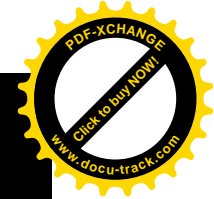
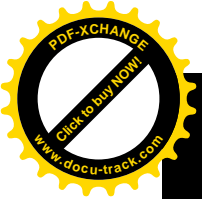


Cases on Mobile TV

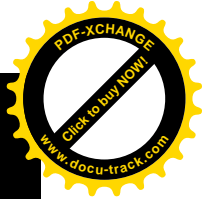
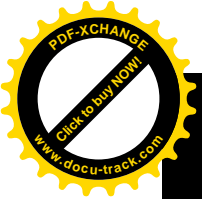


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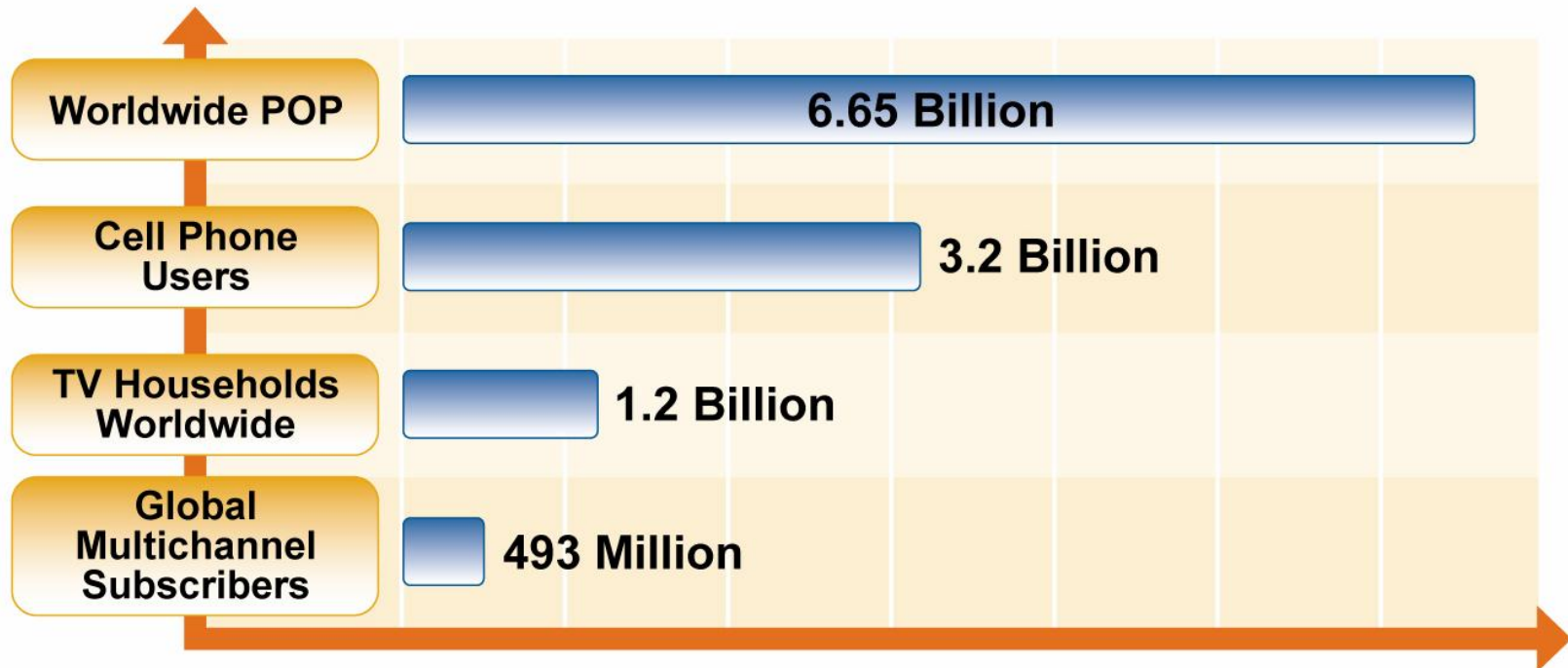


Note:

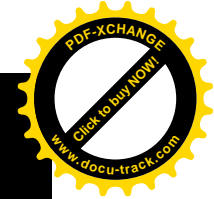
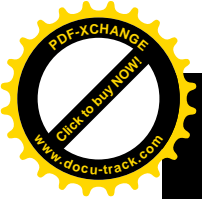
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Today's Wireless Landscape

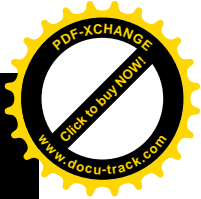
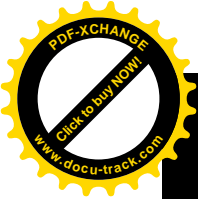


Nearly one half of the world has a cell phone.

