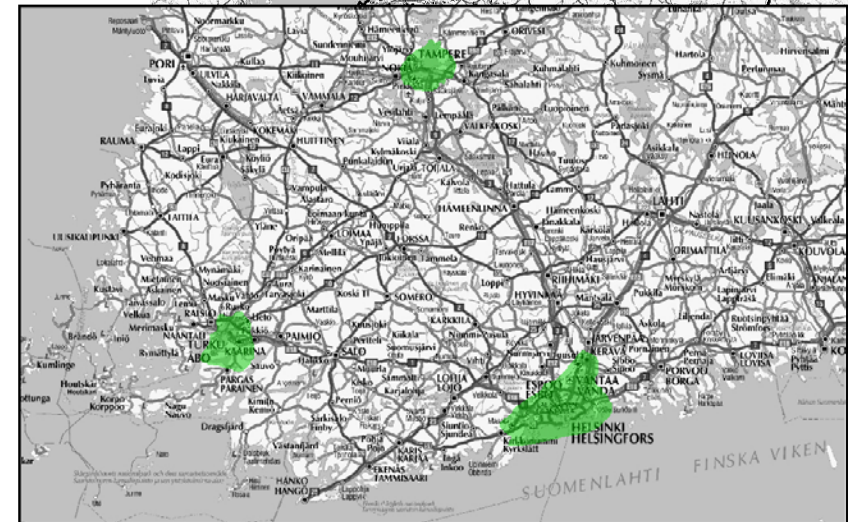
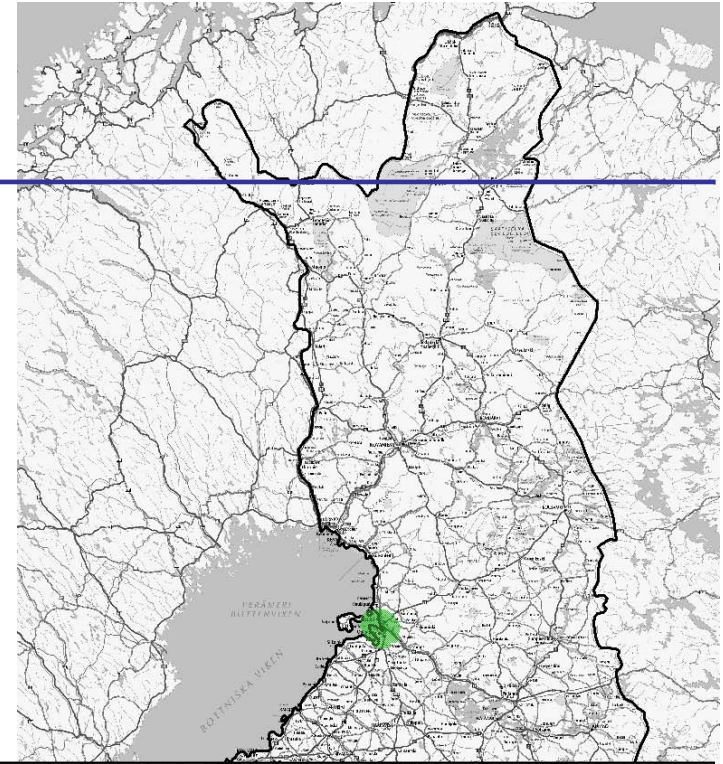
- Two licences needed for radio and TV
 - 1) Network operating licence for multiplexes
 - 2) Programme operating licence for channels
- No programme operating licence needed, only negotiations with Digita:
 - Video-on-demand
 - Multimedia
 - Information society services

Multiplex D

- Government granted network operating licence to Digita in 2006
- Digita was originally a department of YLE
- Privatisation of the company began in 1990's
- Digita is now a part of French TDF Group

DVB-H network in Finland

- To save scarce frequency resources, one shared network was built at the beginning
- The network can be utilised by all broadcasters and mobile operators under equal terms
- The commercial network was opened on 1.12.2006:
 - 25 % population coverage (indoor coverage)
 - 16QAM = 22-24 TV channels
 - Tampere region after the analogue shutdown 1.9.2007
- 40 % population coverage by 1.12.2007
- Further coverage expansions will be based on broadcasters' needs
- Expected coverage 75-80 % by 2012



Provisions of the network operating licence

- Digita obliged to offer network services to all service companies or broadcasters on equal and non-discriminatory terms
- Digita may not sell to one service company or broadcaster more than one third of the total network capacity
- Digita has no right to operate as a service company or broadcaster in the multiplex

DVB-H: Programme operating licences

- Light touch
 - Finnish Communications Regulatory Authority grants the licences, only very basic requirements in advance
 - No rounds of invitation, applications as needed
 - Programme operating licences required only for radio and television channels
 - Digital terrestrial television and radio channels can be distributed on the DVB-H networks simultaneously and with the same content – i.e. neither YLE nor commercial companies need a separate programme operating licence for this
 - In any case commercial negotiations with Digita are required to access the network

DVB-H: Programme operating licences

- Light touch
 - “First come first served”
 - More network capacity will be provided if demand overtakes supply and if additional building proves profitable
 - Diversity is fulfilled by allowing all relevant operators and broadcasters to start their programme and content activities and by limiting concentration of activities
 - From the steering of programme operations to the steering of the structures

Copyright – Regulator's principle

- Regulator's principle: First of all a contractual matter
- The preamble to the bill on DVB-H:
 - **Parallel transmission** (simultaneous transmission of the same programmes by the same transmitting organisation in DVB-H and on another platform) if it is transmitted unaltered in content = **same transmission as an original DVB-T transmission**.
 - The fact that a different platform is used in a parallel transmission **should have no effect on remuneration**.

Copyright - Programmes

- The organisations representing the copyrights holders disagree on the grounds for remuneration
- They are willing to agree, only on a temporary basis, that DVB-H simulcasts do not create grounds for different or additional remuneration
- YLE and the major commercial TV companies are not prepared to launch DVB-H simulcasts before the copyright holders agree that there are no grounds for different or additional remuneration – not to begin with nor later.

DVB-H: Problems

- Copyright issues
- Very few channels on the air yet
- No handsets on the market yet
- How to solve the-chicken-and-the-egg problem?

Conclusion

- Successful launching of new services requires the consolidation of several different elements, based on different starting points and solutions
- For a pioneer this consolidation may prove difficult
- It slows down the process and the chance of improving the competitive position which after all, has been one of the Governments premises in launching these operations

THANK YOU

Copyright – grounds for remuneration

The preamble to the bill ..., continues:

- Grounds for agreeing on different remuneration or additional remuneration for parallel transmissions:
 - the parallel transmission reaches a **different area** or a **different public** than the primary transmission; or
 - **materials**, services or qualities not included in the primary transmission **are added** to the parallel transmission, or materials or programmes are removed from it, or other programmes are combined with it to the extent that it amounts to a new nonparallel transmission.
 - In addition to the organisation supplying the technical transmission service and the technical infrastructure, there are **other actors** involved in the parallel transmission who **benefit financially** from the transmission and by the business model used by the infrastructure supplier and/or other actors involved.