

Mobile Television

When broadcasting, mobile TV requires a high level of security

Our Mobile-TV solution enables mobile operators to position with differentiating values and offers such as secure access to digital TV, management of menus & contents and interactive services

Mobile-TV (m-TV) now captivates end-users worldwide and currently represents a significant potential business model value for mobile operators. This technology requires a high level of security for mobile operators to act as new pay-TV players. To address this need, Gemalto proposes a m-TV solution with SIM- based Conditional Access (CA).

> The m-TV technology

Two main options are available in adopting m-TV: one is based on the UMTS network and the other on Broadcast, which is dependent on country regulation as well as on the choice of m-TV standards.

- A m-TV solution based on the UMTS network offers a point to point technology but can be high bandwidth capacity consuming, thus limiting the contents and the number of simultaneous channels.
- An alternative to this is broadcast using a USIM-based solution as CAS (Conditional Access Solution) or MBMS (Multimedia Broadcast Multicast Service), which offers operators a wider range of possibilities.

> The USIM's key role in m-TV multimedia services

Whatever the broadcast technology, m-TV multimedia services require the highest level of security. Broadcasters for example already use a security scheme based on smart card technology for Pay-TV while operators control the USIM. The USIM thus plays a key role in this business, ensuring security access to digital broadcast mobile pay TV program through Conditional Access and brings innovative high value added services to operators.



> The Gemalto versatile m-TV solution

By hosting mobile pay-TV applications on the USIM, the Gemalto solution, compliant with standard, allows operators and broadcasters to safely enter the m-TV world. It empowers the operator to effectively position itself with a differentiating business model and interactive multimedia services (content downloading and voting, among others). Within the Gemalto solution, OTA services are used to their full advantage in order to manage user rights and permits to maintain security level over time. The Gemalto mobile TV solution:

- Administers and stores connectivity settings for service access
- Manages services security: delivers user permissions, hosts rights, generates decryption key, hosts e-purses for impulsive pay-per-view or pre-paid offers
- Offers support for dynamic end-user profile and direct marketing campaigns through "Electronic Service Guide"
- Assures management of unified ESG graphical user interface presentation
- Securely upgrades mobile TV services (OTA capability for security, flexibility and delivery)

> Operator benefits

- Gemalto m-TV solution is fully handled by the operator
- Control of revenues and user interface, and others
- Maintain security over time via OTA
- Generic and portable
- New business models: impulsive, free preview, pre-loaded
- Pay-TV proven solution experience
- Evolution towards DRM
- Network bandwidth savings

> End-user benefits

- Unified presentation, easy access and use
- User interface personalization
- ESG controlled by the SIM
- Interactive services (e.g: voting)
- Secure recording of m-TV in video, privacy
- Easy transfer and exchange with the PC

> OTA Technology

- From "point to point technology" (GPRS, EDGE, UMTS) to digital broadcast technologies (DVB-H, T-DMB, MBMS, etc.)

> Standards

- ETSI DVB-CBMS (Open Security Framework)
- ETSI 3GPP (MBMS)
- OMA Bcast (Smart Card Profile)

The Gemalto mobile-TV solution integrates Conditional Access System (CAS) and Electronic Service Guide (ESG) applications from partners.

In 2006, Gemalto launched in Italy the first USIM-based mobile TV solution using the DVB-H technology.



To understand the standards, the different solutions available and why the security of the smart card has to be enhanced for M-TV smartcards, a 1 day **workshop** can be organized at your premises or on Gemalto offices.

Course Schedule Abstract :

Day 1
Standards overview <ul style="list-style-type: none"> + ETSI DVB-CBMS (Open Security Framework overview) + ETSI 3GPP (MBMS) + OMA Bcast (Smart Card Profile)
Why the security of the smart card has been enhanced <ul style="list-style-type: none"> + The new Smart Card security features
Manufacturing process

At the end of this course you will:

- Understand the standards involved in M-TV.
- Have an overview of the different solutions available.
- Understand why the security of the smart card has to be enhanced for M-TV.
- Understand the new business models.

Related Courses:

USIM in 3G networks (T1002I)	Mobile TV (T1019S)	Understanding SCWS Technology (T1018S)	Understanding ISIM Cards for IMS Networks (T1016S)
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