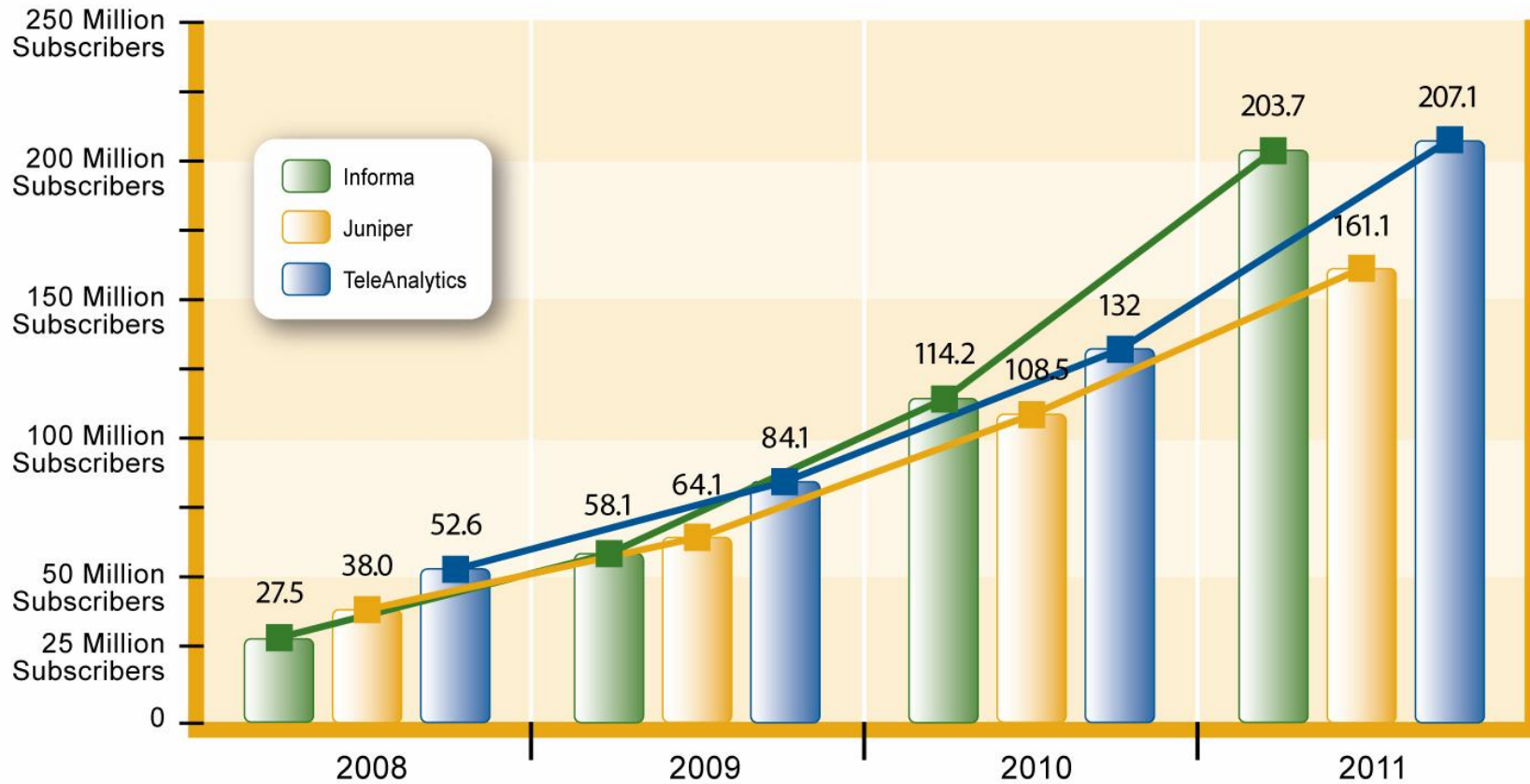


Setting Stage for Convergence





Forecasts Show Significant Growth for Mobile TV

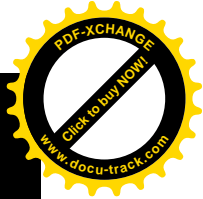
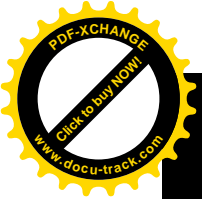


