

bmcoforum accelerating the development of open mobile TV markets worldwide

With the mobile network operator Orange and the Smartcard vendors Giesecke & Devrient and Gemalto becoming members, the Broadcast Mobile Convergence Forum (bmcoforum), the world leading association on mobile broadcast numbers more than 100 members from all parts of the value chain. The rapid growth of membership in 18 months existence shows the huge interest of the mobile and broadcast industries in cooperation enabling open mobile TV markets.

Berlin, June 21st, 2007

After only 18 months the Broadcast Mobile Convergence Forum became one of the main players in Mobile TV promotion and lobbying worldwide. Its members are broadcasters, leading mobile network operators, broadcast network operators, the main chip, platform and device vendors as well as regulators and scientific institutions. In **bmcoforum** big international players as well as small and medium enterprises cooperate to make open markets for mobile broadcast a success.

In the last five months **bmcoforum** membership increases by 20 companies.

The **bmcoforum** activities cover regulatory, technical, network, business as well as content and services aspects. The development of open markets for mobile TV has been influenced by

1. Aligned responses to public consultation of the EU Commission and national authorities.
2. The definition of commercial implementation profiles of specifications developed by organisations such as DVB and OMA BCAST, these implementation profiles to be used in interoperability tests. Results already have been demonstrated at IBC 2006 in Amsterdam and 3GSM 2007 in Barcelona.

bmcoforum recently held a test camp for interoperability tests focussing on its implementation profile of the OMA BCAST 1.0 enabler specification.

3. The specification of link budget parameters for different broadcast bearer technologies, helping in network planning.

These results clearly demonstrate the value of cross industry cooperation in **bmcoforum**.

A series of studies among them a bearer technology comparison, an overview on recent commercial Mobile TV business models and a summary of the market research results of 8 Mobile TV pilots has been published, available from the web.

About the bmcoforum:

bmcoforum (Broadcast Mobile Convergence Forum) is an international lobbying association, numbering some 100+ companies and organisations providing a discussion and promotions platform for companies and institutions dealing with the development of a worldwide open market for mobile broadcast services.

The **bmcoforum** board consists of Abertis Telecom, Arqiva, Goldbach Media, KPN, Motorola, National Grid Wireless, Nokia, NXP Semiconductors, TDF, Teracom, T-Mobile, Turner Broadcasting and Vodafone.

bmcoforum contact:

Prof. Dr. Claus Sattler
Executive Director
Broadcast Mobile Convergence Forum e.V.
(**bmcoforum**)
Attilastr. 61-67, 12105 Berlin, Germany
Tel.: +49-30-255 680-0
Email: claus.sattler@bmcoforum.org
www.bmcoforum.org