Worldwide mobile TV subscribers slated to expand

Informa – August, 2007

Juniper – September, 2007

TeleAnalytics – November, 2007



Spectrum & Regulatory Environment

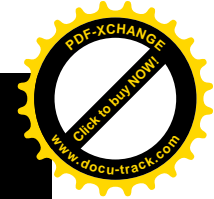
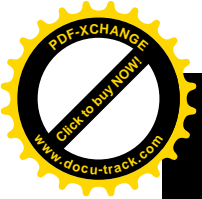
A spectrum and regulatory framework is needed for multi-channel mobile TV services.

Spectrum harmonization benefits:

- Network cost
- Handset performance & cost
- QoS and user experience

Transition to digital is happening now:

- DTV & 3G networks rolling out
- Increased interest for advanced mobile services
- Opportunity to benefit from “Digital Dividend”

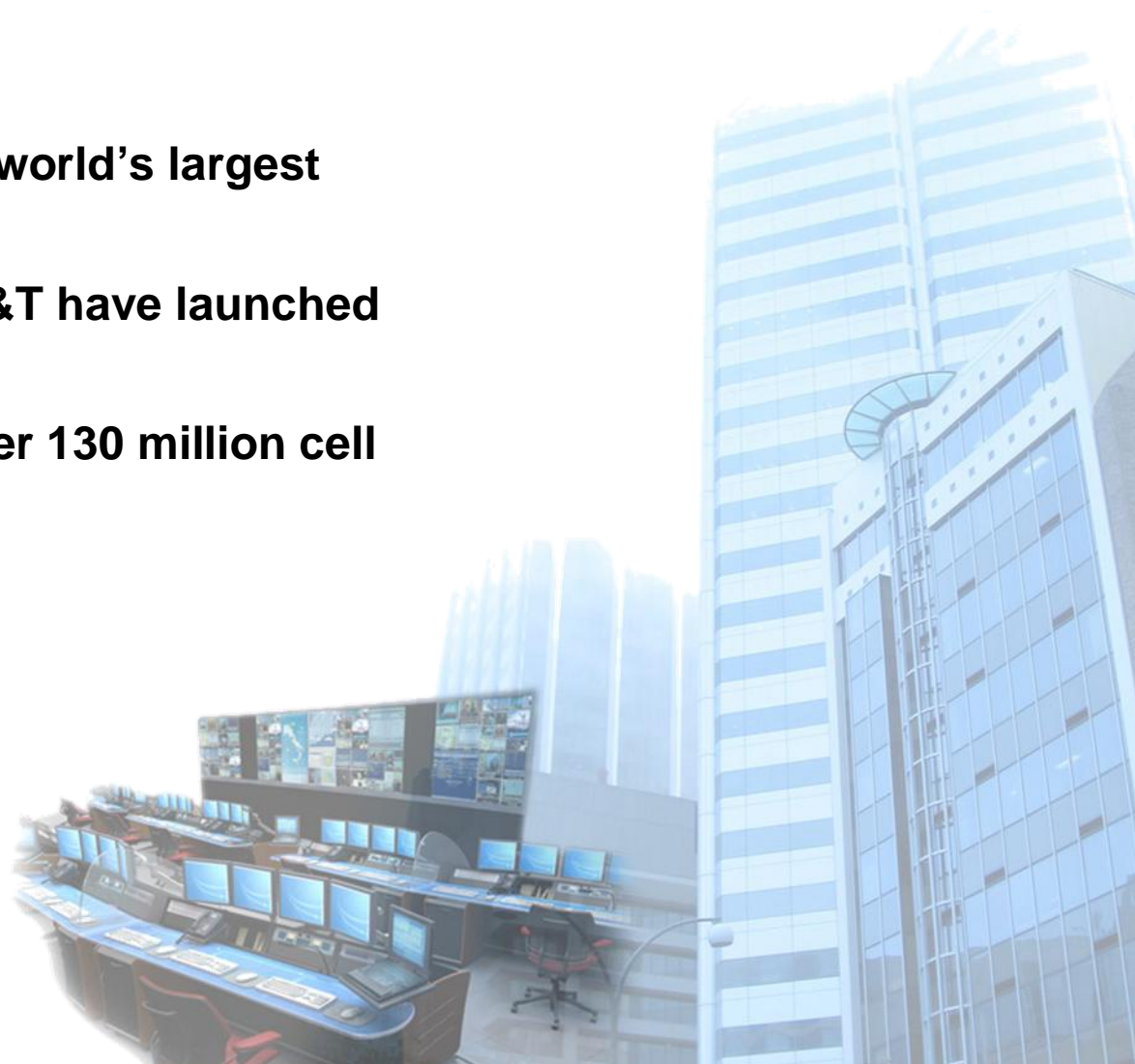


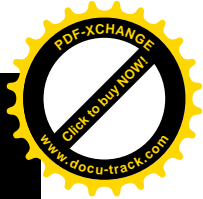
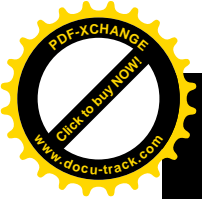
Channel 55 Acquired in FCC Auction

MediaFLO USA Inc. built world's largest mobile pay TV network

Verizon Wireless and AT&T have launched MediaFLO services

Potential user base of over 130 million cell phone subscribers





MediaFLO Services in 6 MHz UHF Channel

20+ QVGA streaming video channels, up to 30 fps

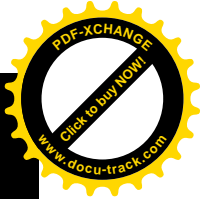
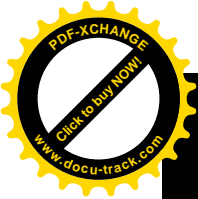
10 audio channels

Clipcasting™ – network scheduled media

Interactive services for 2-way exchange

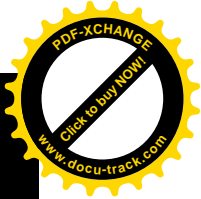
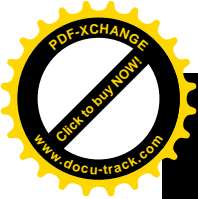
Datacasting – IP content





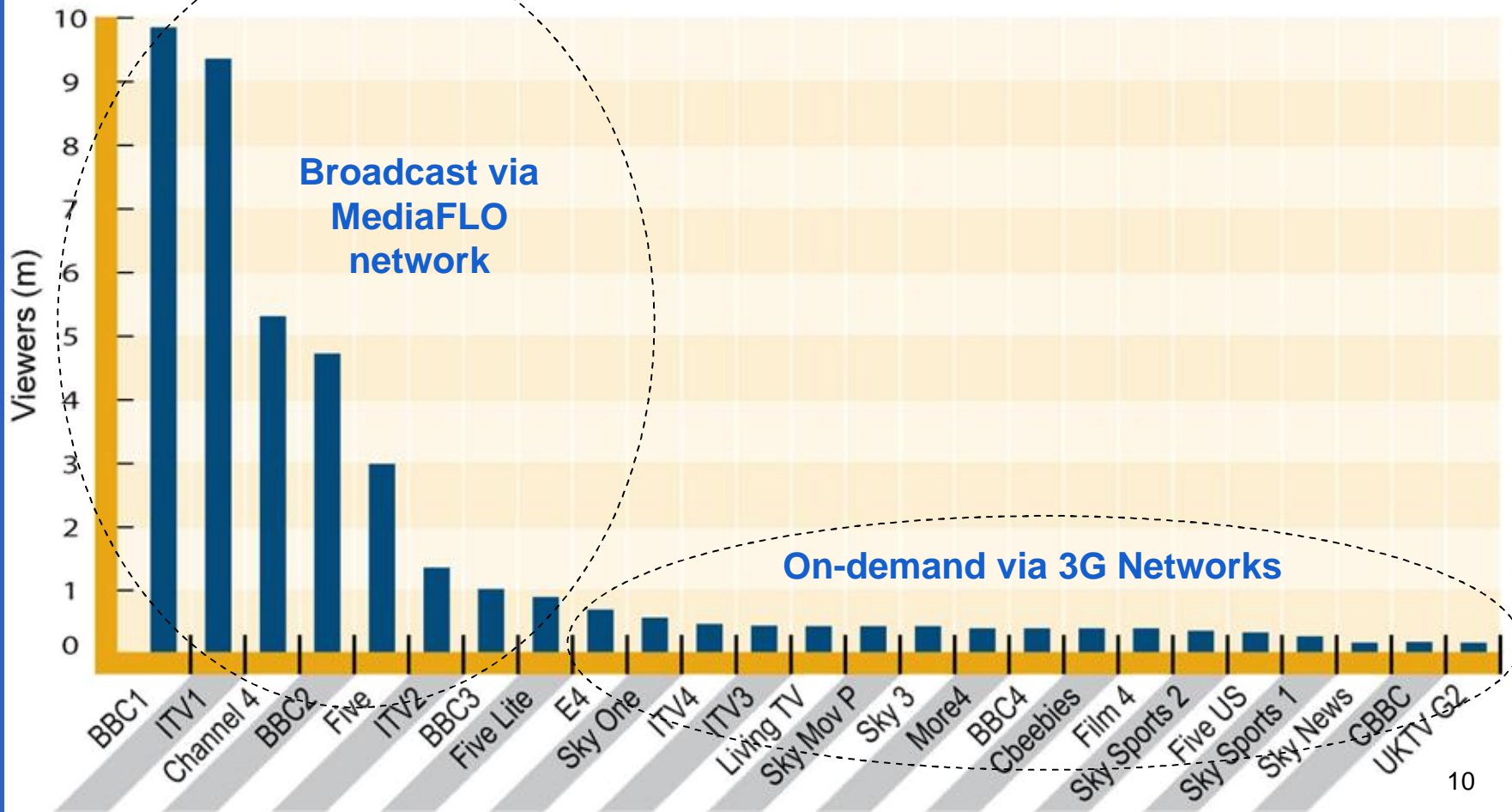
MediaFLO Device Offerings

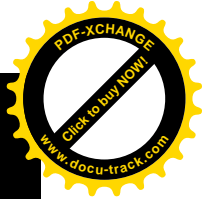
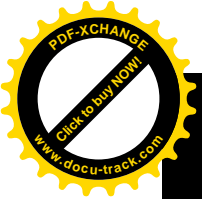




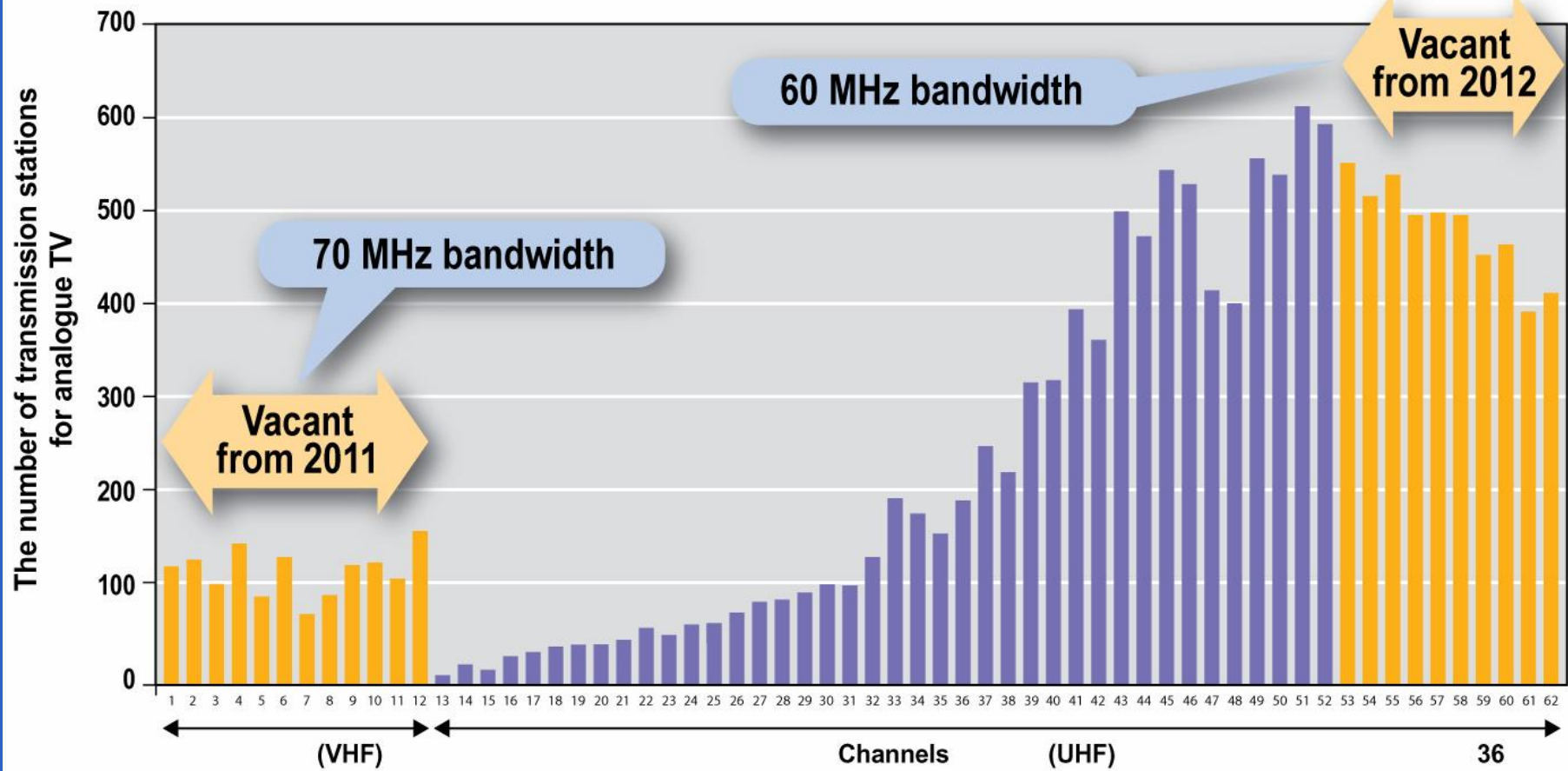
Broadcast and On-Demand

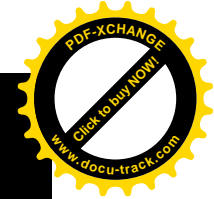
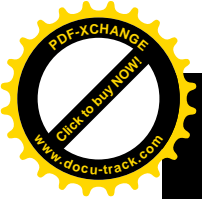
“The Long Tail” – UK TV Peak Viewing (m viewers) by channel July 2007 (top 25 channels)





Digital Dividend: Japan





Mobile Pay TV Market Survey in Japan

Desire to use the Pay TV service

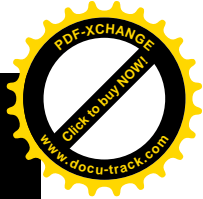
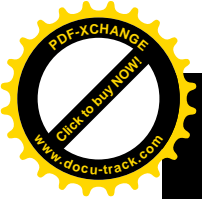
- 41% positive response on web survey
- 83% positive response showing MediaFLO service

Service priorities

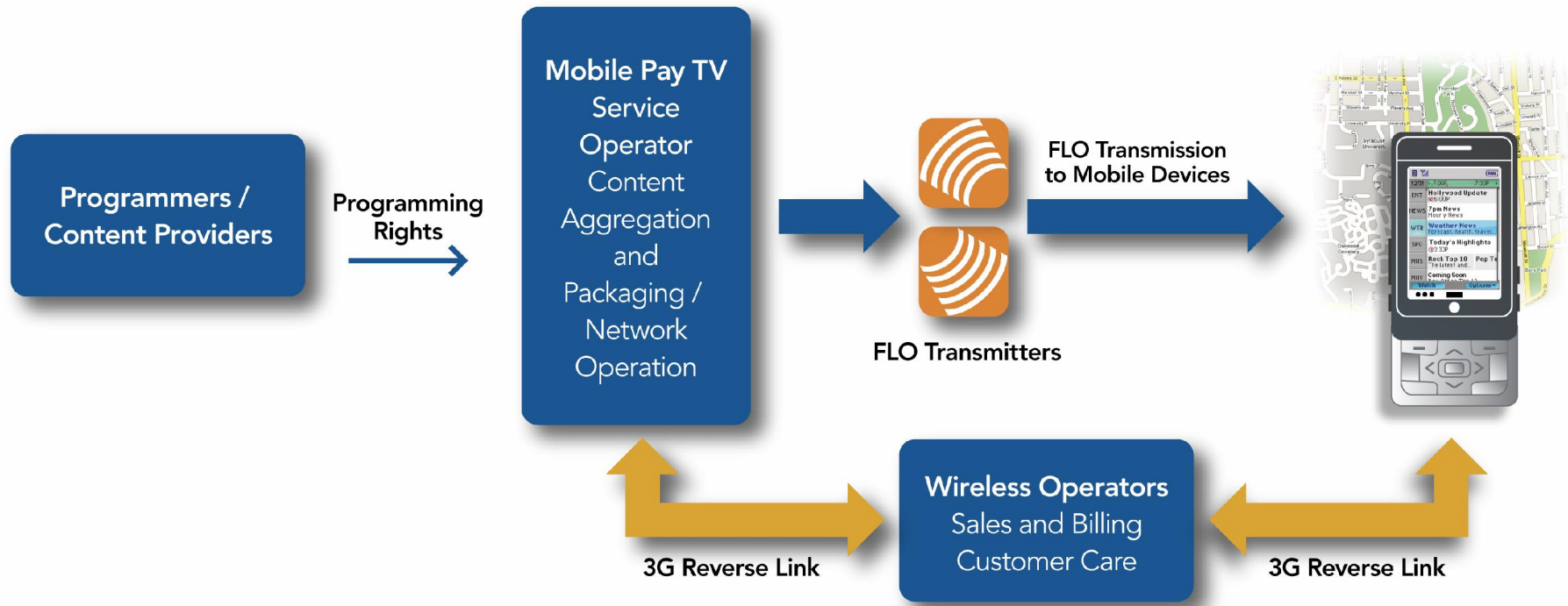
- News, movies, dramas and animation most popular genres
- 67% want at least 20 channels
- Picture quality, fast channel switching and EPG most important features

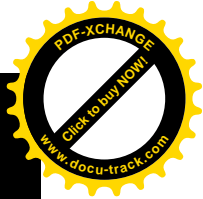
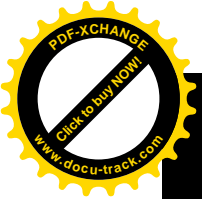
Market size and consumer willingness to pay for Mobile TV

- US\$8 for 10-channels
- Mobile pay TV market worth ~ US\$ 4 Billion



Possible Business Model Mobile Pay TV - Brazil





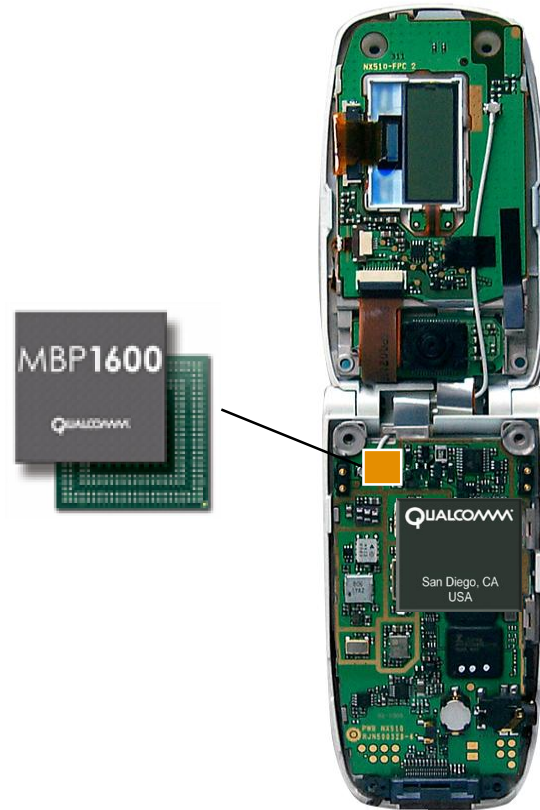
Multi-standard Handset (ISDB-TB – MediaFLO)

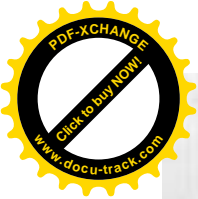
ISDB-TB and MediaFLO are complementary:

- ISDB-TB for mobile Free TV
- MediaFLO for mobile Pay TV

The UBM allows a single handset to support both Free TV and Pay TV services

Integrated Broadcast Solution





Thank you.



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